

CENTRAL AVENUE NEWS

Soprano “Shooting” on Central Avenue



Above: “The Sopranos” film crew spent a very busy night perfecting a scene from season six at the intersection of Congress Street and Central Avenue.

Although Jersey City is arguably New Jersey’s largest city, excitement like this is new in the Heights section. The Jersey City Heights, after all, is known for its quiet, small town, urban village character. Many unsuspecting local residents were surprised to find an assortment of large movie trailers and equipment in the one block radius of Congress Street and Central Avenue. In as inconspicuous a way as you can be with a staff of more than 125 people, the crew worked with Jersey City officials to keep the event low key, thus minimizing disturbance to the surrounding community. The film crew spent an infamous Friday the 13th setting up for a night scene without incident. Filming did not start until 8 PM and continued until 5 AM the next morning. Jerry “Hesh” Adler was one of the more identifiable actors in the scene.

“Central Avenue has all the elements the scene needed,” said Jessica Archer, Location Scout for the series, noting the importance of this scene. Archer also added that this is not the first time a scene from “The Sopranos” has been filmed in Jersey City.

News about “mob” related activity in Jersey City is nothing new. However, the “mob” shooting that occurred at the intersection of Central Avenue and Congress Street on the night of Friday May 13th 2005 took on a new meaning for the Jersey City Heights’ main street. Central Avenue was selected as the scene location for a scene filmed for the 6th season of HBO’s hit series “The Sopranos”.

Local residents and business owners welcomed “The Sopranos” film crew into the community. Hundreds of observers gathered around the set to meet actors and get a sneak peek. Local businesses *Jersey City Flower and Water Depot*, *Kay’s Spring Garden Restaurant*, and *Goehrighs Bakery* were part of the set’s background. “I think this was a great

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Possible Central Avenue Parking Garage

The CASID is in the initial stages to move forward with conceptual plans to build a multilevel parking garage on the Burger King lot (between Central and Cambridge Avenue and Bowers and Griffith St.). The CASID board of directors has begun discussions with members, grant writers, and City officials to make this possibility a reality.

As local residents can attest to, there is simply not enough parking in Jersey City. This situation has been a tremendous strain to business districts and the cause of much frustration to local shoppers. Central Avenue’s existing Burger King municipal parking lot (estimated 150 parking spaces) presents an opportunity to create a multilevel parking facility to service the area. Ideally, this parking garage has the potential to improve existing businesses and attract new businesses to the Heights. The uppermost level of the garage is being considered for commercial office use. Central Avenue businesses and their employees can utilize the central levels of the garage for parking thus leaving the ground level completely available for shoppers. “This parking garage will be an asset to revitalize the Central Avenue business district” says Aileen Fishman, part owner of Bond Drugs (371 Central Avenue). Mrs. Fishman’s active involvement to find a grant writer has kept the ball rolling on this project. The CASID will provide more information as this project develops.

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The Central Avenue Report

The Central Avenue Special Improvement District Management Corporation (CASID) is diligently preparing for a highly eventful fall season.

Marketing is always a top priority during the fall holiday season. The CASID has made arrangements with Comcast Cable and the Hudson Reporter [see page 3] to assist CASID businesses with their advertising needs in a efficient and cost effective manner. While targeting local shoppers, the campaigns will place emphasis on the variety of goods and services available on the Avenue. The CASID anticipates recruiting a high number of business to fairly represent the Avenue in the campaign.

In its' second edition, the "Central Avenue Business Directory" will feature a new format that includes many exciting changes. Some of those changes include a larger selection of categorized businesses; an extended listing area creating business advertisement opportunities; and a coupon section for local shoppers. These changes will ensure the directory's popularity among local shoppers and the community. Business owners should keep an eye out for further information that will be distributed on the Avenue by CASID personnel.

