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HEIGHTS NEWS

Official Newsletter of the Central Avenue Special Improvement District Management Corporation

Holiday Edition 2011



Season's Greetings and Happy Holidays

Photo Credit: Alton O'Neil: Mayor Jerramiah Healy joined Heights community leaders and neighbors for the official lighting of the holiday decorations on Central Avenue.

Forget the Congested Highways, Shop Central Ave First During the Holidays! New Energy Efficient Decorations Light the Way.

The Central Avenue business community welcomes you to enjoy our new festive seasonal lighting decorations and reinvest this holiday season in your local main street. With over 240 storefronts, the Central Avenue business district is here to serve you and features a large variety of shops, restaurants, and many other services and pay only 3.5% sales tax at participating UEZ businesses.

Beginning December 5th and ending January 1st, the Jersey City Parking Authority is offering shoppers **FREE METER PARKING** for the first two (2) hours only in municipal parking lots along the City's shopping districts. Also, the Jersey City Police Department will increase patrols along our shopping corridor all month long.

Continued on page 12



"Splash of Color"

Central Avenue is now home to more art than ever. Among the new art on Central Avenue is the "Koi Too" mural, "Splash of Color" traffic box (by artist Ed Morris at Central and Franklin St.), and the "Flowers Never Die on Central Avenue" on CCTV bases.

More Art on page 12

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Central Avenue
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MANAGEMENT CORPORATION

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Message from the Board of Trustees

Dear Reader,

Season's greetings and thank you for supporting local businesses. With the holiday season upon us, the Central Avenue Special Improvement District Management Corporation installed brand new, environmentally friendly holiday decorations and lights throughout the district. These new lights and decorations are part of the business community's ongoing effort to make the neighborhood as warm and inviting as possible and we anticipate a strong fourth quarter (holiday sales) to carry us into 2012.

That said, it has been an eventful past few months on Central Avenue. Since our last Heights News, the neighborhood experienced the tragic loss of Randy "Amanda" Lehrer, longtime waitress at Tommy's Restaurant, who life was tragically cut short. Our thoughts and prayers go out to Amanda's family, friends and especially the young daughter who recently celebrated her first birthday. The whole community will miss her lovely spirit and ever-present smile.

Coach USA's elimination of the 99s bus service was another worrisome event for many Heights residents, due to the hard work and support of community members along with the intervention of local elected officials, a partial-solution was created with the new NJ Transit 119 bus that began operations on November 7th. In tandem with the partially rerouted NJ Transit 88C bus, Central Avenue continues to have bus service to and from Journal Square and the New

York Port Authority Bus Terminal for most of the day. Though late-evening, early-morning and week-end service have not been reestablished, the CASID is working towards making 24/7 bus service a reality for Central once again.

Central Avenue businesses who are shopping for the best price on private garbage and recycling collection should **contact the Jersey City Incinerator Authority** (201.432.4645 ext. 625). In a recent meeting with its CEO, Oren K. Dabney, explained that the JCI offers competitive prices for private hauling and maximized value for recyclables. Given the difficult economy, a fifteen minute could save your business money. The CASID thanks Mr. Dabney and his staff their ongoing contributions to making Jersey City truly business friendly.

Please mark your calendars, the Central Avenue SID's **Annual Meeting of the Corporation** will be held **Tuesday March 13, 2012 at 6 PM** in the CASID office (366 Central Avenue, Suite 201, Jersey City).

Please remember to invest in your community and shop local this holiday season. On behalf of the CASID and its members, we wish you and your family a joyful holiday season.

Sincerely Yours,

President Michael Yun and the Board of Trustees

Everything Festival Returns Sat. May 19th, 2012

Ladies and gentleman, grab your calendars, because the 2012 Everything Jersey City Festival has a date! On Saturday, May 19th, 2012, Central Avenue will once again become home to the biggest, most family friendly street festival in Northern New Jersey.

Expect laughter, music, art, great food, lively crowds and, of course, the unexpected! This past May, over 30,000 people were part of the fun and we expect even more folks at our fifth annual festival. Created as an Central Avenue-wide "Cus-

tomer Appreciation Day", the Festival is our way to thank you for shopping local and contributing so much to the vibrant Heights community.

As the event grows nearer, merchants, residents, visitors, and festivalgoers can get news updates through our website (JCHeights.com). Be sure to reschedule all professional and personal obligations, including birthdays and births, and tell all your friends about the Everything Jersey City Festival on Saturday, May 19th, 2012. Don't miss it!

New Businesses to Visit on Central Avenue

Central Gold & Diamond
276 Central Avenue
(201) 721-5336

Chi-Chi's Clothing Store
277 Central Avenue

El Carretero - Grand Re-Opening
449 Central Avenue
(201) 222-2990

Good Time Restaurant
406 Central Avenue
(201) 984-2450

J&R Treasures
287 Central Avenue

JBM Modeling & Academy of Arts
389 Central Ave, 2nd Floor
(201) 850-3025

Jine's Cafe
476 Central Avenue
(347) 208-9284

MHM Insurance
243 Central Avenue
(201) 721-6081

Smart Start Academy
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(201) 461-6161

Super Vision Optical
461 Central Avenue
(201) 420-0101

Runway Clothing Store
308 Central Avenue
(201) 805-5185

Sweet Pineapple Fruits & Vegetables
370 Central Avenue
(201) 792-4364

Just in Time for the Holidays, New Bus Service No. 119 & 88C on Central Avenue

On November 7th, private bus company Coach USA ended the Red and Tan 99s and 4 bus routes that operated in Hudson County. The number 4 bus route was taken over by A&C Bus while New Jersey Transit replaced the 99s using the new 119 and 88C bus routes.

The 99s offered direct service to the Port Authority Bus Terminal and for many Heights commuters it was the fastest (20 minutes) and most efficient way to and from jobs in New York. The new NJ Transit 119 bus, while offering connecting service to New York's Port Authority Bus Terminal, Central Avenue, Journal Square, New Jersey City University, St. Peter's College, and Bayonne, operates only on weekdays between 5 AM and 10 AM, then 3 PM and 10 PM, and thus leaves Central Avenue without service in the midday, late-evening, and early morning.

The 88C bus route (connecting Journal Square, Central Avenue, and North Bergen) gives midday bus service every hour between 10:30 AM and 2:30 PM and on the weekends every 90 minutes between approximately 8:15 AM and 6:45 PM.

