



Jersey City

# HEIGHTS NEWS

Official Newsletter of the Central Avenue Special Improvement District Management Corporation

Winter 2010

## UEZ Modifies Requirements Small Bizs Encouraged to Join/ Re-enroll

The State of New Jersey Urban Enterprise Zone requirements have changed, the biggest change being that small businesses with zero to five employees no longer have to meet employee hiring requirements. This revision can have a huge impact on Jersey City, and other UEZ municipalities, by making it possible for many more retailers to join the tax benefit program.



“Employee hiring requirements put a hardship on small business owners thus requiring the State Urban Enterprise Zone office to inactivate businesses that truly remain the economic engine of our economy,” says Kathleen G. Kube, Acting Executive Director of the UEZ program. “I am proud to report that over the last two years the (UEZ) office has been successful in simplifying the application process.”

Additionally, certification and recertification applications are now valid for three years from the date of a business’ original anniversary certification date. A UEZ reporting form and a UZ-5-SB-A must continue to be submitted annually.

Under the UEZ Program, sales tax revenues generated by UEZ businesses are dedicated for economic *Continued on page 2*

## Annual Everything J.C. Festival Set for Saturday May 22, 2010



2009 EJCF File Photo

Mark Your Calendars! Central Avenue’s Annual Everything Jersey City Festival (EJCF) is set for Saturday May 22, 2010. Two years ago, the first EJCF event attracted more than 12,000 people to the Jersey City Heights’ main street. In 2009, the festival grew to an estimated 15,000 people in attendance. Rain or shine, the 2010 EJCF will bring the Jersey City community even closer together as we build on the success of the previous events.

The festival area will include Central Avenue between Hutton and Congress Street (same as previous year). Given the state of our national and local economy, the CASID *Continued on page 3*

## Jersey City Sewer Bill up 45%: Many Expresses Outrage

Jersey City residents and businesses will see a 24% jump in their overall water/ sewer bill starting January 2010. The Jersey City Municipal Utilities Authority Board of Commissioners voted to raise the combined water/sewer rate during an October 2009 board meeting.

The combined water/ sewer rate rose from \$6.57 per 100 cubic feet (2009) to \$8.15 per 100 cubic feet. Specifically, the sewer rate jumped from \$3.25 ccf (100 cubic feet) to \$4.70 per ccf, a 45% hike ([hudson-reporter.com/printer\\_friendly/4235389](http://hudson-reporter.com/printer_friendly/4235389)).

Upon this news going public, many resi-

dents, landlords, and small business owners in Jersey City became livid not just at the size of the rate increase but its horrendous timing in a distressed economy. The CASID office has received numerous calls for more information on this issue especially from organization members.

“How am I supposed to maintain a laundry business in Jersey City,” asked Orlando Hernandez, owner of Lovely Laundry, 389 Central Avenue. “The water/ sewer bill may have gone up 24% but business has certainly not.”

This unprecedented rate hike places a tre-

mendous strain on those establishments where water/ sewerage is a large component of the business operation. Many Jersey City laundromats, which commonly operate on slim profit margins, will be forced to pass on the additional cost to customers. “Many of my customers are on a fixed or moderate income,” said Orlando. “Raising the rates will encourage many to limit visits to the laundromats or simply take business out of Jersey City.”

Eating establishments have also been vocal, raising additional concerns over the current system of billing. As it stands,

*Continued on page 6*

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## Message from the Board of Trustees

Dear Reader,

Happy New Year! With 2009 finally behind us, the Jersey City business community is looking forward to hitting the ground running in the months ahead. The stage is set for new challenges which will define the true character and strength of each individual in our great City of Jersey City.

2010 promises to be anything but dull. The CASID congratulates newly elected Governor Chris Christie and wishes the new State administration success in their mission to rebuild the Garden State. Given the difficult economy facing our nation, small businesses will be working closely with the Governor's office to improve commerce, save jobs and help create new ones. The State of New Jersey Urban Enterprise Zone program continues its successful mission to stabilize New Jersey's urban shopping centers including Jersey City. The CASID applauds the recent changes to the program and unites with our State and City leaders to encourage new investors and businesses to register with Jersey City's UEZs (i.e. Central Avenue business district).

