



JERSEY CITY NEIGHBORHOODS

MAP 1.3: JERSEY CITY NEIGHBORHOODS



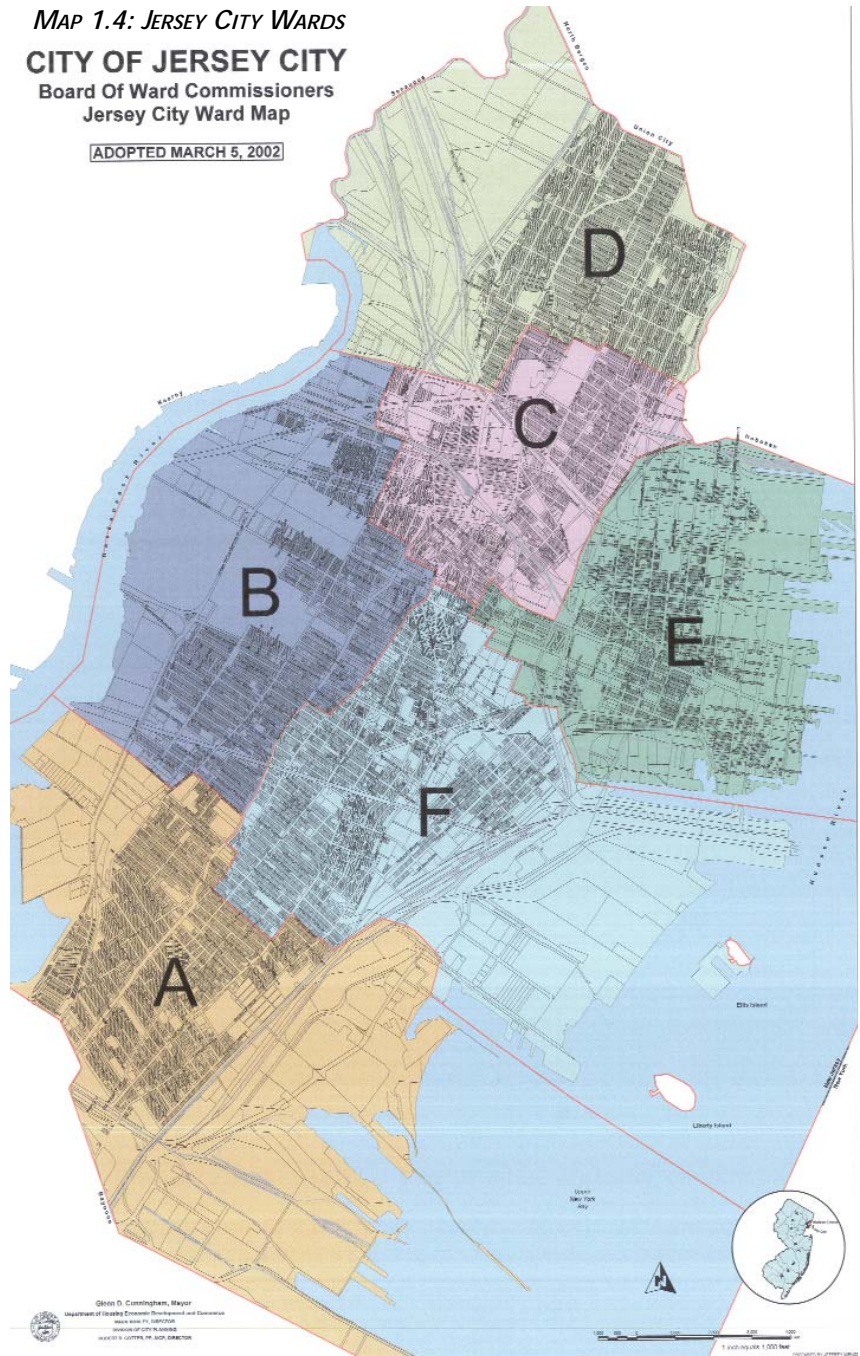
JERSEY CITY NEIGHBORHOODS

Jersey City neighborhoods are unique, many with their own history and development predating their legal consolidation into the City of Jersey City. These historic neighborhoods include Bergen, the area of the first European settlement in Jersey City. The Greenville neighborhood was the last area to be added to the municipality as it is known today.