While the 119 and 88C buses are preferable to no bus service these solutions are insufficient. As resident Anne Pettit, who calls bus service to New York City a "lifeline" for Jersey City, states, "half the service for twice the price is no answer." Since the change in service, many commuters and Height-based residents have joined Ms. Pettit in pointing out how limited service to New York has quickly become a major obstacle. Given the lack of plausible alternatives outside of the limited 119 bus, many commuters now face longer, more expensive commutes that greatly detract from the appeal of living in an affordable neighborhood like the Heights that is also so close New York City.

As resident and commuter Donald Devoe writes, "The late-night [bus] runs are ESSENTIAL to people like me, who work in New York and come home late at night. Such a convenient connection to the city makes Jersey City practically like another borough of New York, [and] a very valuable asset, since the rents here are more reasonable." And resident Scherman Park explains, "The 11:15 bus is always full with hotel and Broadway workers [...] we

depend on this bus for a stress free commute into the city."

Despite these factors, NJ Transit Senior Director Anthony M. Grieco wrote via email: "I discussed this request at length with our Bus Service Planning Division. As you may be aware, the No. 119 Line service represents a significant effort on our part to continue weekday peak commuter service for former Coach USA No. 99S customers following the discontinuance of that service.

"We based our service levels on the ridership information obtained from Coach USA prior to them abandoning the 99S service. Using those figures, we determined that ridership levels in the off-peak and on weekends were relatively low. Given our severe budgetary constraints, we are unable to absorb the costs associated with providing more frequent service at this time. Nevertheless, we will keep your request on file should our situation change and resources become available."

According to the Census Bureau's 2006 American Community Survey some 46% of Jersey City residents primarily use public transit (2nd in the nation behind New York City) and more than 40% of Jersey City households do not own a car. Jersey City is considered one of the nation's most public transit friendly cities (an August 2011 Forbes Magazine article listed us as number 3 nationwide), but transit infrastructure is unevenly distributed.

For Heights residents, the nearest PATH station (Journal Square) is anywhere from one half mile to two miles away and the 9th Street and Congress Light Rail station inconveniently lies at the Northeastern edge of the Heights. Moreover, Hudson County bus service as a whole suffers from poor service and NJ Transit shows little interest in improving the present situation. Ten year's ago Coach USA operated ten bus lines in Hudson County (No. 3, 4, 5, 10, 11, 16, 99, 99S, 122/ 144, and 231) and now only operate one and the lack of replacement service has left the Heights and other neighborhoods woefully undeserved by mass transit.

"The beauty of living in the middle of Hudson County is the proximity to New York City, which is fifteen minutes away,"

says CASID President Michael Yun. "If mass transit is allowed to collapse then property values will drop and people who can will leave." For this reason, the CASID is pursuing a productive partnership with NJ Transit to improve local service.

The CASID and the Riverview Neighborhood Association are two of several community organizations that continue to speak out about the need for better mass transit in the Jersey City Heights, especially through improvements to the service offered by current No. 123 and No. 119 buses. As RNA President Becky Hoffman says, "The demand is there if you get the schedule and pricing right."

NJ Transit bus tickets can be purchased locally at DC Travel Bureau, Inc. (just off Central Avenue at 2 Lincoln St, Jersey City), a commissioned ticket agent. Available at DC Travel are one-way, ten trip and monthly passes. For directions or store hours call 201.653.1600.

Top 5 Needs for 119

The Top 5 Improvements Needed for the New 119 Bus Route based on commuter feedback:

5. More Local Places to Purchase Monthly and 10-Trip Ticket Passes. Convenience is key.
4. Promotional Ticket Rates. New bus line. New customers. New rates to welcome and gain their interest.
3. Midday Bus Service. Many folks work the night shift or in the service industry. They need to know they can make their late-afternoon, early evening shifts.
2. Weekend Bus Service. Many people travel into NYC on the weekends. Some for work. Some for play.

And, the most crucial need of the new 119 Bus Route is:

1. Late-Evening and Early-Morning Service. The 99s' buses between 10 PM and 3 AM coming back from Port Authority Bus Terminal are full of commuters. Hello Demand; Where is the supply?

Parking Does Matter: Call to Return Practical Meter System



Photo: Nearly 50 protesters stood outside the Jersey City Parking Authority's Commissioner's meeting on September 27th to call attention to the damaging effects of the parking paystation system installed in the Central Avenue business district.

Shopping local is fun, convenient, an investment in the community and should be encouraged. However, the parking paystation (kiosk) system on Central Avenue is a hurdle between shoppers and local businesses. The parking system's many flaws undermine local commerce, whereas the formerly installed parking meterheads were practical, user-friendly and less prone to breaking down. Central Avenue's shoppers, visitors, neighborhood and business community are actively trying to get this message across to City officials.

The CASID met with the Jersey City Parking Authority on this issue in April 2011 but since then little action has been taken. Before the JCPA Commissioner's meeting on Tuesday, September 27th, members of the community held a protest rally in front of the agency. Just under a month later on October 26th, the Jersey Journal reported, "Old parking meters along Central Avenue in Jersey City to return after complaints about newer models." In the article, JCPA Executive Director Mary Paretti publicly stated that she hopes to have the old-style parking meters back on Central Avenue by early 2012, and possibly move the parking paystation devices to other parts of the city. The Jersey City Independent reported that February is the targeted date of the change, though inclement weather could factor into that timetable.

"I am handicapped and have been a resident of Jersey City Heights for more than 25 years. Never before has shop-

ping and running errands on Central Ave been so difficult for me," said Lauren Baez, an outspoken critic of the system. "Too many times I have struggled to walk to where the pay machine is, only to find that it is broken, then either give up and go home or try to find another one, then go back to my car, then go to the store I needed to get to if I have any strength left to walk any further."

The design of parking paystations fails to accommodate the needs of citizens like Ms. Baez. Instead of better service for users, these machines are sold primarily as moneymakers for towns and governing agencies. Paystations salesmen use a "More money, More efficiency" tagline and claim that "everybody's doing it" to convince town officials that their product is a "must have" for any community.

Generating revenue by overregulating parking is a growing trend among cash strapped cities. In the "guilty until proven innocent" system, ticketed shoppers and visitors are at a disadvantage because disputes over summons have to be settled in court. Imagine your frustration after receiving a summons because the parking enforcement officer did not see you at the nearest working machine only to be told that you must "take it to court."