Despite some negative press about our City in 2009 (political scandals, rising taxes, crime, etc), there was good news out there to be proud of. Children's Health Magazine ranked Jersey City #13 out of the nation's 100 best places to raise a family in a late 2009 article. Researchers Jaelyn Colletti and Joel Weber considered 30 factors that parents deem vitally important, including crime and safety, education, economics, housing, cultural attractions, and health. When numbers were crunched, Jersey City was considered one of the top fifteen cities in the nation that best complemented family life.

Additionally, the New York Daily News published an article last November 13th titled "Jersey City Heights on the Rise." Writer Karen Angel interviewed local residents describing life in the Jersey City Heights as a "Prime" location to raise a family, work and live. The Jersey City Heights has many positive attributes to offer including a historical 13 acre reservoir, five public parks, a neighborhood main street with over 240 storefronts, affordable and attractive housing market and several educational institutions for children. The Heights is indeed a location to keep an eye on.

In closing, the CASID and the Jersey City Heights business community joins the world in extending our thoughts and prayers to those who have been affected by the earthquake in Haiti. Our hearts are with those victims and families rebuilding their country. In response to numerous calls from various members of the Jersey City community, the CASID has posted links from our website to reputable organizations involved in providing relief to Haiti. For those that can, we encourage you to give.

Sincerely,

President Michael Yun and the CASID Board of Trustees

### UEZ Program *from page 1*

development projects within the Zone (i.e. facade grants, streetscape improvements, SID programs, etc). Businesses participating in the UEZ Program can charge half the standard sales tax rate on certain purchases, in addition to enjoying restricted tax exemptions. Under the program, manufacturers may qualify for sales tax exemption on their energy and utility services when they meet specific employment (and other) criteria.

"Under the new requirements, small businesses who previously did not qualify for the program are strongly encouraged to consider it now," says Michael Yun, CASID president. "Now is the time to utilize such programs to help small businesses, and Jersey City, grow out of the exhausted economy." For more information or an application to the UEZ program please contact the Jersey City UEZ office (201) 333-7797, extension #25.

### CASID Annual Meeting Notice

Mark your calendars CASID Members (business and commercial property owners on Central between Manhattan Avenue and North Street), the **Annual Meeting of the Corporation** is now scheduled as follows:

**Date:** Tuesday March 16, 2010

**Time:** 6:00 PM

**Location:** CASID Office (366 Central Ave, 2nd Floor, Jersey City, NJ)

Attending CASID members will have an opportunity to discuss and vote on the CASID Fiscal Year Budget for July 1, 2010 thru June 30, 2011. The meeting agenda includes a general progress report and open discussion regarding CASID programs (festival, street maintenance operation, holiday lights, etc). The Annual Meeting of the Corporation is open to the public but only CASID members can vote at the meeting.

## 21 Central Ave Businesses “Rep” Jersey City Heights

Twenty one Central Avenue merchants came together through the efforts of the CASID to become the face of the Jersey City Heights for six months (Dec 2009 thru May 2010) on Comcast Cable. The annual commercial campaign can be seen by Comcast’s more than 44,000 household subscribers in Jersey City.

Each merchant will air approximately 350 times during that period on networks such as ESPN2, USA, Lifetime, MUN2, Comedy Central, VH1, The History Channel, Galavision, and the Food Network between the hours of 8 am and 12 midnight. Participating businesses invite new and veteran shoppers to the Central Avenue Business District for a variety of shopping experiences. “The CASID wishes to thank those participants for taking the lead and proving why the Jersey City Heights is a great place to live, work, dine, and shop,” says CASID president Michael Yun.

For those who do not have Comcast Cable, the videos are featured on CASID’s website: [www.centralavesid.org/atwork-Videos.shtml](http://www.centralavesid.org/atwork-Videos.shtml).

Pictured on the right is El Sabroso restaurant (top), located at 414 Central Avenue and Goldstone Jewelry, located at 311 Central Avenue (bottom) during their commercial shoots.



## NJ Legislation Passes on Bus Issue

Before leaving office, Governor Jon Corzine signed 54 bills into law, including legislation requiring 45 days’ notice to affected municipalities of discontinuance of certain bus and train service.

