



C.A.S.I.D. Management Corp.
366 Central Ave., Suite 201
Jersey City, NJ 07307
www.JCHeights.com



Jersey City

HEIGHTS NEWS

Official Newsletter of the Central Avenue Special Improvement District Management Corporation

Summer 2008

Thousands Flock to Central Avenue for First Annual Everything Jersey City Festival

Were you one of the more than 12,000 people who came to Central Avenue for the Everything Jersey City Festival on May 17? If so, you saw it all: a main street filled with over 150 exhibitor booths, 200+ Central Avenue businesses showing off their goods and services, kiddie rides, bagpipers - even Elmo! Not to mention three stages packed with music and dance all day. There was truly something for everyone.

"The festival was everything we expected it to be and more," said Central Avenue SID (CASID) President Michael Yun. "We want to thank everyone who pitched in to get the festival off the ground this year - sponsors, volunteers, community leaders, city staff, elected officials, exhibitors, artists, CASID members, and everyone who came out today to enjoy the celebration." The festival was organized by the CASID in partnership with Mayor Jerramiah T. Healy and the Jersey City Municipal Council, in particular Councilman Bill Gaughan, Ward D, and Councilman Steve Lipski, Ward C, Director Maryanne Kelleher and the Jersey City Division of Cultural Affairs, Hudson County Executive Tom DeGise, the Board of Chosen Freeholders and Director Bill LaRosa and the Hudson County Office of Cultural Affairs and Tourism.

The festival kicked off at 11:30 AM with a rollicking set by D. Plumbers on the Hutton Street Stage. Performances and festivities continued throughout the sunny day on seven blocks of Central Avenue, culminating in a much-anticipated performance by The Legendary Teenagers on the South Street Stage. Nino's Shoes sponsored a stage at Lincoln Street that featured salsa dancing, a DJ and live performances by many groups, including Willie and the Salsa Boys.

A wide variety of ethnic and festival foods was available at the event, the majority of which was provided by restaurants and merchants located right on Central Avenue. Artists and crafters offered everything from jewelry to paintings, and many local community organizations and churches also got in on the action, setting up booths for fundraising and outreach. Kids were able to enjoy a rock climbing wall, bounce house, slide, and entertainment including a puppet theater provided by the Hope Center for Visual and Performing Arts and a clown.

In a letter to the editor published in the Jersey Journal, Mayor Jerramiah T. Healy said "Jersey City is the proud host of hundreds



Photo credit: R. Torres

Exhibitor booths and visitors filled Central Avenue to capacity during the Everything Jersey City Festival on May 17.

of concerts, festivals and events each year. But the Everything Jersey City Festival was the first of its kind...I'd like to take this opportunity to congratulate and thank the members of the Central Avenue SID...for their efforts to make this inaugural festival truly spectacular. I am proud to have co-sponsored this first time endeavor and look forward to

Continued on page 3

New American Flags Flying High on Central Avenue

The CASID Board of Trustees is proud to announce the installation of 12 new American flags in the Central Avenue business district.



The flags, which have been placed at the entrances to and center of the district for maximum impact, will be maintained as permanent fixtures throughout the year, clearly visible to both pedestrians and drivers visiting the Heights' main street.

"The Central Avenue merchants are doing their part to honor the veterans who put their lives on the line to fight for our country," said CASID President Michael

Yun. "We live in a great country and it's nice to have a reminder of that when you're walking down a classic American main street like Central Avenue."

The installation of the flags was planned to coincide with Flag Day, which took place on June 14.



TAKE A RIDE ON THE 10/99s!

NEW GOOD MORNING SERVICE!
5 trips from Central Avenue to NYC between 7 and 9 AM!

Round trip to New York City Port Authority Bus Terminal on Coach USA's 10/99s Bus now only **\$4.50** from Central Avenue and the Jersey City Heights! For more info, visit www.JCHeights.com.

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Message from the Board of Trustees

Dear Reader,

As many of you know firsthand, the first annual **Everything Jersey City Festival** was a grand success! You can read about all the reasons why in our front page article, but we want to take the opportunity here to thank everyone who played a role in making our dream of a premiere main street festival a reality. On May 17, we shined a spotlight on the Central Avenue business community, and you sparkled!

Also, we wish to congratulate the recipients of this year's **Legend Awards**, which were presented on stage at the festival. The recipients, who you can learn more about on page 7, are models of civic engagement and positive leadership that have made a real difference in the lives of the people of Jersey City. We thank them and honor them for their ongoing work.