The Parking Authority benefits financially from the inconvenience of disputing parking tickets. The option to simply pay the summons (\$29 for overtime meter in Jersey City) is far more convenient than the alternative of taking time

off from work to attend court and prove the summons was not deserved. This creates an environment where the governing agency benefits from user error and there is a financial incentive not to correct such issues.

On the same day of their October 25th Commissioner's Meeting, the JCPA spent nearly \$800 at Puccini's Restaurant for a "dinner meeting." Parking kiosks, user complaints and budgeting issues may have been on the agenda. The cost of this luxury dinner was equal to the equivalent of 27 overtime meter summonses.

Although New York City has invested in and installed over 6,000 paystation parking machines, other municipal officials must thoroughly research their community's specific parking needs and be aware that parking kiosks are not a "one size fits all" solution appropriate for every city or town. For more information about the inferior parking paystation design on Central Avenue visit www.JCHeights.com and click on the "Parking Hot Button." If you have not done so already, please sign the online petition on the web page and have your opinion emailed directly to every city official.

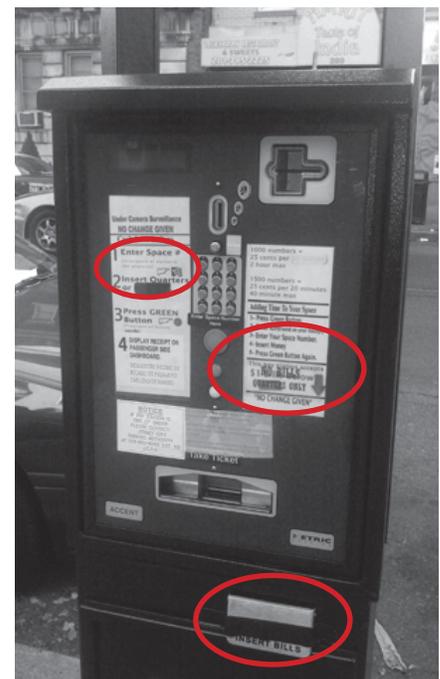


Photo: Dollar bills and coins are *SOMETIMES* accepted but "No Change Given" is a guarantee. The coin and cash feeds are temperamental and a focal point of user complaints. In November 2011, 30% of the kiosks on Central Avenue had broken cash feeds and needed to be taped shut (pictured above) because of the malfunction.

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Parking Limit Increases to 4 Hours in Municipal Parking Lot between Griffith and Bowers St. (aka Burger King Lot)

Shoppers, visitors, business owners, and employees alike will be happy to know that there is finally a meter parking option that goes beyond the two hour limit in the neighborhood. The parking pay station between Oritani and Wells Fargo Bank near the municipal lot #49 (also known as the Burger King Lot, approximately 150 parking spaces) has increased the two hour limit to four.

A practical, long-term solution has long been overdue for both visitors and the estimated 1,400 employees along Central Avenue. Business owners and employees that must drive to work (car pooling and mass transit are not always an option) need an alternative to the hassle of obtaining long-term parking permits that are in short supply. Those without the luxury of parking permits or reserved spots have to leave their workplaces every two hours to move their vehicles. To the credit of CEO Mary. F. Paretti, the Jersey City Parking Authority has made some progress in recent weeks and

CASID members, their employees, and local residents are encouraged to use the extended time limit in the municipal lot to cut down on trips to feed the meter. Using this long-term meter parking option will shift parking trends and help improve the availability of street parking for shoppers and visitors.

In the municipal lot behind the Burger King, the recent installation of several spotlights will make the lot far safer until the existing lamps can be repaired. However, the lighting system in the lot, owned by the JCPA, needs more than a change of light bulbs to fix. “The JCPA has entered into a contract with PSE&G to install an additional light pole in the center of the lot and install spot lights on the existing poles on

Cambridge Ave,” said Paretti via email. “According to the technician that did the walk through that should provide more than enough light.”

The new lights will improve visibility for both those parking there and the two Closed Circuit Television Cameras installed in the lot.



Photo: Spotlights in the municipal lot have been installed to restore light and improve public safety.

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Rachel Terriago
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New Jersey Legislators to Restore Funding to UEZ

Local news sources have reported on renewed efforts to restore funding to New Jersey's 32 Urban Enterprise Zones (UEZs). This is welcomed news in business districts like Central Avenue that are within Jersey City's UEZ.

The program offers an incentive for consumers to shop in urban downtowns through to lowered sales tax rates. Most of the taxes collected are in turn given to those same cities to reinvest in local commerce. Last month the zones received a final payment from the state after the Christie administration had decided to eliminate the program's funding after a consultant's report commissioned by the

state concluded that the UEZ program was a drain on state resources and that offered little benefits to urban economies.

On December 9th Journalist Colleen O'Dean's reported (www.jerseycityindependent.com) on proposed legislation in the Senate to restore UEZ funds to zones. These funds would be required to meet tougher planning requirements and stricter spending conditions. The proposal was approved by the Senate Community and Urban Affairs Committee on Dec. 8th, 3-0, with both Republican members abstaining. It will now head to the Senate Budget and Appropriations Committee.

Roberta Farber, Jersey City's UEZ director, said several cities had to cut back on a number of programs due to Christie's action to keep the sales tax dollars for state use: "The UEZ program has had a tremendous impact on the unemployed in the municipalities; this would enable us to continue to do what we have done in the past, do job training programs," Farber said. "Over the past year, we have all had to cut ... a lot of our programs have had to have layoffs, a lot of private-sector jobs have had to have layoffs because they are not getting that infusion of the public dollars that we have been able to provide."

Sen. Jeff Van Drew, (D-Cape May) and Sen. Brian Stack, (D-Hudson) are co-sponsoring a bill that takes into account some of the consultant's suggestions that keeps the zone program intact and gives UEZs back almost half of the sales taxes they collect as long as the cities that complete growth plans. The New Jersey Department of Community Affairs will evaluate municipal compliance with those plans to determine whether specific towns and communities will continue to participate.

"This program has done a tremendous amount of good for financially distressed cities," said Stack. "This bill allows the UEZ program to continue to aid towns and cities that are working to improve their downtowns, create jobs and stimulate the economy, but ensures they are held accountable for the funding they are provided."

The Assembly Appropriations Committee passed a different bill last month that would make a number of changes to the UEZ including the return of a third of collected sales taxes to the zones.

The bills in both the Senate and Assembly are in its early stages. It is highly unlikely both bills will become law unchanged but it is clear the legislators want to revive the UEZ program.

