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HEIGHTS NEWS

Official Newsletter of the Central Avenue Special Improvement District Management Corporation

Summer 2011



Shop Central Avenue's Fresh Produce Markets

Shop local for the best prices on freshly baked goods and produce. Heights' residents do not have to travel far or wait long for what they need. Central Avenue has three "farms" (Central Avenue, Young, and Sabzi) and a total of seven (7) businesses dedicated to bringing fresh fruits and vegetables to the neighborhood. Local businesses are FDA and State inspected to ensure safe and quality produce for consumers.

C-Town Supermarkets - 506 Central; **Central Ave Farm** - 333 Central; **Continental Food Exchange** - 376 Central; **Price Rite Mart** - 408 Central; **Sabzi Farm** - 252 Central; **Stop & Shop Supermarkets** - 232 Central; **Young's Farm** - 294 Central.

Additionally, **Goehrig's Bakery** (475 Central) and **Angel Azul** (460 Central) wake the Central Avenue every morning with the scents of fresh baked goods. Whether it's a juicy orange, delicious avocado, refreshing smoothie or a birthday cake you have in mind, Central Avenue has the Heights covered everyday.

Central Ave Biz Man Wants Top Parking Authority Job for \$1/Year

After years of frustration with a disastrous parking meter system that relies completely on often malfunctioning pay station machines, the Central Avenue business community, along with many shoppers and residents, are voicing their anger with the Jersey City Parking Authority, particularly CEO Mary F. Paretti's inaction on the matter.



The failed pay station experiment indicates what CASID President Michael Yun believes is a deficiency in leadership: "Months after raising the issue with Paretti and requesting its removal, there has been no concrete improvements with the machines." Mounting frustrations among the business community has led Yun to call for changes at the top of the JCPA and offer his own services in place of CEO Paretti's. The JCPA is responsible for managing the City's parking needs in both residential areas and business districts but has failed in that capacity: "It is time the JCPA gets back to basics with leadership that understands how parking management affects local commerce and jobs. Instead of punishing residents for shopping local, the JCPA should lead the way for Jersey City to live up to the "business-friendly" image Mayor Healy always boasts of," said Yun. "For a salary of only one-dollar a year I could get the

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Thousands Flock to Central Ave for Annual Everything JC Festival



Photo: "Freestyle Queen" Judy Torres Performs for a packed crowd on Central Avenue

Story on Page 9, Photos on Pages 10, 11, & 24



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MANAGEMENT CORPORATION

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Message from the Board of Trustees

Dear Reader,

Jersey City truly comes alive during the summer months and the sense of community is never stronger than when the streets, parks and neighborhoods ring with laughter, music and the sounds and sights of people of all ages enjoying the outdoors in the company of friends and family.

It has been an exceptionally busy summer on Central Avenue as five buildings continue to have active work sites. That so many buildings and storefronts are being renovated is a sign that Central Avenue remains an attractive location for investors, entrepreneurs, residents and shoppers alike. As vacancy rates across the country hovers around 10 to 12 percent, Central Avenue's is at a steady 6 percent. This is due in no small part to how members of the Central Avenue and Heights community have taken ownership of their neighborhood to help create a safe, convenient and pleasant business district.

CASID members should know that cuts the UEZ program (page 4) will have an impact on municipal ser-

vices, your SID program, and will affect business in the months ahead. There are still many unanswered questions at the State level that should be addressed in the Fall. Until then, it is anyone's guess as to how deep cuts to the UEZ program will affect the zones they serve. Given the recent turbulence affecting our national economy, we all must rediscover our inner entrepreneurs and seek out new ways to thrive and succeed. No one person is going to turn the recession around therefore we must all (both public and private interests) do our part for the health and welfare of our community.

Central Avenue's continued liveliness is testimony to the value our business owners, residents and shoppers place in a robust and healthy Main Street shopping district. As always we at the Central Avenue SID thank you for shopping local and appreciate your help and support in keeping the Jersey City Heights a superior place to live and shop for people from all walks of life and backgrounds.

Sincerely Yours,
President Michael Yun and Board of Trustees

Central Ave Joins the City Business Curfew

Earlier this spring, several Central Avenue residents and landlords raised concerns about businesses staying open through the late hours of the night. The admirable effort to better serve the surrounding community with late-night business hours was unfortunately undermined by rowdy young adults who loitered near and around their businesses.

Many residences were frustrated with the late night noise: "I have to work the next day," said one resident who wished to remain anonymous. "These kids don't realize how loud they are at 2 am or consider people who have to get up early and go to work."

Now Central Avenue's working residents will soon be resting easier. The increased number of complaints to the police department, Councilman Bill Gaughan, and the CASID has resulted in the extension of Jersey City's business curfew to the Central Avenue business district (Manhattan Avenue to North Street) and surrounding side streets.

Under a newly revised City Ordinance, no retail, service, or restaurant establishment shall conduct any business on Central Avenue between the hours of 12:00 am and 5:00 am (there are a few exception for bars and pharmacies). The Jersey City Police Department

will soon notify businesses of the change and subsequent enforcement measures.