CASID members will be interested to know that, in addition to bringing over 12,000 people to the doorsteps of the businesses on Central Avenue, the Everything Jersey City Festival proved to be a **sustainable program** for the organization, justifying the CASID's significant investment of start-up funds and in-kind staff services. Considering that this is only the first year of the festival, it was especially gratifying to receive the enthusiastic support of the City of Jersey City and the many local sponsors recruited by CASID board members and staff. We expect to see many more years of a festival program that will keep Central Avenue in the spotlight. Next year, if circumstances allow, we hope to expand the festival so that it reaches from Hutton Street to at least Congress Street.

With that in mind, we would like to invite all CASID members (owners of businesses and properties located on Central Avenue between Manhattan Avenue and North Street) to vote in the upcoming **general election** to renew the SID program on Central Avenue. We are proud to say that the SID tax has not been raised this year thanks to careful budgeting and prudent spending decisions. But beyond that, we are proud of the proactive and effective programs that the CASID brings to Central Avenue with the revenues from the SID assessment and matching funds from the State of NJ Urban Enterprise Zone Program. This newsletter offers a taste of the impact

that these programs are having - see the next page for information about the promotional initiatives that will be coming up in the coming months, and see page 6 for a description of our Street Maintenance Operation, which keeps the Central Avenue streetscape attractive and clean. Advocacy is another area of strength for the CASID - from mass transit to public safety to big-box development, we keep our finger on the pulse of the Heights community and address issues that impact local residents and businesses.

In all these ways, CASID members can see their dollars at work on the Avenue every day. So please make a point of **voting** in the general election this November by attending the meeting on Tuesday, November 11 or submitting the mail-in proxy form you will be receiving soon. Your vote to renew the SID program is crucial to continuing the progress on Central Avenue.

As the summer heats up, we hope that all of our readers have the chance to take advantage of some of the Heights' quality **open spaces**. See the article on page 6 for more info on summer activities at our urban oases, and don't forget to visit Central Avenue to stock up on everything you need to enjoy the season.

Sincerely,

President Michael Yun and
the Board of Trustees



Clockwise from top left: President Michael Yun, Secretary Gary Solomon, Marco LoSchiavo, Gilbert Mendez, Vice President Domingo Handal, Grace Cutri, Treasurer Sanford Fishman

CASID MEMBERS: MARK YOUR CALENDARS!

BI-ANNUAL SID RENEWAL MEETING

Tuesday, November 11, 2008

366 Central Avenue, Suite 201 (2nd Floor)

**If you can't attend, please submit the mail-in vote-by-proxy form
you'll be receiving soon!**

CASID Businesses: Get Ready for New Promotions

Just as Central Avenue begins to wind down from the first annual Everything Jersey City Festival, the CASID is announcing plans for both new and renewed promotional campaigns.

A new round of TV commercials will be filmed for participating businesses and broadcast on Comcast cable channels this fall. Last year, 30 CASID member businesses participated in the TV commercial campaign, which shows viewers throughout Jersey City the variety of shopping, dining and services available on Central Avenue.

In addition, a much-anticipated new edition of the Central Avenue Business Directory is scheduled to be released in spring 2009.

Previous editions have proven to be outstanding resources for patrons of Central Avenue as well as important marketing tools for



Video producer Angelo Bonavitacola shoots footage at Lovely Laundry (389 Central Ave.) for the most recent CASID TV commercial campaign.

Central Avenue businesses. The CASID will solicit advertising for the directory in the coming months

“I hope all Central Avenue businesses will consider taking advantage of these opportunities to attract new customers,” said CASID Trustee Gary Solomon. “Even though Hauptman Carpets has been here since 1907, new people move into the area every year and it’s important to introduce the business to them and remind my longtime customers that we are still here to meet their needs.”

More fun events and festivals are planned as well! The CASID is already laying the groundwork for the next Everything Jersey

City Festival in May 2009. Details will be posted on the CASID website (www.JCHeights.com) as they become available.

JC Fridays Fires Up Heights Nightlife

JC Fridays, a quarterly series of arts and cultural events coordinated at venues throughout Jersey City, is extending its reach into the Jersey City Heights. On recent Fridays, well-known eateries The Lincoln Inn and Renato’s Pizza Master have featured live performances by musicians playing everything from jazz to folk.

“It’s something different,” said Renato’s owner Mark DeMarchi, who also noted the benefits of free promotion through the citywide marketing campaign that leads up to each season’s selected Friday.

Odd Box Video & Photography on 479 Palisade Avenue has also featured art exhibitions in conjunction with JC Fridays, including one featuring the locally-themed photography of Heights resident E. Jan Kounitz.