SHIFT the way you move



11:38 AM
CALL CENTER

Bluetooth Hands-free
Phone + GPS*

2:45 PM
DESK

fold-flat, desk-style
passenger seat



9:02 AM
POWER PLANT

powerful 5.6L V8 and
4.0L V6 engine options

3:12 PM
CORNER OFFICE

center console file
and laptop storage² with
optional 120V power

7:15 AM
EXECUTIVE CHAIR

wear-resistant and
water-repellent seats

4:45 PM
STORAGE CLOSET

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Protecting the Future of Christ Hospital for our Community

By Ann Twomey, President, Health Professionals and Allied Employees and Michael Yun, President, CASID Special to Heights News

For nearly 140 years the residents of Jersey City and surrounding communities have relied on Christ Hospital and its dedicated staff for safe and effective health care. Each year, the staff helps deliver more than 1200 babies; cares for over 8000 hospitalized adults and nearly 600 hospitalized children; treats more than 45,000 residents in the Emergency Room; and provides the largest inpatient pediatric service in Hudson County.

Christ Hospital belongs to the community it protects, and its future should not be decided behind closed doors by only a handful of people. That is why community, civic and religious leaders have teamed up with healthcare providers and elected officials to protect our community hospital and its mission to provide care to all who need it.

But Christ Hospital CEO Peter Kelly and the Board of Trustees have announced their intention to sell our community hospital to Prime Healthcare Services (PHS), a California-based corporation that runs a number of hospitals in California. This decision was made without concern for our community, the hospital staff, and without undertaking a national public search for any non-profit options.

There are justified concerns that Prime Healthcare's 18% profit margin comes at the cost of communities' access to safe, quality patient care and reflects a policy of putting profits ahead of patient needs. In California, PHS has eliminated necessary but unprofitable services at some of its hospitals, including chemotherapy, mental health care and birthing centers. But cutting staff and slashing services are just part of the story; auditors in California's Medicaid program flagged Prime for \$2.8M in questionable expenses, including payments for the lease on a Beverly Hills home, depreciation on a Bentley sedan, bills for operating a private helicopter and for stays in upscale Las Vegas hotels.

Over the past year, California Watch, an independent, nonpartisan, investigative reporting initiative, has exposed a pat-

tern of billing practices at Prime Healthcare Service's hospitals that involve extraordinarily high rates of certain diagnoses of conditions among Medicare patients for which Medicare makes bonus payments. According to California Watch, Prime is being investigated by federal authorities for suspected Medicare fraud in connection with its high reported rate of septicemia, a very serious but rare blood infection.

Prime Healthcare has only committed to keeping Christ Hospital open for five years and little has been said about maintaining current employments or service levels. They have already made a deal to 'flip' the real-estate to another for-profit, a 'Real Estate Investment Trust', but those details and the implications for our community hospital are not available to the public. Prime also has a record of cutting staff after buying hospitals.

Hudson County has seen an influx of for-profit companies buying up our hospitals. Making money in urban areas on health care isn't easy if you focus on health care – but if you focus on profits the formula is cut services and staff, get rid of unprofitable services, end insurance contracts, and 'flip' real estate.

Though many of Christ Hospital's services are not profitable, they are essential to the health and well-being of our community. For example, more than 75% of Christ Hospital's psychiatric and behavioral health patients are uninsured or under-insured. But since Prime also makes money from dropping insurance contracts, whether you are insured or uninsured – your access to fundamental healthcare services are at stake.

There have been troubling stories and citations from the NJ Department of Health and Senior Services (NJDHSS) emerging from inspections of local for-profit hospitals— even while most of their financial transactions are kept hidden from public view. If Christ Hospital is sold to a for-profit company, Jersey City Medical Center will be the last non-profit hospital in Jersey City, and one of only two non-profit hospitals in Hudson County.

The NJ Department of Health and Se-



Christ Hospital Photo Courtesy of Jersey Journal and www.NJ.com

nior Services and the Office of the Attorney General must make the ultimate decision whether to allow this sale and under what conditions. Already, attorneys for Christ Hospital and Prime Healthcare Services have asked state agencies to keep some documents 'confidential'.

So we ask three things of the Christ Hospital Board of Trustees and the NJ regulatory agencies that must rule on this sale, which include the NJDHSS and the NJ Office of the Attorney General.

First, consider opening the bid to other non-profit hospitals around the country, or consider collaborating with other area non-profit hospitals.

Second, ensure that any potential owner makes an iron-clad commitment to continue all of the services at Christ Hospital for at least 10 years and keeps current staff levels, clinics and community services.

Third, assure transparency for all of the transactions, including contracts between Christ Hospital and Prime, and between Prime and the real estate company, as well as for the future financial operations of PHS under any ownership.

Special Editor's Note: California Watch article dated September 20, 2011 reported "Attorney General denies Sale to Controversial Hospital Chain": "In a widely watched decision, the state attorney general's office today denied the sale of Victory Valley Community Hospital to Prime Healthcare Services' nonprofit foundation saying the sale would not be "in the public interest."

For more info and updates, visit <http://SaveChristHospital.org>



Councilman, Ward D Bill Gaughan

Welcome to the Heights' Section of Jersey City!

The Jersey City Heights is a great place to live, shop, dine and work. As councilman for Ward D, I am committed to expanding access to first-class open space, affordable housing and a vibrant Central Avenue business district for all Heights residents and visitors. Constituents can contact me at (201) 547-5485. Together, we can move the Heights forward.

City of Jersey City (In a Glance)

City of Jersey City	(201) 547-5000	Jersey City Board of Edu.	(201) 915-6000
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Dept. of Public Works	(201) 547-4402	Bulk Waste Pickup	(201) 435-1345
Dept. of Recreation	(201) 547-5003	Recycling Collection	(201) 435-1345
Dept. of Health & Human Services	(201) 547-6800	Jersey City Housing Authority	(201) 547-6600
Dept. of Police (non-emergency)	(201) 547-5477	JC Municipal Utilites Authority	(201) 432-1150
North District	(201) 547-5350	JC Parking Authority	(201) 653-6969
Dept. of Fire & Emergency	(201) 547-4239	JC Redevelopment Agency	(201) 547-5810
Dept. of HEDC	(201) 547-5070		

For Full Directory, Visit: www.CityofJerseyCity.com

Central Avenue

**Forget the Congested Highways,
Shop Local 1st During the Holidays.**



**In Municipal Parking Lots Only: First TWO (2) Hours
FREE METER PARKING**

December 5th to New Year's Day!