History is one way in which Jersey City neighborhoods are defined and bounded. Another set of neighborhood boundaries are determined politically and sub-divide the city into six wards. These boundaries were established in 1961 when Jersey City changed its form of government and reduced the number of wards from twelve to six (see Map 1.4). Ward boundaries are not fixed. After each decennial census, they are redrawn to reflect changing population density. Still another set of boundaries are established by the U.S. postal service that divide Jersey City into nine ZIP codes that identify specific geographic areas to improve the sorting and delivery of mail.

However, neighborhood boundaries defined historically, politically or by the postal service do not necessarily coincide with neighborhoods defined for purposes of planning and economic development. Therefore, for this report, Jersey City has been divided into ten "neighborhoods" that are based on the "wayfinding signage system" that was incorporated into the City's planning documents in 2001. These ten areas are based on neighborhood planning and economic characteristics and incorporate several distinct destination points within their boundaries including most of Jersey City's shopping districts. Neighborhood boundaries are based on the boundaries of census tracts in each neighborhood (see Map 12, p. 24). Both these boundaries and the demographic profiles of each neighborhood are based on the U.S. Census of Population for the year 2000.

MAP 1.4: JERSEY CITY WARDS
CITY OF JERSEY CITY
 Board Of Ward Commissioners
 Jersey City Ward Map
 ADOPTED MARCH 5, 2002



MAP 2: THE WATERFRONT NEIGHBORHOOD

Significant Features

 Urban Enterprize Zone (UEZ)

 Exchange Place

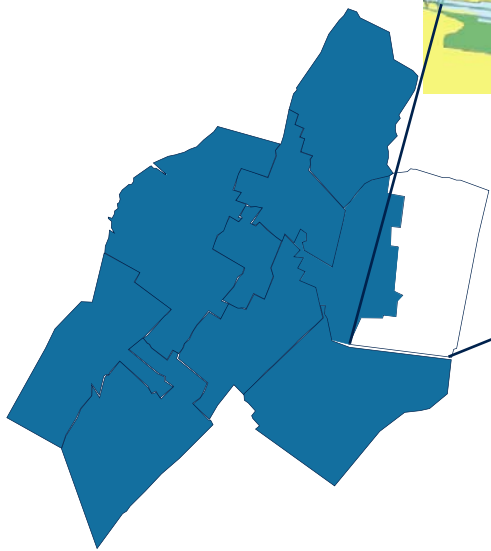
 Paulus Hook Historic District

1 Harborside Financial Center

2 101 Hudson Street

3 30 Hudson Street

4 Newport Centre



The **Waterfront** neighborhood, located on the eastern edge of Jersey City, is one of the City's three neighborhoods with the Hudson River as its eastern border (see Map 2). Once home to large manufacturing and distribution companies as well as bustling rail yards and piers, the area fell into disrepair in the decades following World War II as a result of companies either relocating or closing their facilities.

During the 1980s, the area began a renaissance that started with the redevelopment of the old Harborside Terminal. Another significant development during the 1980s was the construction of the Newport Community on the northern edge of the Waterfront neighborhood. Today, Newport encompasses 5.5 million square feet of commercial space, has its own ZIP code and more than 3,900 residential units. Its commercial tenants include JP Morgan Chase Bank, Knight Equity Markets and the University of Phoenix. Newport Centre also has a 1.2 million square-foot mall with Macy's and the J.C. Penney Company as its anchor tenants, several big box retailers and a Courtyard by Marriott Hotel. More than 7,000 people are employed in Newport.