The CASID will be working with grant writers, the Mayor's Office, and Deputy Mayor Leona Beldini on a proposal to build a **multilevel parking garage** on Central Avenue. The increase in multifamily homes replacing single family homes in the Heights indicates an a elevated demand for parking in the area consistent with the population growth. This exciting proposal will add parking to the Central Avenue Business District for the first time in more then five (5) years. As the proposal develops, CASID members will be notified.

Another project in development deals with creating a strategy that will encourage variety among businesses within the district. National trends have called for the **clustering of similar businesses** such as **dollar stores, and hair and nail salons** in a confined downtown or **business district** area. Shoppers and local residents have expressed their concerns that variety in retail establishments has slowly diminished. This has compromised the business district's shopping experience. Some townships have addressed this issue by controlling the distance allowed between an existing business and a new business of a similar nature. In the long run, this strategy pays off as it maintains the vitality and integrity of the business area.

When engaging this conversation, some Central Avenue property owners have been reluctant to entertain the possibility that their commercial vacancies may be limited to only a handful of potential tenants. Many property owners have expressed their preference to rent their commercial spaces to a willing tenant (regardless of business) versus having a vacancy longer then necessary.

The CASID will be conducting a survey [to be delivered with this newsletter] among Central Avenue property owners. The survey will ask property owners if they are willing to support an effort that will place restrictions on opening a new Central Avenue business. Ultimately, this effort will benefit the Central Avenue business district by steering it's growth. The result of this survey will prompt the actions of the CASID. We would like to thank our members in advance for their participation in this survey.

- President Michael Yun
& the Board of Directors

Get Involved
With
Central Avenue

ATTEND THE NEXT CASID MEETING
Your Main Street, Your Ideas!

Regular Central Avenue SID Member Meetings: First Tuesday of Every Month

- Stay Up to date on Central Avenue Issues.
- Open Discussions.
- Avenue Complaints are taken & reported to the proper governing authorities.
- All constructive criticism & ideas are welcomed
- Time: 6:00 PM
- Location: CASID Office, 366 Central Avenue
- Confirm Meeting Dates prior to attending: (201) 656-1366

Business & Marketing: New Avenue Business Directory

In late 2004, the CASID produced its' first Central Avenue Business Directory. In the publication's first run, it received a very warm welcome from Heights residents and business owners alike.

The CASID is in the process of producing the next Central Avenue Business Directory for 2006. Late this summer, the CASID will be surveying Central Avenue businesses to update our records and the information to be found in the directory. CASID Assistant Marketing Director, Dreena C. Whitfield, will be visiting business owners to conduct the survey. Graduating with a degree in Business Administration from Lincoln College, she is eager to work with business owners and local shoppers to incorporate their ideas and needs into this directory. On

average, the survey is estimated to take no more than five (5) minutes at each business.

The directory will be using a new format which incorporates some of the feed back from last year's publication. Information in the directory will be more practical as it has grown to include more governmental, civic, and public service numbers. A section has been dedicated to list all the businesses in the directory by category. One may not realize it but the variety of goods and services found on Central Avenue is amazing.

All CASID businesses will be listed by name, address, phone number, and hours of operation free of charge. Rates for enhanced and additional advertisements are available.

Advertise Your Business with the *Jersey City Reporter*. New "Central Avenue News" Section

In the months that follow, the Hudson Reporter will be working with the CASID to create a pilot program where they will be publishing a quarterly "Heights Section" in the Jersey City Reporter that will feature the "Central Avenue News." This section will be heavily circulated in the Jersey City Heights with the help of the CASID. Additional copies of this section will be divided up and given to civic groups, CASID members, libraries, hospitals, and every store on Central Avenue making it easily accessible to local residents and shoppers.

The pilot program is intended to expand the potential of this newsletter. Specifically, it will create advertisement opportunities for local businesses and CASID members. CASID members will especially benefit because the CASID will be subsidizing part of their advertising cost. There is an opportunity to establish what will become a regular "Heights Coupon Page" that bargain hunters will not be able to resist. Hudson Reporter Account Executive, Toni Anne Calderone, will soon be visiting Heights businesses to explore opportunities and rates with business owners.