The **Jersey City Heights** is a great place to **Live, Dine, Work, and Shop**. Enjoy our **Festive Seasonal Lighting Decorations** and feel good this holiday season by reinvesting in your main street community. Shopping locally strengthens our City's economy and supports local jobs. With over **240 storefronts**, the **Central Avenue business district** is here to serve you by providing a **large variety** of shopping, dining, and services. **Pay Only 3.5% Sales Tax at Participating UEZ Businesses.**

For full Central Avenue Business Directory, visit us online:

www.JCHeights.com

Season's Greetings & Happy Holidays!

Shop Local this Holiday & Save on Tax, Gas, & Time



Central Avenue

SPECIAL IMPROVEMENT DISTRICT

www.JCHeights.com

A-Z

Business	*Address	Business	*Address	Business	*Address	Business	*Address
A & A Check Cashing	476	DII Deals & Discounts	365	Jersey Drugs	286	Ralph's Tavern	486
A Touch of Love Florist	492	Discount Boutique	362	Jine's Café & Restaurant	476	Raquel's Nail & Facials	382
A.C. Plaza 2000	428	Diva Spa & Salon	496	JMG Electronic	298	Renato's Pizza Masters Restaurant	278
Advance Healthcare Services INC	451	Dunkin Donuts	318	Kapricho Hair Studio	516	Rene Angel Sports Store	429
Advanced Foot & Ankle	378	El Carretero Restaurante	449	Kari's Signs	455	Rent-A-Center	345
AFANA Furniture	288	El Dorado Furniture	320	Kay's Spring Garden	473	Rita's Ice Custard Happiness	443
AFS Hudson Realty Corp	518	El Marino Pescaderia/ Cevicheria	501	Kennedy Department Store	268	Rite Aid Pharmacy	337
All American Gold Buyers	279-411	El Sabroso Restaurant	414	Kid Zone Learning Center	255	Rivas Medical Supplies	316
All City Fitted	461	Emma's Unisex	474	Kid's Paradise	310	Rumba's Café	513
All State General Contractors	482	Emperor Limosine Services	511	Kikiriki Pollos a la Brasa Peruano	301	Runway	308
Alpine Medical Associates	424	Estilo De Vida	257	King's Son	309	Sabzi Farm	252
Amita M. Patel, D.D.S.	237	Express Cash Jewelry	430	Kwock's Great Wall	239	Sachin Pharmacy	295
Andrea Salumeria Grocery	247	Express Nail Salon	325	La Caridad Restaurant	231	Saint Mina Inc.	411
Angel Azul Bakery & Caf.	460	Eye Contact Vision Center	368	La Concha Restaurant	384	Salerno Salumeria	453
Anton Haddad Plumbing & Heating		E-Z Convenience Store	496	La Nacional	391	Sammy's Place	399
General Contractor	481-483	Fabco Shoes	343	Law office of R.L. Tarkan	482	Santander Bank	241
Arabic Grocery	245	Faded Royalty	481	Lee Ann Full Service Beauty Salon	261	Sculpture Nail	314
Baines Family Dental	386	Falcon Driving School	304	Los Tres Chilitos	456	Smart Buyer	438
Bank of America	303	Family Dentistry	433	Lovely Laundry	389	Smart Start Academy	462
Beauty Secrets	312	Family Fitness Martial Arts	419	Lucille Roberts	338	Soft House Furniture	346
Betty's Bargains	491	Family Pharmacy	291	Mama Leona Pizza & Restaurant	249	Sparkle Cleaners	304
Blimpie Subs & Salads	397	Family Practice Center	452	Mary Multiservices	458	Sphinx Check Cashing	245
Bond Drugs	371	Family Wash	291	Mayank D. Patel, M.D., P.A.	237	SR Newsstand	420
Burger King	330	Fashion by La Femme	336	McDonalds Express	248	Stanley's Prime Meat Market	426
Busy Place Early Learning Center	444	Fiesta Party Center	409	Mendez Agency Nationwide Travel	263	State Farm Insurance	505
C.H. Martin	256	Footprints Realty	427	MetroPCS	312 & 430	Stop & Shop Supermarkets	232
C.V. Jewelry	233	Fragrance and Accessories	341	MHM Insurance	243	Subway Restaurants	413
Calimax II	472	Galaxia Beauty Supply, Inc.	507	Mina's Dry Cleaners	465	Sunrise Nails	243
Capital One Bank	357	Game City	416	MisMesorres Ilusiones	485	Super Vision Optical	461
Carl's Beauty Salon	437	Garden State Chinese Restaurant	287	Muskan Beauty Parlor	413	Susan Nail Salon	469
Central Ave Bagels	293	Garden State News	366	Mystique Full Service Salon	251	Swensen Heights Realty, Inc.	253
Central Ave Farm	333	Gino's Pizza	380	Nino's Shoes	344	Sweet Pineapple Fruits & Veg.	370
Central Avenue Podiatry	342	Gino's Restaurant	382	Novick Supplies	302	Takeover	267
Central Fish Market	401	Goehrigs Bakery	475	Office of Dentist Discepolo & Weil	281	Taqueria Restaurant Oaxaca	467
Central Floor Covering	498	Gold Stone	313	Office of ManGuanay, Pizarro, & Ram	250	The Cell Phone Store	322
Central Gold & Diamond	274	Golden Money	308	Office of Shah, Hemand MD	297	The E spot Internet & Gaming Center	443
Central Suds Laundromat, LLC	264	Good Time Pharmacy	324	Office of Shah, Hitesh DDS	480	The Good Energy	520
Central Wireless	283	Good Time Restaurant	406	On the Ave Clothing Store	362	The Pointy Needle	251
Central Wok	499	Good Year Chinese Cuisine	416	Oritani Bank	348	Tochimilco Grocery	509
Charles B. Swenson Real Estate,	289	Grille Two 74	274	Papa Johns Pizza	340	Tommy's Family Restaurant	349
Chase Bank	372	H&R Block	407	PayLess Shoe Source	317	UMR. Pharmacy & Surgicals, Inc	424
Chi-Chi's Clothing Store	277	Hair/ Beauty	313	PC Computer	465	Urban City, LLC	276
China Town Kitchen	401	Hauptman Carpets	307	Photo Professor	421	Vinod Patel, M.D.	237
Christian Jewelers	390	Health Way	522	Photo Pronto	335	Waterfront Management, LLC	436
Cinco De Mayo Restuant	403	Heights Liquor	300	Podewitz Liquor & Deli	400	Wells Fargo	356
Cleopatra Café	434	Hollywood Fried Chicken & Pizza	431	Pollo Supremo	254	Willie's Liquors	501
Computech Experts	257	Holy Moley Tattoo & Body Piercing	516	Portofino Restaurant & Pizzeria	396	Y & G Hardware & Masters Keys, Inc	489
Continental Food Exchange	376	Hudson Wellness	418	Price Rite Mart	408	Young's Farm	294
C-Town Supermarket	506	J.C. Professional Agency	489	Princess CUC Wedding Center	454	Young's Fine Jewelry	355
Custom Design Bridal	453	J&R Treasures	287	Princess Nail Salon	432	\$.99 Gallery	326
Cynthia's Great Sub & Deli	265	Jade Garden	422	Professional Termite & Pest Control	509	\$.99 Global	306
D Starr Barbershop & Accessories	469	Jang Star Taekwondo School	299	Pronto Envio	393	\$.99 POWER	387
Dahlia's Ice Cream Spot	290	JC Heights Video	349	Quick Solution Furniture	404	\$.99 Vision	346
Daisy Cleaners	424	Jersey City Florist	285	Radio Shack	353	99 Cent-ral	327
Dana Bazar	291	Jersey City Heights Restaurant & Deli	395	Rainbow Brite Laundry	463		
Design Nails	351	Jersey Cycles	510	Rainbow Shops	367		