According to the JC Fridays website, “the series was launched in Spring 2005 by a group of Jersey City artists and arts organizations to better promote the arts in the city. Since its inception, the number of participants has doubled through increasing outreach to Jersey City’s neighborhoods, organizations, businesses and artists.”

All CASID member businesses are strongly encouraged to become venues for JC Fridays events - anything from a simple poetry reading to an art display or live performance. For more info about how to get involved, contact Christine Goodman at info@jcfridays.com, call (201) 915-9911, or visit www.jcfridays.com.

Budget Passed at CASID Annual Meeting

In accordance with the by-laws of the organization, CASID members gathered on Tuesday, March 18, 2008 for the annual meeting of the corporation. First notice of the meeting was made in the January 2008 Heights News, and second notice was mailed to members on February 25, 2008.

At the meeting, reports from the President of the Board of Trustees, the District Manager and the Director detailed the CASID’s progress in advocating for improved mass transit and parking access in the Heights, as well as the success of the past year’s marketing programs, including the TV commercial program, re-launch of the CASID newsletter, and seasonal decorations. The Streetscape Maintenance Operation also continues to be a central part of the CASID’s work.

Members voted unanimously to approve the 2008-2009 fiscal year budget, which totaled \$262,400.00 and dedicated 56% of funding to marketing and promotions and 30% to the Streetscape Maintenance Operation. “The passage of this budget ensures the continued effectiveness of the CASID in the fiscal year to come,” said CASID Treasurer Sanford Fishman. “On behalf of the Board of Trustees, I thank all the members for their continued support and participation,” he said.

Festival, continued from page 1

many more years of Everything Jersey City Festivals on Central Avenue.”

Dave and Maria Hill, who came from Green Creek, NJ to exhibit at the festival, shared the following impressions: “I hope that you continue to host this festival as it really showcases your City in a very favorable light. We had a great time and want to come back again. We plan to come up this summer and spend a week or so vacationing in the area now that we have seen all that your City has to offer.”

Given the success of the festival, the CASID has already set plans in motion for a second annual event in May 2009. In the meantime, see the festival photos on pages 4 and 5 and visit www.JCHeights.com to see a slideshow of even more pictures from this year’s celebration.



Sights and Sounds of the Everything Jersey City Festival



Photo credit: R. Torres



Photo credit: R. Torres



Photo credit: R. Torres



Photo credit: R. Torres



Photo credit: R. Torres



Photo credit: A. Graziano



Photo credit: R. Torres



Photo credit: A. Graziano



Photo credit: R. Torres



Photo credit: R. Torres



Photo credit: A. Graziano



Photo credit: A. Graziano



Photo credit: A. Graziano



Photo credit: A. Graziano



Photo credit: R. Torres

PUBLIC SAFETY REPORT



by David Calton, Heights Community Relations Officer, JCPD

Because of the vigilance of local residents, the Jersey City Police Department and the businesses on Central Avenue, the Heights is a safe place to live, shop, and work. But there are always a few extra steps that urban residents can take to protect their

personal safety and their property.

Recently, the increased popularity of electronic devices like GPS navigation systems has led to an increase in theft of these devices from parked cars. If you own one of these devices, consider taking the following measures to avoid theft:

- **Lock your car before walking away from it**
- **Secure valuables, including electronic devices, out of sight**
- **Park your car in a well-lit area**
- **Use a car radio with a detachable face plate**
- **Install an audible alarm in your auto to deter thieves**
- **Be aware of your surroundings and notify police if you feel threatened.**

If you see anything suspicious, call the JCPD's non-emergency number: (201) 547-5477. If there is an emergency or you witness a theft in progress, **dial 911**.

If you do call 911 or Police Dispatch, be sure to note the time you called, the operator number of the person responding to your call, the nature of the incident and what was done to resolve it.

Heights Community Relations Officer David Calton is available to address community concerns or speak to neighborhood groups about topics relevant to public safety. He can be reached at the North District: (201) 547-5350.

The CASID works in close partnership with the JCPD to promote public safety. If you need help accessing the resources of the JCPD or documenting a public safety issue, don't hesitate to contact the CASID at (201) 656-1366 or casid@jcheights.com.

Jersey City Police Department

North District Police Station
282 Central Avenue
(201) 547-5350
www.njicpd.org

Police Dispatch (Non-Emergencies): (201) 547-5477
North District Detectives: (201) 547-5353
Accident Reports: (201) 547-5313
Closed Circuit Television (CCTV): (201) 547-4573
Community Relations Unit: (201) 547-5682
Car Pound: (201) 333-6336
Gang Prevention: (201) 547-5755
Narcotics Squad: (201) 547-6391
Police Recruitment: (201) 547-4920
Special Investigations Unit: (201) 547-4700
Senior Care Program: (201) 547-4930

Heights Open Spaces Offer Many Ways to Cool Off and Have Fun This Summer

When summer heats up, many New Jerseyans hop in their cars and head to the Shore. Fortunately for those who would rather not make such a long trek in the midst of high gas prices and busy schedules, the Heights is lucky to have a number of high-quality parks and open spaces where families can go to get outside and cool off close to home.