Now Recruiting for Next Central Avenue Cable Commercials

Comcast reports an estimated 49,278 Comcast cable subscribers in Jersey City. For that reason, the CASID will be teaming up with Comcast Cable for a third consecutive year to strongly promote the Central Avenue business district.

Valued at an estimated \$18,000, this year's commercial campaign totals 3,951 spots. The CASID received an additional 1566 bonus spots to last year's air time package of 2,300 spots. These commercials will run from December 2005 through May 2006. The commercial is scheduled to be aired in highest frequency during each two week period just before the holidays including some ESPN NFL games. The networks will be airing the commercial include: Lifetime; TNT; USA Network; VH1; Comedy Central; ESPN 2; FX; Bravo; and Galavision.

Central Avenue businesses are invited to be featured in this commercial for a one time fee of \$500 (covering individual production & airtime costs). Participants from last year's commercial campaign wishing to run the same video can do so again for only \$300. There are non CASID member rates available for businesses outside the district. All interested parties should contact CASID as soon as possible to participate. This offer is good for a limited time only.

www.JCHeights.com

BUSINESS Incentives & Grants

Attention Central Avenue Business owners: There are grants and business improvement programs available through the Jersey City Urban Enterprise Zone (UEZ). To learn more, contact the CASID or Jersey City Economic Development Corp: (201) 333-7797.

Join the NJ U.E.Z:

- Charge only **3% sales tax** for eligible retail items
- Receive tax credits for the hiring of certain new employees
- Pay 0% sales tax on Office and business equipment; Building materials for repair or new construction; Advertising materials; The purchases of office supplies; etc.

Retail Façade Improvement Program:

- **3:1 Matching Grant**
- **\$2,000 value**
- *Purpose:* to address a combination of a building's exterior front including new signage and awnings; window repairs & replacement; wall repairs; façade lighting; and other miscellaneous façade improvements.

Business Improvement Grant:

- **1:1 Matching Grant for Registered UEZ businesses**
- **\$20,000 value**
- *Purpose:* Similar to Retail Façade Improvement Program

Mother's Day on Central Avenue



Every year, the CASID works very hard to make Mother's Day special for local residents and shoppers. In addition to hanging a 4x30 foot Mother's Day banner on Central Avenue, the CASID held a Mother's Day sweepstakes and distributed 500 beautiful carnations during the holiday weekend.

To help distribute the flowers, Boy Scouts of America Troop 466 (Jersey City) volunteered their services to greet Mothers of all ages with a smile and "Happy Mothers Day" wishes from

the local business community. The CASID would like to thank Boy Scouts of America Troop Leaders **Lou Cappeluti, Richard Peters**, and the entire **Boy Scout Troop 466**. The CASID would also like to thank **Eury Vargas and Wilkinson Mejia** who helped coordinate this event.

A special thanks is given to Al Quick Quality Printers, Princess CUC Wedding Center, and Joseph's Florist for their additional support.

Congratulations Sweepstake Winners



This past Mother's Day the CASID ran a sweepstakes contest awarding a **combined total of \$1,000** in Central Avenue Gift Certificates to **twenty five (25) lucky shoppers!** The **Grand prize winner received \$200**, **four (4) first place winners received \$50**, and **twenty winners (20) received \$30 in Central Avenue Gift Certificates!**

Loss of Electrical Power: PSE&G Claim Form Available

July 6th was a very hot and very long summer day for the majority of businesses on Central Avenue. For a period of two days, parts of Jersey City including Central Avenue experienced a loss of electrical power leaving businesses and families in the dark. In the Central Avenue business district, Dunkin Donuts and Stop & Shop were the only businesses fortunate enough to stay open. Both receive their power from a source other than Central Avenue utilities. Many other business owners were not as fortunate as they encountered a loss of inventory, equipment, and sales. Individual "Interruption of business" insurance have covered most business losses.