*Address on Central Avenue

New Decorations Lights up the Ave

Continued from page 1

The brand new, environmentally friendly, holiday-themed lights and decoration system utilizes cutting-edge LED technology to create a brighter, more colorful and enlivened Central Avenue streetscape that will enhance the season's festive atmosphere. The multi-colored LED lights will light the avenue up while simultaneously saving thousands of dollars in energy costs over their lifetime. The decorations will continue Central Avenue's proud tradition as one of Hudson County's premier main street shopping and dining destinations for the holidays.

The 145-piece LED lighting system was purchased for approximately \$45,000 utilizing funds available through Jersey City's Urban Enterprise Zone program. The relatively low maintenance cost means the lights will be enjoyed for years to come and, because of the importance of holiday (fourth quarter) sales, represent a high return on investment. In addition, a new holiday themed banner system was installed with the lights for the enjoyment of daytime visitors.

CASID President Michael Yun lauded the contributions of public officials and agencies: "Central Avenue needed new holiday decorations and we are glad the Mayor, City Council and EDC all understood how important these decorations are to encouraging local shopping during the holidays."

Steve Lipski, CEO of the Jersey City Economic Development Corporation, has this to say: "Having been born and raised in the Heights, it always is and

always will be a pleasure to see Holiday joy as I walk down Central Avenue. I hope that the holiday lights are a symbol and invitation for all those looking for a great shopping experience to do so on Central Avenue."

The CASID wishes to thank Mayor Healy, the Jersey City Municipal Council, and the JC EDC for their ongoing support of economic growth and development in the Jersey City Heights.



"Flowers Never Die on Central Avenue"

Shoppers, residents, and visitors alike can now enjoy the latest phase of the Central Avenue SID's ongoing efforts to highlight the intersection of commerce and community through public art. Jersey City artists Megan Gülick and Richard LaRovere repurposed the bases of the black Closed Circuit Television poles and converted them into three dimensional installations featuring resplendent flowers.

"I wanted to create bright, lively, playful flowers to engage and surprise the passersby on Central Ave. Aside from enjoying the challenge of painting something fresh and new, it's always a privilege to transform everyday objects into public works of art," says artist Megan Gülick.

The "Flowers Never Die on Central Avenue" project embodies the warmth and beauty of our community," said CASID President Michael Yun. "These wonderful

additions to our street will plant seeds of happiness and joy in the heart of everyone who sees them."

In all, seven of the Avenue's thirteen CCTV poles feature the flowers art installations. This project is part of a long-term strategy to develop and nurture a superlative open air gallery on and around the Avenue. The visual components of these projects create a positive experience that inspires the imagination and encourages the collective enjoyment and appreciation of public space and community for shoppers, visitors, residents, and business owners.

CASID president Michael Yun adds, "The creation of public art through partnerships with local artists spurs community investment in support of a strong local commercial, Main Street district

for Jersey City and surrounding communities."

This program was made possible in part by funds from the NJ State Council on the Arts/Department of State, a partner agency of the National Endowment for the Arts, administered by the Hudson County Office of Cultural & Heritage Affairs, Hudson County Executive Thomas A. DeGise, and the Board of Chosen Freeholders.



Photo: Local Artist Richard LaRovere begins to apply his flower design. To see the finished product, check it out on your next visit to the Avenue (or on the web at: JCHeights.com).

New “Koi Too” Mural on Display at Jersey Drugs Pharmacy

On Tuesday, October 25th, the Central Avenue SID proudly unveiled Jersey City artist Ed Morris' “Koi Too” mural on the sidewall of the historic building at 286 Central Avenue that now houses the Jersey Drugs pharmacy. The mural features luminescent and life-like Koi fish swimming through large arches that were formerly windows and it has transformed the wall into a visual feast of colors for the enjoyment of Central Avenue residents, shoppers and visitors.

A lifelong resident of the Jersey City Heights, artist Ed Morris has an international following as an artist and his mural is unlike anything else on Central Avenue. When discussing his methods, Morris thinks that “Anything you do in public your mom and your grandmother should be able to appreciate, so I try to create things that my mom can walk up to and enjoy.”

Koi fish are revered globally for their beauty and are an important cultural symbol in East Asia. For Morris, the fish represent something deeper: “these fish are not only beautiful and tranquil to behold, but their unique and individual coloring in many ways reflects the diversity of the people I've lived with all my life in the Jersey City Heights.” With the installation of “Koi Too”, Central Avenue's open air gallery of art now consists of seven unique murals, including works



installed last year by Jersey City artists such as Megan Gülick's “Urban Inner Peace Zone” and Richard La Rovere's “Salute to Central Avenue”, and Chakaia Booker's sculpture, “Wave”, installed on Central Avenue and Paterson Plank Road just off Washington Park. These extraordinary examples of accessible, open air public art celebrates the warm and welcoming communities that call the Heights home and prove that the Heights

is fast becoming home to some of the finest and most distinct public art in New Jersey.