"As a business community, we were generally opposed to curfews that limits business but we have to consider the needs of local residents and tenants that live within the district," says CASID president Michael Yun. "The Heights is a family-friendly neighborhood and the business curfew is a tool to keep the working class families that patronize our main street in the area." Businesses that feel they should be exempt from the business curfew can apply for an exemption and should contact CASID for more information.

BACK-to-SCHOOL Shopping on Central

Business are now stocking inventory and converting Central Avenue into your back-to-school headquarters for everything you need to start the school year off right. Places like Kennedy Department Store, C.H. Martin, DII,

Deals and Discounts are among the many local businesses who can keep you well-supplied all school year. From pens and notebooks to uniforms, you can find it on Central Avenue. The district is eager to help you meet your back-to-school needs.



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Parking Matters

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Parking Authority back on track.”

This past April members of the Central Avenue business community met with Paretti to express dissatisfaction with the Avenue's multispace parking machines. The machines, which cost more than \$400,000 when purchased in 2007, were the first multispace machines installed in Jersey City and Central Avenue remains the only business district in the city with the system. Since then, the machines have been a constant source of customer complaints and headaches. Complaints often cite the machine's awkwardness, confusing directions that are a nightmare for both veteran and first time users. Moreover, the directions have changed multiple times over the past three years and the solar-powered machines regularly shut off while battery back-ups fail to take effect. Oftentimes change is neither returned nor accepted and because there is only about one machine per block unlucky shoppers must wander the Avenue searching for a working machines.

Visitors should not have to be rocket scientists to operate the machines, but the system currently requires a complicated set of actions: first, a customer must memorize their four digit parking space number, punch it into the machine, and then return to their car to display the ticket on the inside windshield. They have to remain focused while using the paystations because any distraction may become a \$30 mistake before they have even set foot in a store. “The Central Avenue business community welcomes technological innovation,” says Yun. “And while the system does have some positives it is less practical and functional than coin-operated meterheads, which better serve the needs of Central Avenue shoppers. We tolerated the machines as the JCPA worked out the early kinks but it has become clear that the machines are not for Central Avenue.”

During the April meeting Ms. Paretti cited the Parking Authority's reduced staff and tight budget as two prime impediments to the removal or replacement of the machines. In the meantime, Central Avenue patrons like Alex Kenney must still endure the dysfunctional parking system: “Several times I've been frustrated by a non-working multispace parking machine, particularly when I've found a space in front of a store to quickly pick something up. As a senior citizen I don't have the time or energy to traipse around in search of a pay station.” CASID member and respected local attorney Roberta L. Tarkan has also been victimized by the “burdensome, unfair and unjust”

multispace parking system. Tarkan adds that “the people who decided to install these machines [on Central Avenue] clearly didn't know what they were doing.”

The malfunctioning machines create a situation where Central Avenue becomes ticket-blitzed, cash-cow for the Parking Authority. The system provides too many opportunities for parking tickets to be issued under questionable circumstances. For example, if a visitor forgets to display their ticket on the dashboard or does so improperly they could be subjected to a ticket. If the shopper enters the wrong space number or has to search for a working machine they can get a ticket and few people have the time to fight unfair tickets in court; simply paying the fine and taking your business elsewhere is an easier solution for many.

A Parking Authority employee who wished to remain anonymous estimated that each Central Avenue meter attendant issues approximately 30 tickets per day. Excluding weekends and holidays there are approximately 300 days a year of parking enforcement. \$30 per ticket x 30 tickets x 300 days = \$270,000 in tickets a year and shows that Central Avenue shoppers and businesses are penalized annually for merely for doing business locally. To increase revenue all the JCPA has to do is assign one more meter maid to Central Avenue and let the pay station system do the rest.

Aside from disappointment with the pay stations, the JCPA has been a source of more problems than solutions for the people of Jersey City. A former JCPA clerk received \$300,000 in a sexual harassment settlement involving three high ranking Parking Authority staff members. To make matters worse, the JCPA is being sued yet again by two other employees with similar harassment claims. Despite the first settlement and two more lawsuits, publicly there has been no disciplinary action taken to hold those involved accountable. In the local papers, Paretti stressed that the settlement was paid by the JCPA's insurance carrier, and not by Jersey City taxpayers. Those same taxpayers will pay later when JCPA seeks additional revenue to pay the higher insurance premium caused by the lawsuits.

Jersey City Councilman Ward E. Steven Fulop, has proposed consolidating the JCPA back into the city. In his newsletter he stated: “The overlap of auditors, lawyers and insurance coverage that exists currently in the two separate entities will bring real savings to taxpayers. Consolidation will, at the same time, foster oversight and



Photo: Central Avenue visitors line up as one person struggles with the pay station.

accountability and if done properly, will be profitable for the City.”

For nearly thirty years, Michael Yun has been a successful businessmen and community member on Central Avenue. He helped organize the first SID program in the City and has chaired the “Everything Jersey City Festival” for the past four (4) years. Before the City moves forward with a consolidation proposal that may further burden the Police Department and drain our City's public safety resources, Yun wants the opportunity to lead the JCPA back on the right track. Current CEO Paretti's lack of action does not sit well with him: “The absence of leadership and accountability has resulted in poor management of the agency. CEO Paretti receives annual compensation in excess of \$100,000 and yet still does not seem to grasp that the fundamental purpose of having parking meters on Central Avenue is to serve and support the Jersey City business community, not to nickel and dime shoppers, residents and workers. Our city's parking resources woefully mismanaged and her typical response has been disinterest, lip-service or to deny any responsibility. The JCPA needs capable leadership; if Paretti can not provide it, I will for only a dollar a year.”