In the aftermath of this unforeseen incident, PSE&G officials made a public statement in local newspapers extending their sympathy toward victims of the power loss and expressed gratitude for patience given during the interruption of service. Customers interested in filing a claim for losses can do so by calling 1-800-CLAIM-88 or download a claim form from www.pseg.com/customer/home/claims.jsp. Completing the claim form is not a guarantee of payment. A PSE&G representative will investigate the claim and contact you with a response when the investigation is completed. The file number for this particular incident is #050 706 6698.

HEIGHTS COMMUNITY

Local Businesses help Celebrate Open Space In the Old Reservoir (3)

From Kayaking to fishing to an enjoyable peaceful afternoon, an estimated 1,000 people came out on Saturday April 16, 2005 to visit the old Reservoir (3) sitting just south of the Central Avenue Business District (*see pictures below*). "This was the first time since anyone can remember that the Reservoir has been open to the public" said Steve Latham president of the Jersey City Reservoir Preservation Alliance (RPA). "Public support was fantastic. We had a better turnout then expected."

In addition to public support, the RPA received the support of various local businesses. A good number of those businesses contributing generously to the event were CASID members. Those businesses included: Eye Contact Vision Center; Garden State News; Hauptman Carpets; Independence Bank; Novick Hardware; 99 Cent-ral; Amourville Ice Cream; Beauty Land; Blimpie; Central Avenue Farms; Family Pharmacy; Fragrance & Accessories; Gold Stone Jewelry; Kari's Signs; Mama Leona Pizzeria; Stop & Shop Supermarkets; Young's Farm; and 99 Vision. Various other Heights businesses also supported the event.

The Celebration in the Reservoir event would be the first of many allowing public access to Jersey City's hidden jewel. When asked about the fate of the Reservoir, Latham's answer is usually quite simple: "The fate of the reservoir is up to you. The public owns it so it is up to the people of Jersey City to decide its' fate." Latham notes that on average, 100 people visit the Reservoir each week. Many of those visitors volunteer their time to the continuing restoration efforts. Regular volunteer activities include trail building, gardening, and tree pruning.

Reservoir will be open to the public from 10 AM to 12 PM every Saturday until October. To attend an event at this 13 acre natural oasis in Jersey City Heights, please meet at the Reservoir Gate off Summit Avenue, across the street from Pershing Field's Skating Pavilion. For more info, or to volunteer to help with an event, please email Steve Latham at jcreservoir@juno.com or call at 201-656-5235.

Neighborhood Calendar:

St. Paul of the Cross Church Street fair

September 30th - October 2nd
On Hancock Ave Between South & Bowers St.

Height Community Relations Council

1st Monday of Each Month
7 PM at the Community Center in Pershing Field Park

PS #8 Neighborhood Block Association Meetings

Wed: Sep 21st, Oct 12th
7:30 PM at 96 Franklin St.
(School Basement Cafeteria)
All Neighbors Are Invited!

Like the new *HEIGHTS COMMUNITY* section of the Central Avenue Newsletter? Does your Neighborhood or Block Association have an upcoming event that you would like to see posted in this quarterly newsletter? Contact the CASID office: 201.656.1366



STREET MAINTENANCE OPERATION

“ASSISTING CENTRAL AVENUE MERCHANTS IN KEEPING A CLEAN AND PRESENTABLE MAIN STREET ENVIROMENT”

“Summer Time on the Avenue”

CASID Sanitation Maintenance Operator, Kumkio Sprauve, (right) has been busy this summer trimming down weed nuisances growing in tree pits and between sidewalk cracks. Under the direction of Supervisor Zaheer Ameerally, the CASID Street Maintenance Operation (SMO) continues to assist the business district by managing unwanted weeds.



Speaking of unwanted items on the Avenue, the CASID is addressing concerns in areas where household garbage dumping is a persistent problem. City Code Enforcement Officers are working with Central Avenue property owners, businesses, and the CASID Sanitation Operation to address this issue. As a reminder to Central Avenue property and business owners, **please report any garbage nuisances on your property not belonging to you immediately to the Jersey City Incinerator Authority (201) 432-4645 or Neighborhood Improvement District (201) 547-5683.** Don't be fined for someone else's violation. Lets work together to maintain a neat streetscape appearance in Jersey City!