The Jersey City Reservoir, situated between Central and Summit Avenues just north of Jefferson Avenue, will be open many Saturdays this summer for fishing, wading and exploring. On July 19 and August 16, visitors can go fishing from 10 AM - 3 PM. The Reservoir will also be the site of the Enjoy Nature Festival on August 2 from 10 AM - 5 PM. Directions and more info about the Reservoir can be found at www.jcreservoir.org or by calling (201) 656-5235.

Right next to the Reservoir is Pershing Field, where you can find ballfields, walking paths, playgrounds, a sprinkler and tennis/basketball courts, as well as an indoor swimming pool (summer hours: Monday-Friday from 7 AM - 9 PM). The Jersey City Department of Recreation offers several fitness classes in the Pershing Field Community Center and pool - call (201) 547-6886 or visit www.cityofjerseycity.com for more information. Pershing Field will host the National Night Out on August 5th from 6 to 8 pm and the 5th Annual Domino Tournament on September 27th from 11 am to 5 pm. And the Pershing Field Babe Ruth and Cal Ripken Leagues play a regular schedule of games at the park throughout the baseball season.

On the other end of the Central Avenue shopping district is Washington Park, a Hudson County park that rests on the border between Jersey City and Union City. The Washington Park Little League hosts games in the park every week during the summer. For updated information about other events taking place in the park, visit www.wpanj.org, the new website of the Washington Park Association.

And don't forget the parks on the eastern side of the Heights. Situated on the edge of the Palisades, both Riverview-Fisk Park (just south of Bowers St and Palisade Ave.) and Sgt. Anthony Park (90 Palisade Ave.) offer stunning views of the New York City skyline. Both parks also have community gardens and recreational facilities. The Riverview Neighborhood Association is planning a flea market in Riverview-Fisk Park on September 13 (FMI: riverviewneighborhood@comcast.net, 201-876-1980). Likewise, the Sgt. Anthony Park Association's annual Fall Fair and Flea Market will take place in Sgt. Anthony Park on Saturday, October 4 (FMI: barbara85@aol.com, 201-659-8059).

Clearly, there's no need to go far for fun when you can enjoy summer right here in the Heights! Check the events page on www.JCHeights.com for further updates on summer events in the area.



Fishing at the Jersey City Reservoir is just one example of the ways Heights residents can enjoy summer right in their own neighborhood.

CENTRAL AVENUE BUSINESS SPOTLIGHT: Charrito's Restaurant



Charrito's is located at 395 Central Avenue and is open from 10 am-9:30 pm from Monday to Thursday and 10 am-10 pm on Friday and Saturday. They also deliver! Visit their website, www.loscharritos.com, or call (201) 963-4312.

Central Avenue is known for its wide variety of ethnic restaurants; within just a few blocks, hungry locals can find Italian, Middle Eastern, American, Chinese, and many flavors of Latin cuisine. Adding another layer to the variety is the recently-opened Charrito's, a restaurant specializing in traditional dishes from the Mexican state of Oaxaca.

Charrito's Central Avenue

location is only the most recent chapter of a local success story that began when Filiberto Arias began selling crispy taquitos to the workers at the factory where his wife Genoveva worked after they first came to America from Mexico. Since opening their first restaurant in Union City in 1992, the Arias family, which also includes sons Ricardo and Uzziel, has also opened locations in Hoboken, Weehawken and now Jersey City.

Explaining why the family chose Central Avenue for their Jersey City location, Ricardo explained that "my cousin owned a restaurant at this location, and we saw that there were a lot of restaurants and



Bright tablecloths, menus and flowers add to the festive atmosphere in Charrito's location on Central Avenue.

people moving into the area." So far, the investment has paid off, he says: "our business has increased 50 or 60 percent in the past few weeks. The clientele is amazing - people that live in Jersey City are psyched because they don't have to drive and find parking in Hoboken to get to Charrito's."

The Charrito's menu features everything from tacos and enchiladas to specialties like mole poblano,



Charritos co-owner Ricardo Arias whips up a batch of the restaurant's famous guacamole at the Everything Jersey City Festival on May 17.

which Ricardo explains this way: "people who try it leave very happy." Guacamole is another favorite because the Charrito's staff makes it right at the table. The restaurant is BYOB, and the makings for sangria are on hand for those who come prepared with wine. And beyond the food, the brightly colored, handmade Oaxacan decor and friendly staff create an atmosphere that will keep Charrito's devotees and new customers from the Heights coming back again and again.