Above: Like many Central Avenue visitors, Michael Yun takes a closer look at the problematic directions on the often malfunctioning pay station machines. Missing one step is a \$30 error.

UEZ Update: State Withholds Funds for 2nd Straight Year, Program's Future Uncertain

The good news: The New Jersey Urban Enterprise Zone program will continue to offer tax benefits to qualifying businesses while also allowing customers to pay only half the state sales tax on eligible purchases. Qualifying businesses can now register, and re-register for the UEZ program from the comfort of their keyboards by going online and visiting www.nj.gov/njbusiness (click on UEZ Tax Incentive link on the left).

Businesses registered with the program will continue to benefit from the program's many incentives: reduced sales tax rate (3.5%); tax free purchases; tax credits; CBT Tax Credit; financial assistance; unemployment subsidy; and energy sales tax exemption. To the relief of many small business owners, the cumbersome UEZ registration packet has been eliminated and the process has instead been streamlined through the use of online registration. The government webpage also uses "Google Translate," allowing business-owners the opportunity to learn more about the UEZ program in the language of their choice, i.e. (Spanish, Arabic, Chinese, Hindi, etc). Long gone are the days when the only

way to register for the program was through intimidating registration packets with stacks of forms and complicated instructions.

The bad news: On June 30th, a new State budget was passed (effective July 1st) that did not return UEZ funds to zones. In previous years, an estimated \$92 million would have been reinvested annually through economic development projects across 32 zones in 37 municipalities (Jersey City included). However, for the second year in a row UEZ revenues (from the 3.5% sales tax collected) have been withheld in their entirety and diverted to the State's general fund.

While the 2011 state budget process was quite extraordinary, the pension and health-care reform for public workers took center stage while many state programs like the UEZ remained afterthoughts. The Democrat-controlled legislature rejected Governor Christie's 29.4 billion February budget and instead proposed and passed their own spending bill just days before the June 31st deadline. Their budget was approximately

\$1 billion more than the Governor's and in it about half of the UEZ revenues (\$47 million) were returned to the state's Urban Enterprise Zones. The Democrat's plan for the UEZ funds ultimately became a casualty of the Governor's pen as he exercised his line-item veto authority and struck nearly \$1 billion dollars in spending from the Democratic State Legislature's budget. In the weeks that followed, Democrats in the legislature attempted to restore the cuts but failed to gain the 2/3's majority needed to overturn the Governor's vetoes.

This past February, a report commissioned by the Governor's office was released that recommended an end to the UEZ program. One of the report's conclusions was that the program's 8% return on state investment was insufficient given the resources expended. While the report has been debated and discredited by many officials and program administrators across the state, it did highlight the strengths and successes of the Urban Enterprise Zones, such as the effectiveness of Special Improvement Districts and Clean-and-Safe Street initiatives statewide. The fate of the program is currently unresolved but legislators and state officials are currently discussing possible reforms. Major changes are expected as soon as this November.

Jersey City Officials, CASID, and others Lend Voice at UEZ Hearings

On Thursday, May 26th, State Senate Committee on Community and Urban Affairs held a hearing on New Jersey's UEZ program. Senator Jeff Van Drew (D - Dennis Township) from Cape May County chaired the committee session while committee members Ronald L. Rice, Sr. (D - Newark), Dawn Marie Addiego (R - Medford), Christopher J. Connors (R - Forked River), and Teresa M. Ruiz (D - Newark) were also in attendance.

People from across the state attended the hearing to demonstrate their support for the UEZ program. Many gave detailed and expert testimony on the program's substantial benefits to their respective urban communities. Among those who testified was Jersey City Mayor Jerramiah Healy, who described the UEZ program as "a wise and sound investment [in] programs that are making our cities much better." In addition Mayor Chris Bollwage of Elizabeth, Mayor Wilda Diaz of Perth Amboy, Jersey City UEZ Director Roberta Farber, Dr. Seth Grossman of Newark's Ironbound Business Improvement District, Alfa Demmellash of Rising Tide Capital, and CASID's David Diaz all spoke in support of the program.

The Central Avenue SID has received UEZ



grants throughout its eighteen years and stands to lose a significant source of its annual revenue if the UEZ program is abolished. As in the state assembly hearing that preceded it, "Amend it, Don't End It" was the recommendation offered by many who spoke. Though imperfections within the UEZ program were acknowledged, most in attendance agreed that the program enhances economic opportunity by providing capital to cash-strapped urban municipalities and business districts within New Jersey's increasingly dynamic but still fragile urban and downtown areas.

Expressing solidarity with those who testified, Senator Van Drew voiced his own commitment to the state's urban areas and insisted that "we have to make sure that the money generated in the community comes back to that community." Many agreed that to abolish the program in the midst of the slow recovery from the Great Recession would be an ill-advised time to deny businesses and business districts in New Jersey access to the almost \$95 million in UEZ-generated revenues.