CENTRAL AVENUE Garbage Collection Schedule

Garbage:

AFTER 7 PM Monday & Thursday Nights
Please place your garbage on the curbside pertaining to your building.

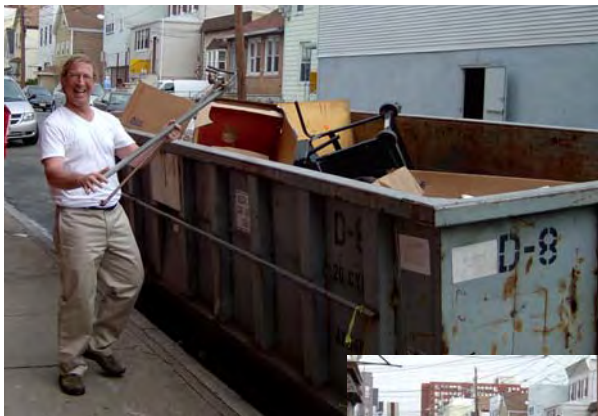
Recycling:

AFTER 7 PM Tuesday Night
Recyclables must be tied in bundles or placed in clear bags for collection.

Garbage Collection Schedule Sticker:

The CASID, Jersey City Incinerator Authority, and NJ UEZ have come together to create a weekly Central Avenue garbage collection schedule sticker. Posting this unique sticker in a common area is a convenient way to remind building tenants and employees when to place garbage out by the curbside. Important phone numbers for bulk waste and refrigerator removal services are listed. Contact the CASID to receive a FREE sticker: 201.656.1366

Spring Cleaning 2005 on Central Avenue



Pictured Above & at Right: Richard Seltzer, Esq. (436 Central Avenue) was one of the many business owners more than happy to make use of the dumpsters during the Spring Cleaning event.



Every spring season, many of the Central Avenue merchants and property owners do their “spring cleaning.” To accommodate the nearly 500 merchants and property owners on Central Avenue that participate in “spring cleaning”, the CASID has coordinated the combined efforts of the Jersey City Incinerator Authority (JCIA) and the Jersey City Parking Authority (JCPA) to bring together the Annual “Central Avenue Spring Cleaning Event.”

The JCIA has worked actively with the CASID in this event to provide fifteen (15) JCIA dumpsters to locations on the days requested. The JCPA strategically designated parking spaces for the dumpsters in an effort to create the least amount of inconvenience to shoppers and merchants during business hours.

As the Spring Cleaning Event had such a great turn out, the CASID would like to express our appreciation to JCIA Administrative Clerk/ Operations Director, Kisha Sebron, and JCPA Assistant Director of Enforcement, Michael Gerena, for their assistance in executing this event. We would also like to thank Mayor Jerramiah Healy's administrative staff consisting of JCIA CEO Oren K. Dabney, and JCPA Chief Executive Officer David Lerner, for continuing to assign proficient representatives to the task.

Central Avenue Spotlight:

Domingo Handal, Amourville Ice

So where can you go for the best ice cream in Jersey City? For 30 years, longtime Heights residents have given testament that the best ice cream in town is at the little ice cream shop at 290 Central Avenue. Known as Amourville Ice Cream today, this shop produces and sells some of the best ice cream and ice cream cakes in the Heights. This year Domingo Handal of Amourville Ice Cream celebrates his 40th year anniversary doing business on Central Avenue. As one of the longest running businessmen on Central Avenue (if not the longest) Domingo has distinguished himself in both the business and neighborhood community of the Jersey City Heights.

Though he was born in Honduras 1929, Handal was raised with his four brothers and two sisters in Bethlehem “Jesus Town” Palestine. As a young entrepreneur, Domingo successful business ventures have led him to live in places such as Iraq, Kuwait, New York, and eventually New Jersey. It wasn’t until 1974 that Domingo gave up his export business for what would become a very popular and well remembered Ice Cream shop. Getting out of the franchise business in 1994, Domingo would rename the ice cream shop *Amourville* ice cream (translated from French meaning “Love Town”).