The measure, S-1362/A-333, was sponsored primarily by Hudson County legislators including Senators Nicholas J. Sacco, Sandra Cunningham, Assemblyman Vincent Prieto, Assemblywoman Joan Quigley, Assemblyman Ruben Ramos, Assemblyman L. Harvey Smith, and Assemblyman Anthony Chiappone. This legislation was introduced after several Jersey City bus routes, such as route 231 (aka the Central Avenue Bus), was eliminated in 2006. Upon the service cut, the CASID began

a neighborhood campaign to address this issue (visit [www.JCHeights.com/atwork-campaigns/bus.shtml](http://www.JCHeights.com/atwork-campaigns/bus.shtml) for more info).

“Residents throughout the state rely on public transportation, and plan their days around train and bus routes,” said Senator Sacco, D-Hudson and Bergen. “Commuters deserve to receive advanced notice of route cancellations, so that they can make other arrangements to ensure that they make it work on time.”

“Given the tremendous impact the loss of bus service has had on Jersey City and its business communities, the CASID wishes to thank our legislators and all who supported the bill,” said CASID President Michael Yun. “This legislation is a step toward addressing the changing transportation issues affecting our City and State.”

## EJCF Saturday May 22nd *from page 3*

will again coordinate a **One Day Sale** among participating **Central Avenue retailers** aiming to attract shoppers and bargain hunters.

Festivalgoers can look forward to the return of the “**Taste of the Heights**” program, four stages of FREE music and entertainment, and nearly 200 street vendors (which are a mixture of local businesses, artists, crafters, festival food, and community based organizations).

The EJCF is a family oriented event filled with kid’s attractions that include a bounce house, super slide, rock climbing wall, and petting zoo. To view our list of headliners and obtain vendor applications, please visit our website at [www.JCHeights.com](http://www.JCHeights.com). CASID members, please contact the CASID office for special discounted rates. This is one event you do not want to miss!

## 1 Zone Fare Reduction on No. 10 Bus

Coach USA/ Red & Tan in Hudson County has reduced one zone fares (either Bayonne or Jersey City) on the No. 10 Bus line from \$1.45 to \$1.35 effective Tuesday January 5, 2010.

Given the depressed economy, Coach USA/ Red& Tan decided to lower fares which will impact frequent commuters the most. Monthly passes are available for riders at a substantial discount from the regular fare. These passes exclude trips to New York City. Call (800) 648-0215 for more information.

As a reminder, round trips between the New York City Port Authority and the Central Avenue business district is still only \$5.50 when using distinct bus tickets purchased at Goehrig’s Bakery, 475 Central Ave; Garden State News, 366 Central Ave; and/ or Mendez Agency, 263 Central Ave.



## CENTRAL AVE BUSINESS SPOTLIGHT: KING'S SON



From L to R; Scott Ull, Mark Ull, and longtime store manager Eddie Burns. Kings Son is located at 309 Central Avenue and is open 9AM to 7 PM Monday-Friday, and until 6 PM on Saturdays, and 10AM to 4PM on Sundays and Holidays. Phone: (201) 656-6055

If you grew up in Jersey City during the 20th century, then *Mussie Ull* may be a familiar name. If the Ull name does ring a bell, chances are you have shopped at one of their five family owned neighborhood stores including King's Son on Central Avenue.

From Downtown to Greenville to Five Corners and then the Heights, Mussie had family ties to businesses spread throughout the City (Fink's Department Store, Sol's Pants, and Will-Rays) making the Ull family a significant piece of Jersey City's business community for the better part of the 1900s.

Mussie started in retail working alongside his father, Izzy, at "Kings" which was then a haberdashery on Central. Upon returning from military service at the age of nineteen, Mussie went into business for himself and opened "Mussie's Pants Shop" at 217 Jackson Avenue (now MKL Blvd) in 1946.

He spent twenty six years on Jackson

Avenue before deciding to move his business to the Heights and take over the location (309 Central Avenue) "Kings" left behind after it closed two years earlier. In 1972, Mussie opened what is known today as "King's Son" in tribute to his father.