On Thursday, May 26th, Central Avenue SID President Michael Yun, District Manager David Diaz and Director William Clarke traveled to Trenton to advocate for the UEZ program before the State Senate Committee on Community and Urban Affairs. Following the hearing, Senator Van Drew graciously stood for a photo with CASID President Yun while holding up a "Save the UEZ T-Shirt."

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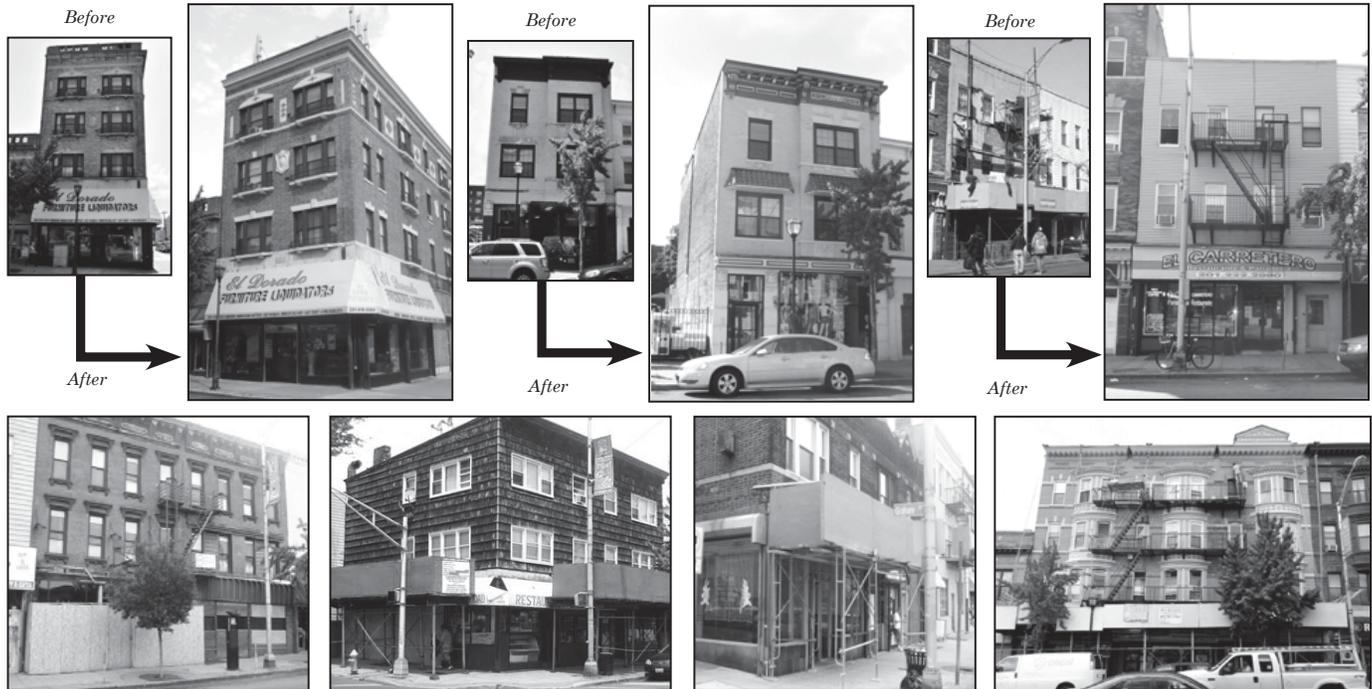


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Nearly 100 year Old Buildings Getting Prettier By the Day

Many property values in the Heights section of Jersey City are tied to the vitality of the Central Avenue business district. As such, when Central Avenue property and/or business owners invest in their infrastructure they increase both their property values and those of the entire neighborhood. Since January 2011, there have been eight Central Ave properties that have undergone highly visible repairs and other improvements to their facades

and exteriors. "Despite the down economy, this is the most private investment Central Avenue's streetscape has seen in recent years," says CASID District Manager David Diaz. "Many buildings are nearly 100 years old and the facade improvements are a needed and welcome investment. These proactive property owners are leading the Heights in the right direction and hopefully they inspire others to do the same in the near future."



Pictured Above (Top L to R): 490 Central Ave; 320 Central Ave; 277 Central Ave; 449 Central Ave; 329 Central Ave; 231 Central Ave; 499 Central Ave; 349 Central Ave

New Art Mural Installation Underway for Central Avenue

The CASID, in partnership with Ward D Councilman Bill Gaughan, the Hudson County Office of Cultural & Heritage Affairs Office, the Jersey City Division of Cultural Affairs and Jersey City Division of City Planning, Jersey City Pro Arts, The Distillery Gallery & Artspace, the Heights Artist Initiative, Not Yo Momma's Craft Fair, and Mad Mad Media (Dylan Evans) is pleased to announce the 2011 Central Avenue Mural Arts Installation. Thanks to assistance from the County through the Local Arts Programming Grant, CASID is able to further its long-term goal of adding "art destination" to Central Avenue's already distinct resume.

In the fall of 2010, the CASID unveiled two murals designed by local artists Richard La Rovere and Megan Gülick located on the sidewalls of .99 Power (387 Central Avenue/ Charles St.) and Daisy Cleaners (426 Central Avenue/ South Street). These murals made for vivid and

exciting additions to both the Avenue's landscape and the Heights neighborhood and capture Jersey City's abundant creative spirit.