Having only a grammar school education, Domingo started life as an entrepreneur whose ambition has led him to travel the world. He speaks fluent English, Arabic, Spanish, and some Korean thanks to his Central Avenue colleague and longtime friend Michael Yun (Garden State News). In addition to his 40th year anniversary in Jersey City, Domingo also celebrated his golden 50 year wedding anniversary on April 17th with his beautiful wife Linda Hazboun-Handal. They have been blessed with five (5) wonderful children (Vida, Vera, Florence, David, and Tina) and thirteen (13) gorgeous grandchildren.



During his 40 years on Central Avenue, Domingo has remained active in the Jersey City Heights community. Before a “Special Improvement District” (SID) organization was formed, Domingo volunteered his time as President of the “Independent Merchants of Central Avenue” association. This association solicited donations to decorate the Avenue during the holidays.

In 1992, Domingo was actively involved in establishing an SID organization for the Central Avenue business district. Today, Domingo serves in his thirteenth (13th) year volunteering as Vice President South on the CASID Board of Trustees. “Domingo is so committed to the Heights that often times he sacrifices his own business to contribute to community events,” says colleague Michael Yun of 366 Central Avenue. “Even during peak business hours Domingo does not hesitate to place a “will return soon” sign

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on the window, close his doors, and run out to an important community meeting.”

Make no mistake; Domingo Handal is a small town hero. He is one of the few remaining typical businessmen of a past generation. Though he has fought hard to stand up for the community, he is known as a true gentleman. When asked if retirement was in his near future, he was quick to reply “Retirement will only slow me down. I intend to continue my work in the Heights by supplying the best flavors of ice cream and cakes in town for a very long time!”

(Like Mr. Handal, there are many interesting and important people on Central Avenue that have contributed significantly to the local community. Do you have a Central Avenue Merchant in mind that you like to see in the next Central Avenue spotlight? Mail your recommendation to the CASID office: 366 Central Avenue, Suite 201, Jersey City, NJ 07307)

Sopranos: Continued

(Continued from page 1)

promotion for the Avenue,” said Thomas Kay owners of Kay’s Spring Garden Restaurant. “Central Avenue is one of the nicest places in Jersey City, why wouldn’t you want to shoot a film here?” Like Kay, many other business owners shared the similar sentiment that this event gave publicity to the Heights. Local residents now have something more to associate with the Avenue.

On behalf of the Jersey City Heights community and the Central Avenue Business District, The Central Avenue Special Improvement District Management Corporation would like to thank series Creator David Chase and “The Sopranos” for choosing to film on Central Avenue. Also, thanks to the office of Mayor Jerramiah Healy, the Jersey City Police Department, the Jersey City Fire Department, and the Jersey City Parking Authority for their great job coordinating this event. Watch out Hollywood, Jersey City continues its rise to stardom!



"A Tradition Reborn"

Central Avenue SID
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Jersey City, NJ 07307



In This Issue...

"The Soprano's" Movie Shoot; Central Avenue Parking Garage; Business & Marketing; Mother's Day Review; Heights Community; Spring Cleaning Event; Central Avenue Spotlight.

WELCOME TO THE NEIGHBORHOOD!

The Central Avenue SID would like to extend a warm welcome to these new businesses in our community.



Sprint Exclusive PCS
322 Central Avenue
(201) 659-5100



X-Tra Supermarket
506 Central Avenue
(201) 798-9293



Discount Carpet
349.5 Central Avenue
(201) 610-0910



Total Image Beauty Academy
288 Central Avenue
(201) 610-0307



PC Computer
465-A Central Avenue
(201) 222-0777



Off The Grill
393 Central Avenue
(201) 653-1383



Everything 49 cents
435 Central Avenue
(201) 610-1559



Express Nails
325 Central Avenue
(201) 795-4455