King's Son began as an army/ navy store but evolved over the years. "As our customers changed so did our merchandise," says

Mussie's son Scott. "The men's wear store grew to include jeans, postal uniforms, tuxedos and even work apparel. The whole family was involved in men's clothing. That is what we knew."

Anyone who knew Mussie knew him as a hard worker with solid business principles. He was part of a generation that understood how to make a neighborhood business succeed based on customer relationships and service. As customer demands changed so did the business.

Central Avenue has seen many businesses come and go in the 20th century but only a small hand full remain. Merchants like Mussie made shopping on Central Ave memorable to those who grew up in the neighborhood and now consider it a landmark.

Mussie had a strong devotion to his family (wife Sylvia, sons

Mark, Scott, and Howard), his Jersey City community, and had a zeal for life. He retired to Sunrise, Florida in 1992 and passed away at the age of 82 in August of 2008.

King's Son is operated today by his boys, Mark and Scott, beside longtime store manager Ed Burns who recently celebrated his 50th anniversary working alongside the Ull family. It is currently the only Central Avenue business owned and operated by a third generation business owner. "We are dedicated Jersey guys," said Mark. "We are continuing on to make a living."

"Mussie Ull was a Central Avenue, if not, Jersey City legend," says Gary Solomon CASID secretary and neighbor to King's Son. "His work ethic and dedication to a neighborhood business was inspirational."

King's Sons runs today on the same business principles Mussie practiced which emphasizes the importance of customer service. King's Son is the last remaining business in Jersey City owned and operated by the Ull family.



Legendary businessman MUSSIE ULL (1926-2008) left his mark in Jersey City - King's Son

## CASID President Aids Zen Master to Jersey City

Jersey City graciously played host to traditional fine Korean art and welcomed world renowned Zen Master Gae San HyeSeong. This was the City's first experience with Korean fine Art and in celebration held an open reception on November 10th, 2009 at City Hall. Approximately 200 people attended the event.

CASID president, Michael Yun introduced the Zen Master at the reception. "Only a few people in the world have the capability to demonstrate such ex-

ceptional artistic beauty as Zen Master Gae San HyeSeong has," says Yun. "His powerful brush stroke transfers his good energy to all who come in contact with him and instills peacefulness into people's hearts".

In addition, the exhibition had a large array of entertainment. There was a classical performer of Korean dance; the Hageum a traditional Korean instrument; fine Korean tea; and a Korean opera singer. The event was a taste of Korean culture.



Photo: CASID President Michael Yun conducts an interview with Zen Master Gae San HyeSeong on JC1TV

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## Sewer Rate up 45% from page 1

Jersey City water/ sewer bills are based on the usage of water. For restaurants, bakeries, and other food based businesses a large amount of that usage is tied into their products (i.e. soups, baking, cooking, etc) and goes out the door instead of down the drain. So why are these businesses being billed for a measurement of sewerage that is fundamentally wrong?

It is going to be a challenging first few months in 2010, especially for landlords who include water as part of the tenant's lease. They will either have to absorb the increase or raise rents. As some landlords reading this can relate, adjusting rents, especially for apartments under rent control, is a costly and time consuming process which does not always result in an increase.

In an interview conducted by Jersey Journal reporter Melissa Hayes, MUA Executive Director Daniel Becht was quoted as saying "When Bret Schundler was mayor (1992-2001), he rolled back the rates and we've been playing catch-up ever since. Eventually, it's going to come to haunt you and unfortunately it has come back to haunt us."

That statement raises questions about the leadership, or lack thereof, at the MUA. Was nine years not enough to correct the problem?

The Jersey Journal's interview with Becht went on to indicate that the driving force behind the rate hike is fixed costs including how much the MUA pays the Passaic Valley Sewerage Commission (PVSC) to process and treat waste water. Passaic Valley has increased its rates 66 percent since 2000 from \$11.58 million to \$19.17 million. That cost amounts to 44 percent of the MUA's budget. In addition, 26 percent of the budget goes to pay off debt, 24 percent pays to provide services and 6 percent is administrative costs.