Though the ¼ mile Central Avenue business district now has five murals, the CASID is eager to add more and is searching for artists to add their compelling visions to the Central Avenue streetscape. With such a rich artistic tradition in Hudson County the CASID is eager to receive creative mural proposals from interested artists. In addition to monetary compensation from the State/County grant, the CASID will use its resources to ensure the murals selected and their designers get the attention they deserve.

Please note, this mural program is based on the principles of an RFP and all proposals are in competition with one another based on quality of design, aesthetic concerns and price. Proposals that meet the criteria

outlined in the RFP will be presented to CASID members for their consideration. The number of mural installations selected will be determined during the process.

Any CASID member interested in participating in this program by lending their wall space for mural art is encouraged to contact the CASID: casid@jcheights.com



File Photo: Artist Richard La Rovere stands next to his Central Avenue Mural.

BUSINESS SPOTLIGHT: El Sabroso Restaurant



“Hi mom! How you doing!?” is how many young people greet Gladi Ortiz when they walk into El Sabroso restaurant at 414 Central Avenue. Gladi and her sister Martha founded El Sabroso together seventeen years ago and since then they have turned it into one of Jersey City’s premier and most beloved Latin American restaurants. For many it is a home away from home where “El Cliente es el corazon de nuestro negocio” (the customer is the heart of our business). Perhaps unsurprisingly, after seventeen years the sisters count many customers as old friends.

For many years friends and family members encouraged Gladi and Martha to open a restaurant because of their phenomenal cooking. Eventually they obliged and opened El Sabroso in a modest storefront just off Central Avenue at 2 Lincoln Street. The

store itself wasn’t much more than a 20x20 kitchen with a countertop, three stools and two tables but their special take on traditional Latin American cuisine with a twist hit home and for fifteen years they built a base of loyal and loving customers. Soon enough, lines out the door became commonplace as the good word spread about El Sabroso.

In 2008, Gladi and Martha decided it was time for El Sabroso to grow and began looking for a larger location that would allow them to stay in the neighborhood. Soon enough they found exactly what they were looking for and, after extensive renovations, the new El Sabroso opened in early 2009. “Everyone was here,” Gladi says with a smile. Mayor Healy officiated the ribbon cutting and friends, neighbors and customers came to see and taste the new El Sabroso for the first time.

One would never mistake the new El Sabroso for their previous location. The new restaurant comfortably seats dozens and Gladi and Martha now share the El Sabroso experience with more people than ever. The spacious, high-ceilinged and immaculately maintained dining area is perfect for parties of all sizes and ages. From the lovely woodcarved sign out front to the intricate floor tiling, El Sabroso is a welcoming environment with a relaxing atmosphere. These days El Sabroso is serving more

people than ever--“The weekends are crazy”, says Gladi--but their commitment to a comfortable, family-oriented, family-run restaurant remains paramount. The restaurant has great specials every day to go along with mouth watering classic Latin dishes that keep people coming back over and over again. Word of mouth still brings new faces through the door daily and many folks who moved away return regularly for what they know will be a splendid and satisfying meal.

During the interview three young men walked in and warmly hugged Gladi. “They’re like my kids”, she says. She chatted with them while they waited and it became clear that El Sabroso is more than just a restaurant and that Gladi and Martha are more than restaurateurs. These sisters have become pillars of the community whose warmth, generosity and amazing food are the roots of strong Central Avenue community that is lucky and glad to have them.



Reservoir #3 Update

The Heights-based Jersey City Reservoir Preservation Alliance continues to coordinate stellar events at Reservoir #3 here in the Heights and has been at the forefront of plans to develop the reservoir into a world-class public park for the people of Jersey City to cherish and enjoy.

On Wednesday, August 10th, the Jersey City Reservoir Preservation Alliance hosted a public community meeting at the Heights Vietnam Veterans Memorial Community Center at Pershing Field. The topic of discussion was the near-completion of a five year detailed study and redevelop plan of the Reservoir by preservation architects John Milner Associates, landscape architects Van Valkenburgh Associates, and engineering firm Weidlinger Associates. The study was commissioned in 2006 and its completion will mark the next step in the transformation of the Reservoir into a park

that will include numerous amenities around the reservoir that will emphasize and expand its already fantastic natural landscape. The park will also be designed with a diverse population of various all ages in mind.

While the plans for the Reservoir’s transformation into a public park continue to move towards fruition, each Saturday from 10 AM - 4 PM, Reservoir #3 opens to the public for an assortment of activities not usually available in most urban communities. Fishing, picnics, painting, bird-watching and kayaking are just some of the recreational activities possible within the thirteen-acre Reservoir.

More recently Reservoir #3 has hosted community events that have increased the



Above: Matthew Urbanski of Michael Van Valkenburgh Associates describes features planned for the Reservoir park using a detailed 3D model.

enjoyment and awareness of this “urban oasis.” In early June the same students from Christa McAuliffe School who researched and created the Disney Plant Challenge award-winning project on the Reservoir hosted the Project Reservoir Community Day and celebrated this urban ecological wonder. To learn more about the Reservoir, visit www.jcreservoir.org/

Amid UEZ Funding Cuts, City Reminds Central Ave Businesses to Sweep Sidewalks Regularly and Properly Dispose of Trash

As many would agree, a clean business district is a happy business district. Although Jersey City's urban environment places a lot of wear and tear on its streetscapes, the CASID strives to maintain a desirable and pleasant main street with its Streetscape Maintenance Operation (SMO).