Another pivotal transformation of the Waterfront neighborhood came in the mid-1990s with the construction of 101 Hudson at Exchange Place, to house offices for Merrill Lynch, a financial services company with its main offices located in lower Manhattan. "Wall Street West", as the area is now called, houses thousands of employees formerly located in lower Manhattan. One of the most significant new structures is the 47-story Goldman Sachs building, located on the old Colgate Palmolive site on the southern edge of the area. This is the tallest building in New Jersey.

The Waterfront has an extensive public transportation network, including New Jersey Transit Buses, a light rail system and the PATH system to Newark and New York City. Its population is housed in relatively new mid and high-rise apartment complexes surrounding 19th century brownstones,

interspersed with a variety of mixed use commercial and retail establishments.

Of its close to 15,000 residents, about 44% were born outside the U.S. Median family income in 1999 stood at \$74,016, almost twice the City median income of \$41,639. In the year 2000, more than three out of every four residents in the area 25 years of age and over had some college or were college graduates. Only 10% of all adults had less than a high school education.

DEVELOPMENT OPPORTUNITIES

The Waterfront neighborhood has been in the forefront of Jersey City's revitalization for the past twenty years. Since 1992, the public sector has invested more than \$65 million in the area to leverage private sector investments of more than \$4 billion.

There are 18 office buildings in the area with more than 12 million square feet of office space collectively. The area has more than 20 luxury buildings with about 8,000 housing units. These developments along with plans for additional residential, commercial and office units have created opportunities for retail businesses to support both the existing and incoming workforce and the growing residential population.

DEVELOPMENT CHALLENGES

A major challenge in the area concerns the slowdown in the pace of development and the relatively high commercial vacancy rate in the area. When the demand for office space revives, there is available space and already approved plans to build additional space. Other challenges in the area relate to parking, the relative lack of open space and traffic congestion, especially during rush hours.

Table 1: Waterfront Neighborhood Demographics, 2000

<i>Characteristic</i>	<i>Total</i>	<i>% of Total</i>	<i>Characteristic</i>	<i>Total</i>	<i>% of Total</i>
Population	14,767	100.0%	Education (Adults 25+ yrs)	11,545	100.0%
Age			Less Than HS	1,225	10.6%
5 yrs and less	773	6.6%	HS Grad	1,311	11.4%
6-19 yrs	1,102	21.3%	Some College	1,107	9.6%
20-64 yrs	11,716	62.2%	College Degree+	7,902	68.4%
65-74 yrs	581	5.5%	Total Civilian Labor Force	9,730	100.0%
75+ yrs	595	4.4%	Employed	9,365	96.2%
Race			Unemployed	365	3.8%
White	6,069	31.1%	Housing		
Black	1,467	5.0%	Total Units (including vacant units)	8,151	100.0%
Asian	4,464	15.8%	Vacant Housing Units	514	6.3%
Hispanic or Latino	2,181	43.2%	Owner Occupied	1,086	13.3%
Other	586	4.9%	Renter Occupied	6,551	80.4%
Income			Built Last 20 Years	4,356	
Family Median	\$74,016		Households with 1 car or more	4,621	
Persons Below Poverty	\$1,585	15.0%	Other		
			Born Outside the US	6,516	44.1%

MAP 3: LIBERTY STATE PARK NEIGHBORHOOD

Significant Features


 Urban Enterprize Zone (UEZ)