It should be noted that Passaic Valley rates were \$.58/ ccf in 2000, \$.89/ ccf in 2005, \$.96/ ccf in 2009, and is \$.99/ ccf in 2010. The proposed increase from 2009 to 2010 is only 3 percent. So why is there a 45 percent hike to sewer billing?

Jersey City residents were somewhat unaffected by Passaic Valley's 66 percent increase between 2000 and 2009 due mainly to the City's development boom. The MUA used additional revenue collected during that time, such as connection fees, to balance their budget and keep billing rate down. This practice helped keep PVSC's dramatic rate increase of 53 percent between 2000 and 2005 virtually invisible to the general public.

How and why PVSC was allowed to radically inflate rates is a question Jersey City needs to ask considering PVSC Executive Director was paid \$316,216 for 2009 (by comparison, NJ Governor's position pays \$175,000 per year) and the entire agency has been tied to numerous political scandals and corruption allegations during the past decade. The State of New Jersey Commission of Investigation named PVSC among dozens of other government entities in its 2009 report on waste and abuse in local government employee compensation and benefits. Passaic Valley was criticized for wastefully paying out \$681,000 in unused sick leave for active employees during

2005, 2006 and 2007. Jersey City taxpayers never even received a thank you from the beneficiaries.

Jersey City Councilman Steven Fulop (Ward E) calls it a "backdoor tax" and many agree. Activists throughout the City have begun to come forward in hopes to start a public awareness campaign to address this issue and rising taxes. History does repeat itself and Jersey City residents can look back to water/ sewer increases of the late 1980s. One Jersey City senior citizen recalls the 1980's motto used to offset water/ sewer rate raises, "If yellow, let it mellow. If brown, flush it down."



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## Central Ave helps Locks of Love

Inspired by Mayor Healy's initiative to participate in "National Make a Difference Day," in November 2009 the CASID coordinated the efforts of member businesses **Diva Spa & Salon (496A Central Ave)**, **Golden Touch Hair Salon (411A Central Ave)**, and **Total Image Beauty Academy (288 Central Ave)** to assist the divine labors of "Locks of Love."

This non-profit organization assists the youth of America who are suffering from long-term medical hair loss by providing hairpieces to financially disadvantaged children. The CASID and member businesses worked together to spread the word about the cause and offered free haircuts (for limited time) to those willing to donate hair. For more information and pictures, check out the news page on [www.JCHeights.com](http://www.JCHeights.com).



From L to R: Michael Yun (CASID President), Rosemary McFadden (JC Deputy Mayor), Jackie (Diva Spa & Salon hairstylist), Mrs. Sanabria (mom), Sydney Sanabria (hair donor), Lisa Perez (Diva Spa & Salon owner), Mayor Jerramiah T. Healy, and Freeholder Anthony Romano join together in support of donors and Locks of Love.

# STREETSCAPE 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 litter and serving as ambassadors for shoppers and business owners alike. Shoppers in need of directions or assistance on Central Avenue can ask a member of the SMO staff.

During and after winter snow falls, the CASID SMO carries on with regular duties that includes snow removal in public spaces; clearing of passages to fire hydrants, garbage cans, benches, mail boxes, and cross walks (see picture below). To the disappointment of many CASID members, the SMO 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. Sidewalks that are not properly maintained are reported to the authorities for enforcement.

Proper snow removal will be enforced with the passing of each snow fall. 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 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 eight (8) 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.

## “No Parking” Mid Holidays Err

The holiday shopping season (Thanksgiving thru New Year’s Day) is a critical time for every retailer. Many businesses struggling in the depressed economy are wondering if they will continue past January. It came as a utter shock and disappointment to Central Avenue businesses when nearly 100 street parking spaces were bagged with “No Parking” signage between Bowers and North Street (half the business district) the week of the Christmas holiday. The City had granted multiple entities permission to complete utility work on Central that very week.

In response to the many businesses that were very vocal about the timing of the streetscape utility repairs, the CASID office immediately contacted the Jersey City Traffic Department and Parking Authority. Upon hearing the concerns from the district, the non emergency work orders were postponed until January.