Anticipating funding and service cuts, Jersey City Urban Enterprise Zone (UEZ) Director, Roberta Farber, has requested that SIDs convey a message to members "requesting them to sweep in front of their stores on a daily basis as needed and NOT to place the trash in the cans on the street or in the gutters." Though there are currently no plans to terminate Central Avenue's SMO program, services could be reduced in the weeks ahead depending on the City's decision as it relates to the UEZ program and SID funding.

Under the Jersey City municipal code (Chapter 296 - Streets and Sidewalks), the responsibility of sidewalk maintenance falls solely on the corresponding property and/or business owner. However, most Central Ave small businesses only have two or three employees and keeping up with sidewalk litter all day long takes time away from customers and business. This was one of the original reasons why the Central Avenue businesses combined their efforts to establish the SID program which coordinates shared sidewalk cleaning to address the needs of our very active main street community. This service is to supplement, not substitute, each merchant's individual effort to keep their sidewalk and business district clean. The CASID invests nearly 40% of its financial resources providing this operation and it remains a fundamental aspect of attracting shoppers and supporting business growth.

This operation also picks up where municipal resources leave off. With assistance from

the Jersey City UEZ program, the CASID is able to employ a full time staff of four (4) local residents to provide supplemental maintenance services on the Avenue between the hours of 7:30 AM to 5 PM Monday through Saturday and 7:30 AM to 12:30 PM on Sundays. The SMO is headed by Supervisor and longtime Heights resident Sookram Gokul and directed by the CASID office to maintain a neat streetscape during normal business hours.

In addition to picking up litter, the SMO staff manages the forty six (46) litter receptacles throughout the district; coordinates municipal pick-ups; relays garbage complaints and violations from member businesses to the City each morning; keeps an inventory of streetscape fixtures in need of repair; landscapes trees; removes light graffiti and hand bills; and removes snow at public crosswalks during wintertime.

On average, staff members handle nearly forty five (45) full 30 gallon bags of garbage each day (315 bags a week; 16,380 bags a year). The Avenue produces an estimated 491,400 (16,380 x 30 gallon bags) gallons of trash each year. The high volume of trash produced on Central Avenue is



matched by the high volume of pedestrian traffic. In the summer months especially, there is a marked increase in both.

Central Avenue residents and business owners are reminded of the garbage collection schedule which is every Monday and Thursday night between 7 PM and 10 PM and ONLY in front of your own property. Recyclables can be placed near the curb for municipal collection Tuesday nights between 7 PM and 10 PM. For more information or to obtain the specific collection schedule for a different street, call the **Jersey City Incinerator Authority** at 201.432.4645 or visit www.jciaonline.com.

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Growing Green: Heights Residents Love Neighborhood Trees, Call To Protect



A number of concerned and motivated Jersey City residents are organizing to protect Jersey City's shade trees and educate the public to tree's value. On July 13th members of the East Pershing Field Neighborhood Association, The Riverview Neighborhood Association, the Jersey City Parks Coalition and others, including Councilman Steve Fulop, met to discuss tree-care policy in Jersey City.

Jersey City ordinances restrict tree removals and require prior public notification but enforcement of these ordinances is inconsistent. As Heights resident Harriet Taub explains, "I have witnessed the destruction of neighborhood trees as new houses with driveways are built. Even when new trees are planted they are often poorly cared for and wither away before they can have a measurable impact."

Heights resident and member of the EPNA, Isabella Mederi, believes shade trees are an undervalued part of Jersey City's neighborhoods. She encourages Jersey City residents to take advantage of a Department of Public Works program that provides residents with one tree for \$100. She explains, "I purchased one tree through

the DPW program and it inspired my neighbors who purchased three themselves. Soon our block was lined with beautiful trees." Isabella also helped EPNA secure a booth at the Everything Jersey City Festival this past May and distributed nearly 100 pine seedlings supplied by the New Jersey Tree foundation.

The benefits of trees are numerous and wide-ranging: they reduce noise-pollution and collect airborne dust while lessening glare and helping to prevent the urban "heat island" effect. The scope and condition of a community's trees is often the first impression a community projects to its visitors. According to Maryland Department of Natural Resources, studies have shown that healthy tree populations enhance community economic stability by attracting businesses and tourists; people linger and shop longer along tree-lined streets; apartments and offices in wooded areas rent more quickly, have higher occupancy rates and tenants stay longer; businesses leasing office space in wooden developments find their workers are more productive and absenteeism is reduced. A neighborhood's urban forest is an extension of the pride and spirit it has for community, yet many in Jersey City are unaware of trees benefits.

Heights resident Howard Brunner has been frustrated by PSE&G's over-trimming of trees near overhead wires: "When PSE&G clears branches from overhead wires they often fail to take precautionary measures and over prune healthy branches." Over pruning healthy, mature and difficult to

replace trees can result in a shortened lifespan for those trees.