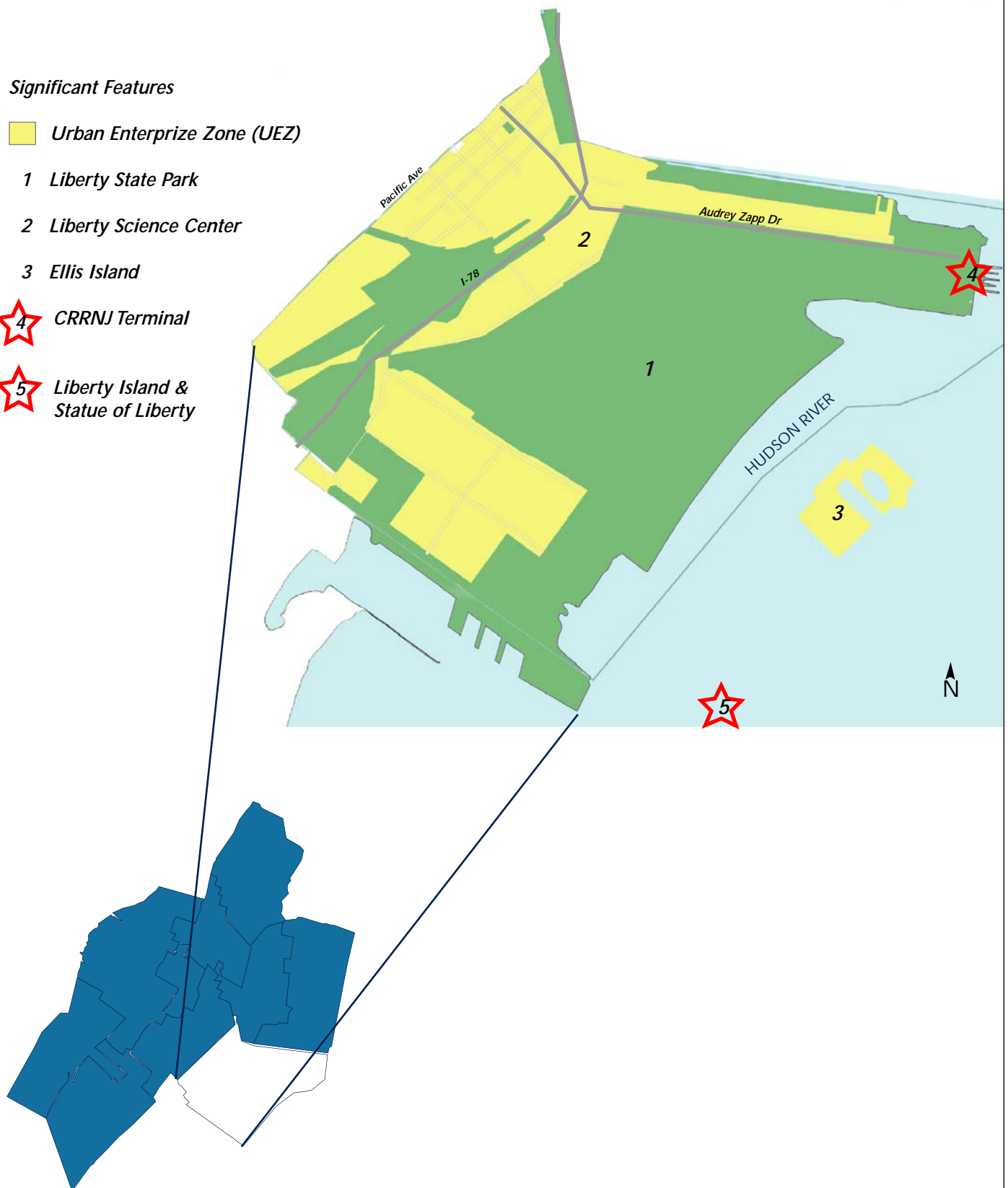
1 Liberty State Park

2 Liberty Science Center

3 Ellis Island

 4 CRRNJ Terminal

 5 Liberty Island & Statue of Liberty



Source: *BFJ* Buckhurst Fish & Jacquemart, Inc.

The *Liberty State Park (LSP)* neighborhood is one of three neighborhoods in Jersey City that border the Hudson River (See Map 3). It encompasses Liberty State Park and several streets on the Park's western edge up to Pacific Avenue, abutting the Greenville and MLK-Bergen/Lafayette neighborhoods.