“Someone fell asleep at their post,” complained one merchant who requested his name be withheld. “How can you grant permission to close down one of the City’s largest business district during the Christmas season? The City should be working with businesses especially this time of year.”

Despite harsh criticism by some members, the CASID does thank the staff at the Parking Authority, Traffic Department, and PSE&G (who partially requested the street closure) for reacting positively and quickly to the needs of the business community. Upon realizing the error, the “No Parking” signage was removed.

“The City should never have to close down its business districts during the holiday shopping season unless it is an emergency,” argued CASID President Michael Yun. “The city needs a policy in place to prevent future occurrences.”

### 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.



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## Successful Wrestling Demo: CASID, City of Jersey City Helps Neighbors

On Sunday December 6, 2009 the Jersey City Community came together in true Holiday spirit hosting a fundraising Pro-Wrestling demonstration to benefit Jersey City resident Jacqueline Kelly. Sadly, she passed away only eight days later on December 14, 2009. She was 61 years old.

Members of the community, including the CASID, came to assist the Kelly family who has strong roots in Jersey City. On Saturday November 21, 2009, the Jersey Journal printed a heartbreaking article "One Family's Agony" about Jacqueline and her family struggling to afford her chemotherapy payments. Fearing the end was near the family had no monetary funds to make funeral arrangements.

This unique Wrestling demonstration performed by Total Mayhem Professional Wrestling was only made possible in such a short time period because of the guidance and assistance from the following to whom the CASID gives special thanks:

Paula Barna (Director of JC Division of Commerce), Maryanne Kelleher (Director of JC Cultural Affairs), Tom Comey (Chief of JC Police Department), Peter Nalbach (Deputy Chief of JC Police Department), Sean Connors (Chief of Staff to JC Police Director), Mary Spinello (Director of the JC Parking Authority), David Wise (Special Events Coordinator for JCPA), Carmine Scarpa (Asst. Corporation Counsel for JC Law Department), and Liberty Health. Together with the collaboration of the City of Jersey City and the Jersey City Community the money raised will relieve some financial burden the family is facing during their time of grief.

"In a difficult situation such as this, there is something to be said about the people in the community doing a good deed for a struggle neighbor," said CASID president Michael Yun. "CASID sends our payers and condolences to the Kelly Family."



Photos taken at the fundraising event on December 6, 2009 for Jacqueline Kelly. Wrestlers from Total Mayhem Professional Wrestling pose with members of the Kelly Family, CASID, Councilman Bill Gaughan, Councilman Peter Brennan, Freeholder Anthony Romano, and Board of Education Member Sean Connors.



## Central Ave Businesses Help Neighbors in Holiday Food Drive

Every year three Jersey City Heights parishes (St. Paul of the Cross, St. Anns, and St. Nicholas) come together and host a local food drive. This year they had the assistance of two Central Avenue merchants, **Gino's Pizzeria & Restaurant** (380- 382 Central Ave), and **Family Fitness Martial Arts** (419 Central Ave). These businesses partnered to donate 30 pizza pies for local families.

Even in these hard economic times, there are Jersey City merchants who go above and beyond to give back to the patron the business district. "This food drive is one of the many

events our parishes do for the community each year and we are thankful to have members of the business community participate," said Cheryl Bogusz of St. Paul of the Cross.

In addition to the pizza donation, the Family Fitness Martial Arts participated in the toy drive. Both students and the faculty collected and distributed toys to local families. "I think it is important for our neighbors to enjoy a festive holiday time," says Vinh Dang, owner of Family Fitness Martial Arts. "If my students and business can make the slightest difference then I am all for doing it."



From L to R: Cheryl Bogusz of St. Paul of the Cross; Vinh Dang of Family Fitness Martial Arts; Sal and Frank Saputo from Gino's Pizzeria & Restaurant.

## WELCOME New Central Avenue Businesses!!

**E-Z Convenience Store** 496 Central Ave, (201) 895-6951  
**Falcon Driving School** 304 Central Ave, (201) 865-5225  
**Footprints Realty** 427 Central Ave, (201) 984-2443  
**Galaxia Beauty Supply** 507 Central Ave, (201) 239-6469  
**Good Year Chinese Cuisine** 416 Central, (201) 876-8818