Nearby Paramus, New Jersey is one town that has been identified for having successfully institutionalized pro-tree policies to protect and maintain their trees. Across the Hudson, Ms. Taub points to New York's Million Trees NYC as another example of a highly successful and visible urban tree initiative that Jersey City could look to for inspiration.

Central Avenue's streetscape reflects the value the business district and neighborhood place in trees. There are 115 tree beds on Central and the CASID strives to maintain a thriving tree population. With the exception of a few locations, the majority on Central Avenue are male Ginkgo trees which are well-suited for rugged urban environments. From time to time, these trees die from abuse and CASID reaches out regularly to Jersey City's Department of Public Works to replace dead or missing male Ginkgos.

The EPNA encourages residents, visitors, and business owners alike to join their effort in protecting these valuable and priceless features throughout the neighborhood.



Above: Central Avenue looking southwest near South St.



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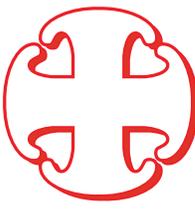
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Councilman, Ward D Bill Gaughan

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Central Avenue Bizs Thank Residents for Shopping Local with Everything Jersey City Festival

For the fourth year in a row the Everything Jersey City Festival was better than ever as an estimated 30,000 people came out to enjoy a day of fun in the sun on Saturday, May 21st. With free live music on four stages, fresh food being grilled up and down the Avenue, and hundreds of exhibitors from near and far lining the street it was an epic, family-fun filled extravaganza. There were extraordinary deals at dozens of Central Ave stores as the businesses gave the community a giant, day long "Thank You."

Despite widely-publicized expectations that the Rapture would take place on May 21st, disaster and doomsday were averted with help from the Festival's overwhelming good vibes. Instead of fire and brimstone, the day was highlighted by a performance from "Queen of Freestyle" and Jersey City-resident Judy Torres, who dazzled a capacity crowd at the Congress Street Stage with her chart-topping hits. Torres headlined an awesome lineup of several dozen bands and performers who proved throughout the day that Hudson County is a veritable hotbed for the performing and creative arts.

Between the stages there were more than 200 exhibitors, whose diverse selections of arts and crafts, original apparel, toys and more made for a Springtime shopping bonanza. An array of food vendors from Central Avenue, Hudson County and

beyond cooked amazing internationally-flavored foods that sated the most voracious appetites and had mouths watering all from Hutton to Congress.

Central Avenue businesses spiffed up and opened their doors to the masses and some 50 CASID members participated with sidewalk sales, One-Day sales or manned booths at the Festival. With so many One-Day Sale participants the holidays came early for savvy shoppers and tremendous savings of between 10 and 50% were offered at a number of Central Avenue businesses such as Christian Jewelers, Uniq Pets, Rene Angelo Sports Store, King's Son, The Takeover, and Chi-Chi's Clothing Store to name a few.

More than 45 civic and community organizations tabled at the festival, increasing awareness and fundraising on behalf of countless causes in and around Jersey City and Hudson County. The participation of civic organizations in the Everything Festival is crucial ingredient in the event's focus on stronger local community bonds throughout Hudson County.

The benefits of having thousands at



Photo Credit: Richard and Baldwin Yun

the Festival extended past the Avenue as Richard De Cristofaro of Richard's International Barbershop explained: "I had twenty to twenty-five new customers that day," he says of his Griffith Street barbershop just off of Central Avenue. He estimates that "70 percent have already been back again" and believes that because of the Everything Festival "people saw a new part of Jersey City."

Festival organizers took time to recognize several outstanding organizations and individuals whose leadership and dedication have helped the Hudson County area become one of the most culturally and economically dynamic in the country. Those honored with "Legend Awards" were Hudson County Executive Thomas DeGise, State Senator Brian Stack and the Heights' Riverview Neighborhood Association. In addition, Assemblywoman Joan Quigley, Assemblyman Vincent Prieto, Mr. Greg Brickey of Jersey City Cultural Affairs, and the 2011 National Champion Saint Anthony's High School Boys Basketball Team were recognized with "Pride and Harmony Awards" in recognition of their remarkable contributions to Jersey City.

The festival itself would not have been possible without the help of more than 150 volunteers. CASID Director William Clarke singled out for praise students from Dickinson High School, McNair Academic High School, Snyder High School, St. Dominic's High School, Jersey City's Middle School #4 for their hard work, "The young volunteers at the Everything Festival were amazing. Everyone here at the CASID could not be more appreciative for their help."

The day was capped off by high-flying exhibitions from Central Avenue's Family Fitness Martial Arts and Jang-Star Taekwondo. Besides brief mid-afternoon showers and a torrential downpour of biblical proportions in the evening time immediately after the event it was yet another fantastic and memorable Everything Jersey City Festival.



Photo Credit: Rafael Torres



Photo Credit: Richard and Baldwin Yun



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Central Avenue Hosts the 2011 Everything Je



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Jersey City Festival: See More Photos on flickr



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Central Avenue S.I.D. Mgmt Corp. & Councilman Ward D, Bill Gaughan **THANK YOU** for Joining the 4th Annual Everything Jersey City Festival



Photo Credits: M. Avalos

An Estimated 30,000 people joined the fourth annual festival on Central Avenue celebrating community pride and harmony. Filled with artists, musicians, local businesses, community groups, and other exhibitors, this large ten block event would not have been possible without the help of many. The CASID is proud to have organized this festival in our business district and we wish to congratulate our sponsors, participating businesses, and the many generous & civic minded others who helped plan and staff the event.