In the Heights close-knit and diverse community, these murals continue CASID's proud tradition of working with outstanding local artists to add their unique and irrepressible artistic visions to the Avenue in a way that enriches the Heights vibrant cultural milieu in support of CASID's long-term mission to guide and promote the positive social growth and economic revitalization of Jersey City.

Organized by the CASID and Councilman Bill Gaughan, this program was made possible in part by funds from the NJ State Council on the Arts/Department of State, a partner agency of the National Endowment for the Arts, administered by the Hudson County Office of Cultural & Heritage Affairs, Hudson County Executive Thomas A. DeGise, and the Board of Chosen Freeholders.

The CASID would like to also thank the art organizations that partnered with them to carry out this project, including Jersey City Pro Arts, The Distillery Gallery and Artspace, Art House Productions, Heights Artist Initiative, Not Yo Mama's Craft Fair, and Mad Mad Media.



Standing near the “Koi Too” mural during the unveiling is Michael Yun (CASID President), Bill LaRosa (Hudson County Office of Cultural and Heritage Affairs), Ed “T.Dee” Morris (Artist), Jeff Forrer (Jersey Drugs) Mayor Jerramiah Healy, Greg Brickey (Jersey City Cultural Affairs), William Clarke (CASID Director), Laura Skolar (Pershing Field Garden Friends), and Gary Solomon, (CASID Secretary).

Local Artist: Ed “T.Deer” Morris



As anyone who has seen his work will attest, legendary Jersey City Heights artist Ed Morris is the real deal and his recently installed “Koi Too” mural on the wall of the Jersey Drugs building at 286 Central Avenue does not disappoint. The mural consists of an astonishing series of larger than life, radiant Koi fish swimming within the large arches that were formerly windows. Now, thanks to Ed,

the bricked in windows offer a glimpse of wondrous world of color and movement.

Amazingly, Ed painted both the “Koi Too” mural and “Splash of Color” traffic box spray paint—an extraordinary accomplishment considering the level of detail he was able to reach in both installations.

A Jersey City guy through and through, Ed was raised in the Heights and attended local schools Hudson Catholic and the now closed St. Aloysius High School. In the early 80s Ed became fascinated by the “elegant signatures” he saw popping up all around Jersey City and, entranced by these new “guerrilla art-forms”, he began trying his hand under the name T.Deer. Ed embarked on a career spanning more than two decades and became a Jersey City legend in the world of street art where his unique vision and ideas took shape.

From 1993 to 1997, with a dayjob in printing, Ed created and edited Undercover Magazine, a magazine dedicated to chronicling the burgeoning global street art scene. At its peak Undercover was sold across the world at Tower Records, Borders and other retailers. Ed gained a following and made many new friends.

The magazine highlighted the work of street and graffiti artists and received submissions from far-flung places like Israel, Croatia, and South Africa, where street art was beginning to take hold of the young, artistic visionaries who shared Ed’s love for the work. Through Undercover Magazine, Ed developed relationships with numerous fellow artists around the United States and abroad.

Given his past experience as the editor and publisher of Undercover Magazine, Ed’s trans-cultural creativity and perspective make perfect sense and the grasp of diverse global cultural elements, particularly for East Asian styles is cosmopolitan and perfect for Central Avenue.

Since first trying his hand at fine arts ten years ago, Ed has expanded his repertoire and embarked on a second career designing unique tattoos and installing specially custom designed pinstripes on cars and motorcycles.

“Even if I ever left Jersey City, I’ll always have part of me here – the places where I went to kindergarten or met my first girlfriend,” Ed says.

Ed Morris’ work can be viewed and purchased at tdee.virb.com.

Say Hello to Angel Salazar: Scarface Actor and Comedian Greet Central Ave Shoppers and Visitors at Central Wireless

“You want to play rough? Ok, say hello to Angel Salazar”. Boost Mobile is giving Central Avenue shoppers more than great cellular products and services this holiday season. The successful actor and comedian, best known for appearing in the 1983 movie Scarface, will be performing comedy, signing autographs, and taking pictures with customers at authorized Boost Mobile dealer, Central Wireless, located at 283 Central Avenue on Tuesday December 13th between 2:00 pm and 4:00 pm.

An actor and comedian of Cuban and Puerto Rican heritage, Salazar has appeared in noteworthy films like Scarface where, he played Tony Montana’s henchman Chi Chi, Punchline, and Carlito’s Way. He also featured in Cheech and Chong’s comedy video “Born in East L.A.” and was the winner of the 1984 Los Angeles Comedy Competition, hosted by

Jay Leno.

“It is no secret I am a big fan of the big screen and Scarface is just one of those movies with the magic to go mainstream,” said Central Wireless owner David Cruz. “Having one of the actors that made that movie so special visit Central Avenue is just incredible for the neighborhood.” During Salazar’s special appearance, Central Wireless will also be giving away 1,000 items (mix of cell phones and accessories) to lucky guests.

News of the celebrity guest appearance has already excited the district. “Angel Salazar must want to meet his urban fan base,” said Michael Yun, President of the CASID. “The Central Avenue business district is the right place for it and we welcome the Hollywood celebrity to the Heights’ section of Jersey City. Central

Wireless is raising the bar for his peers in the business district by giving the neighborhood an early Christmas gift they will not soon forget.”



LOS ANGELES, CA - AUGUST 23: Actor Angel Salazar arrives at the release of “Scarface” On Blu-ray at the Belasco Theatre on August 23, 2011 in Los Angeles, California. (Photo by Frazer Harrison/Getty Images)

PAID ADVERTISEMENT

Dahlia's Ice Cream Spot

Dahlia's Ice Cream Spot is the reincarnation of the best ice cream place in town. Formally known as Carvel's and then Amourville Ice Cream which was owned and operated by Domingo Handal for 36 years, Delia Campos took over the ice cream business on November 15, 2010. Here is the delicious twist to the story: Delia was Domingo's protégé!

From the time she was just fifteen years of age, Delia worked side by side with Domingo who taught her every aspect of the business over twenty years. "He was like a father to me," says



Delia. "He showed me how to create various flavors of homemade ice cream like cookies and cream, mint chocolate chip, and cookie dough, just to name a few and, of course, the recipe for the delicious ice cream cakes customers can not get enough of."