Awards Honor Jersey City Legends

At the Everything Jersey City Festival on May 17, the CASID took the opportunity to start a new tradition: the Legend Awards. The awards are to be presented annually to men and women who have made substantial contributions to communities in the Heights, Jersey City and Hudson County. This year's award winners represent all walks of life and many important community roles.

Councilman Bill Gaughan was recognized for his service to the citizens of Ward D as the longest-serving official on the Jersey City Municipal Council. **Bill LaRosa**, Director of the Hudson County Office of Cultural Affairs and Tourism, and **Maryanne Kelleher-Arango**, Director of the Jersey City Division of Cultural Affairs, were recognized for their key roles in promoting a vibrant cultural life in their respective jurisdictions. **Anthony Grazioso**, former spokesman for NJ Transit and co-founder and current chairman of the Christopher Columbus Foundation, was recognized for his professionalism and longstanding commitment to enhancing the quality of life in Jersey City and Hudson County. **Louis Cappelluti** and **Harry Peters** were recognized for their long-time leadership of Boy Scouts and Cub Scouts in Jersey City. And finally, **Coach Robert Hurley** and the members of the **Saint Anthony High School basketball team** were honored for their recent state championship and continued academic and athletic excellence.

"Each one of these award winners is a true legend in Jersey City.

The CASID congratulates them and sincerely thanks them for all they do on behalf of our community," said CASID President Michael Yun.



Legend Award recipients Bill LaRosa, Louis Cappelluti, Bob Hurley, representatives from the St. Anthony High School basketball team, Councilman Bill Gaughan and Anthony Grazioso gather with well-wishers after the award presentations.

STREET MAINTENANCE OPERATION

ASSISTING CENTRAL AVENUE MERCHANTS IN KEEPING A CLEAN AND PRESENTABLE MAIN STREET ENVIRONMENT

The Central Avenue Street Maintenance Operation (SMO) staff can be seen daily on Central Avenue, removing trash and serving as ambassadors for shoppers and business owners alike.

As summer heats up, litter tends to increase on Central Avenue. Please do your part to keep your community clean - and stay on the right side of the law - by disposing of your trash in wastebaskets rather than on the ground.



SMO staff member Kevin Tripp and supervisor Sookram Gokul remove graffiti and stickers on streetscape fixtures.

Reminders from the CASID

- Business owners **must** sweep their sidewalks every day upon opening
- Please don't litter - use the public wastebaskets available on Central Avenue instead
- DO NOT dispose of household or business waste in public wastebaskets
- If you need directions or assistance on Central Avenue, ask a member of the SMO staff. They will be glad to help!

Central Avenue Sanitation Collection Schedule

Garbage Monday and Thursday Nights ONLY



Garbage may be put out AFTER 7 PM and may be placed ONLY in front of your OWN property.

To schedule a pickup of furniture or other bulk waste, call the Jersey City Incinerator Authority at (201) 435-1345.



Recycling Tuesday Nights ONLY

Paper must be tied in bundles. Other recyclables (plastic, glass, cans, etc.) are collected in large plastic containers, NOT plastic bags.

For other sanitation info, contact the Jersey City Incinerator Authority www.jciaonline.com

- 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

WELCOME NEW CENTRAL AVENUE BUSINESSES!!

Soltan Center
324 Central Ave.
(201) 222-8247

Washington Mutual
374 Central Ave.
(201) 216-5769

Pedro's Place Restaurant
406 Central Ave.
(201) 420-0586

Hudson Medical Group
424 Central Ave.
(201) 222-9370

Eyes Report Media Center
444 Central Ave.

Antojitos Paisas
449 Central Ave.
(201) 420-8889

Eyes Cafe
456 Central Ave.

All City Fitted
461 Central Ave.
(201) 330-8848

Cumy Cafe
476 Central Ave.
(201) 239-5959

El Marino Fish
501 Central Ave.
(201) 653-5627

Red Devil's Tattoo & Body Piercing
516 Central Ave.
(201) 656-0012

Fresh Facades on Central Avenue



Hudson Medical Group
424 Central Ave.



Washington Mutual
370 Central Ave.



All City Fitted
461 Central Ave.

The CASID commends these businesses for their quality storefront design, compliance with city signage code, and commitment to improving the aesthetics of the Heights' main street.

For more information about signage regulations and recommendations for Central Avenue, visit www.JCHeights.com/business-signage.