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Dunkin Donuts	Jersey City Incinerator Authority	PSE&G	United Water
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Maryanne Kelleher, JC Cultural Aff.	John McGrath, DPW	The Black Hollies	Drippin'Wett	Uta Brauser, Fish w/ Braids Gallery
Director Armando Roman and the Jersey City Fire Department	Crystal Fonseca, JCIA	Celtic Cross	Actors Shakespeare Co. NJCU	Jennifer Lambert
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	D.J. Wise, JCPA	Stephie Coplan & the Pedestrians	Barbara Vergel, St. Dominic Acad.	Ismael Otero, Carribean Soul Dance
	H. James Boor, Division of Health	Catch Wild	Hermione King, Snyder H.S.	Victoria Cho, C2 Education

... and we salute the 150 other volunteers who joined together on Central Avenue on 5/21/11 to further push Jersey City forward.

For Everything Jersey City Heights, visit www.JCHeights.com



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Photo Credit: W. Parry's



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Riverview Neighborhood Association Update: 100 Steps Update

On the evening of July 12th at the Harbor View Health Center on Ogden Avenue, Mayor Jerramiah Healy's Chief-of-Staff Rosemary McFadden spoke at the monthly meeting of the Riverview Neighborhood Association. She addressed the ongoing, long-delayed 100 Steps Project to connect the Heights to the 2nd Street Light Rail station. Accompanying her at the meeting were Deputy Chief-of-Staff Jeffrey Lyons and Joanne Monaghan, Esq. of the Jersey City law department.

This past June, more than seven years after the initial agreement with Brass Works Urban Renewal was signed, the Jersey City Municipal Council voted to transfer responsibility for construction and completion of the 100 Steps from Brass Works to the City of Jersey

City. Despite this agreement, because of the lengthy delays and numerous setbacks, concerns remain as to the exact structure and arrangement of the deal to ensure that the 100 Steps are finally built.

Ms. McFadden, Mr. Lyons and Ms. Monaghan addressed a number answered questions relating to the financial, legal and practical implications of the transfer of responsibility. Though little progress had been made since Brass Works won the contract in February of 2004, Ms. McFadden assured the assembled that the City would move things along swiftly upon completing a review mandated by a State grant that will be used to partially pay for the project.

RNA president Becky Hoffman had this to say about the City's new plan: "We are pleased that the administration made a public commitment to complete the 100 Steps by next Spring. Since the meeting we have reviewed a revised draft of the 3rd amendment to the developer's agreement that finally documents the changes in responsibilities. We will follow up to ensure that the City executes this agreement and follows and enforces its provisions. The 100 Steps is now a City project, and we will hold the City accountable for getting it done. The Steps are critically important to our neighborhood and we have waited a very long time for them. We look forward to their completion."

Upcoming Events In the Heights

Fri. August 19th, 8 PM: Disney's delightful food-themed "Ratatouille" will be shown outdoors at Riverview-Fisk Park. Free admission and popcorn.

Fri. August 26th, 8 PM: The film "Dance With Me" will be shown outdoors at Washington Park in the final film of RNA and WPA's Movies in the Park series. Free admission and popcorn.

Fri. August 26th-28th: The 8th annual St. Paul's The Cross Church's Heritage Festival will take place at 156 Hancock in the Heights. Notable Hoboken-based Frank Sinatra-style singer Eric Delauro will perform Sunday at 2 PM. The event will run from 5 - 11 PM on Friday and 1 - 11 PM on Saturday and Sunday.

Sat. September 17th, 10 AM - 5 PM: The 25th Annual Riverview Park Fest & Flea Market. RNA is now accepting applications for spaces at their annual Flea Market. Clear out your garage or find gems from someone else's. With live music and performances from local bands and artists. For more information visit them www.riverviewneighborhood.org/

Sat. October 1st & 2nd, 12 PM - 6 PM: The Jersey City Artists' Studio Tour is a two-day walking tour of artists' studios, group exhibitions, and art in public spaces. Pro Arts, the Jersey City Division of Cultural Affairs, and corporate sponsors have presented this annual event since 1994. Attracting more than 2,000 visitors every year, it is the main cultural event of the "October Is Art Month" celebration. Visit www.proartsjerseycity.org for more info.



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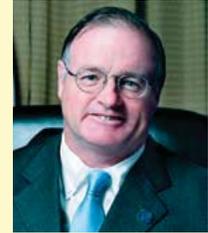
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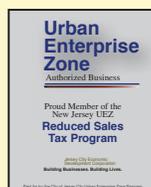
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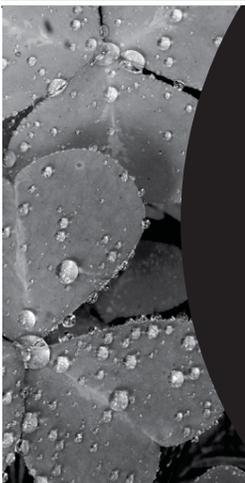
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