When Handal announced his desire to retire neither Delia or Domingo wanted the business, a staple in the community, to be lost so Delia took over the reins. Now, with the help of her family, Delia is hard at work in the newly christened ice cream shop creating new delights. Customers from all over Jersey City are invited to satisfy their craving for a delicious, old fashioned sundae, banana split, ice cream cones and ice cream birthday cakes at Dahlia's. Delia's goal is to serve the community she loves with the best ice cream and cake anywhere for at least another twenty years.

Dahlia's Ice Cream Spot
290 Central Avenue,
Jersey City, NJ 07307
Ph. 201.963.1899

Open Sunday thru Saturday
Summer Hours: 11am-10pm;
Winter Hours: 12pm-7pm.



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Although Jersey City's urban environment puts a lot of wear and tear on its streetscape, Central Ave strives to maintain desirable shopping destination through its Streetscape Maintenance Operation.

This operation picks up where municipal resources leave off. The SMO is a supplement, not substitute, service to keep the Avenue clean. While business owners are indoors working hard to serve their customers, the SID employs a full time staff of four (4) local residents for the additional maintenance on the Avenue between the (winter) hours of 7:30 AM to 4 PM Monday thru Saturday and 7:30 AM to 12:30 PM on Sundays. Not to be confused with municipal street cleaning services, they are easily recognized by their uniforms which proudly reads "STAFF" with the CASID logo.

Merchants are strongly encouraged to sweep their sidewalks at the beginning of each day. Oren K. Dabney, Sr., Chief Executive Officer of the Jersey City Incinerator Authority, reminds all residents and businesses owning and/or occupying property within Jersey City to keep the "sidewalk" in front of their premises free of litter. Residents and business owners that do not comply with the aforementioned codes by depositing litter in public places shall subject themselves to warnings and summonses from JCIA Enforcement Officers for such violations. "To avoid summonses lets work together

by maintaining our respective properties to work towards making our City a cleaner, greener and healthier environment to live, work, play and raise our families," says Dabney.

During and after winter snowfalls, Central Ave's SMO staff carries on with regular duties that includes snow removal from public spaces; clearing of passages to fire hydrants, garbage cans, benches, mail boxes, and crosswalks. Our staff does not provide snow removal services for private businesses or properties. They do, however, assist business and property owners by reminding them of their responsibility to remove the snow in a timely fashion.

According to Jersey City Code Chapter 296 (Streets and Sidewalk Maintenance) it is the duty of every owner, occupant, or person having charge of a commercial building to clear the sidewalk of snow to the extent of one (1) foot outside the curb in front of the building with removal finishing within four (4) hours after snow has fallen. Each building owner or ground floor merchant is expected to do their part. Violators will immediately face fines of a \$100.00 or more as enforced by the City with each snowfall.

Please note that it is not only unlawful to throw snow into the street, but it is completely counterproductive to the snow removal process. Snow should be piled on the sidewalk within three feet of the curb.

Central Avenue Trash Collection Schedule & Reminder:

Monday and Thursday Nights

place trash at curb Mondays (for Tuesday pickup) & Thursdays (for Friday pickup) evening between 7:00 p.m. & 10:00 p.m. and ONLY in front of your OWN property.



Central Avenue Recycling Schedule



Tuesday Nights

place recyclables at curb Tuesday evening between 7:00 p.m. & 10:00 p.m. only. Paper must be tied in bundles. Other recyclables (plastic, glass, cans, etc.) are collected in large plastic containers, NOT plastic bags.

Jersey City Incinerator Authority

- Main Phone Number: (201) 432-4645**
- Report Illegally Dumped Garbage: x631
- Refrigerator/AC Pickup: x600
- Neighborhood Cleanups: x620
- Container Rental: x620
- Graffiti Removal: x634
- Mechanical Street Cleaning: x67
- Bulk Waste Pickup: (201) 435-1345
- Recycling Collection: (201) 435-1345

www.jciaonline.com

Christmas Tree Collection



Wednesday Nights

(Thru January)

Christmas trees must be free of ornaments and/or lights and placed curbside Wednesday night between the hours of 7:00 PM and 10:00 PM for Thursday's collection. Once curbside, any and all bags must be removed from tree.

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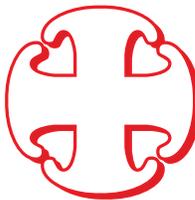
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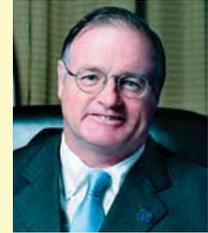
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(*at participating locations)

UEZ-Certified Businesses SAVE by—

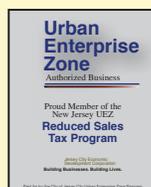
- Advertising and charging just 3 1/2% sales tax—half the normal tax
 - Purchasing items for their business, tax-free
 - Being eligible for tax credits on new hires and unemployment insurance-based awards
- Being eligible for Façade Rehabilitation & Relocation grants
- Taking advantage of NJ State grants and incentive programs

*And UEZ funds are reinvested to make neighborhoods cleaner,
safer, more beautiful and more prosperous!*



Jersey City Economic
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Today we are planning to improve and expand New Jersey's natural gas infrastructure, which will be a key driver of economic growth and offer environmental benefits for New Jersey.

Spectra Energy is proud to be sponsor of the Everything Jersey City Festival.



A Fun and Scary Scene, During Central Avenue's Halloween



Central Avenue is a special place during Halloween as spirits both young and old come for a visit to share in the family atmosphere. Want to see more photos from the 2011 festivity? There are plenty to view on flickr. Find the link on JCHights.com.

Jersey City Heights Volunteers Come Out in Force for the BIG DIG

Saturday, October 22, 2011 was National Make a Difference Day, a nationwide volunteerism initiative that engages communities to plan and execute a one-day project that will impact their neighborhood, community and city. The Jersey City Parks Coalition, in conjunction with the City of Jersey City, organized the BIG DIG as part of this initiative by planting 18,000+ flowering bulbs with hundreds of volunteers throughout Jersey City's parks, open spaces and gateways.

Our Heights residents took the lead in providing captains to eighteen sites in

the Heights & other Jersey City Neighborhoods. There were volunteers galore. Through their hard work and unwavering dedication, the JC Parks Coalition has exceeded its goal for this project and produced one of the most extensive City wide volunteer efforts ever seen that included state, county and city parks, park and community groups, scouts, students, civic organizations, non-profits and businesses. The result was the 2012 beautification

of Jersey City from end to end that encouraged community involvement in the Greening of Jersey City.