Liberty State Park was established in 1976, for the United States bicentennial. Overlooking Ellis Island and the Statue of Liberty with its Jersey City address of One Communipaw Avenue, Liberty State Park is the most visited park in the New Jersey Park system. Ferries operate daily to transport visitors from the Park to Ellis Island. The Liberty Science Center, opened in 1992, attracts more than a million visitors each year.

The Liberty State Park area was once home to the Central New Jersey Railroad Terminal that had more than 30 different railroad tracks. The Ellis Island Ferry still operates from the piers adjacent to the terminal. In the last ten years, the ferry slips and terminal have undergone extensive renovations that have restored them to their original condition.

Several buildings that were once used by industrial and commercial companies are situated along the western edge of the neighborhood inside the Park area and extending toward the Hudson River. All have been renovated to accommodate the growing demand for buildings with high ceilings and multiple loading docks for use as distribution centers. In 1994, the New York Daily News moved its distribution center from New York City to Liberty State Park, beginning an influx from New York City of other companies. Snowbird Corporation, ADP Graphic Communications, and Sysco Food Services of Metro New York have all located distribution centers to the area.

The area has little residential development, except along its most western edge. Of its 2,300 residents, about 70% were born in the U.S. Median family income in 1999 stood at \$29,388, far below the \$41,639 City average. In the year 2000, about 30% of all residents in the area 25 years of age and over had some college or were college graduates. Over a third of all adults had less than a high school education.

DEVELOPMENT OPPORTUNITIES

The Liberty Science Center is undergoing an expansion. Just to the north of the Center is a planned residential high-rise complex with unobstructed views of the Statue of Liberty, most of Manhattan and beyond. A championship 18-hole golf course is being constructed on the southern tip of the Park extending into Caven Point and part of Port Liberte. This should create residential as well as retail and related opportunities.

Several other opportunities are available in and around the Park. There is a growing demand for new retail establishments. The thriving marina, the Ellis Island ferries and the Liberty Science Center have boosted tourism, creating a demand for additional restaurants and specialty retail establishments. Additionally, the Light Rail system adjacent to the Park has spurred a demand for more residential development.

DEVELOPMENT CHALLENGES

Formulating a plan to incorporate residential and commercial uses and tourism while maintaining the pristine openness that defines a park is a challenge. The Park, once home to a vast industrial shipping complex, still houses light-manufacturing uses. The challenge is to balance the area's transformation into a visitor destination with the need to maintain jobs that are critical to Jersey City's economic base.

Table 2: Liberty State Park Demographics, 2000

<i>Characteristic</i>	<i>Total</i>	<i>% of Total</i>	<i>Characteristic</i>	<i>Total</i>	<i>% of Total</i>
Population	2,325	100.0%	Education (Adults 25+ yrs)	1,231	100.0%
Age			Less Than HS	458	37.2%
5 yrs and less	200	8.6%	HS Grad	395	32.1%
6-19 yrs	11,854	28.9%	Some College	210	17.1%
20-64 yrs	34,579	55.6%	College Degree+	168	13.6%
65-74 yrs	3,070	4.2%	Total Civilian Labor Force	961	100.0%
75+ yrs	2,433	2.7%	Employed	860	89.5%
Race			Unemployed	101	10.5%
White	187	8.0%	Housing		
Black	900	38.7%	Total Units (including vacant units)	821	100.0%
Asian	35	1.5%	Vacant Housing Units	92	11.2%
Hispanic or Latino	1,128	48.5%	Owner Occupied	230	28.0%
Other	75	3.2%	Renter Occupied	499	60.8%
Income			Built Last 20 Years	616	
Family Median	\$29,388		Households with 1 car or more	409	
Persons Below Poverty	\$633	27.2%	Other		
			Born Outside the US	707	30.4%

MAP 4: HISTORIC DOWNTOWN NEIGHBORHOOD

Significant Features

 *Urban Enterprize Zone (UEZ)*

 *Historic Downtown
Special Improvement District*

1 City Hall

2 Library (Main Branch)

3 Jersey City Medical Center

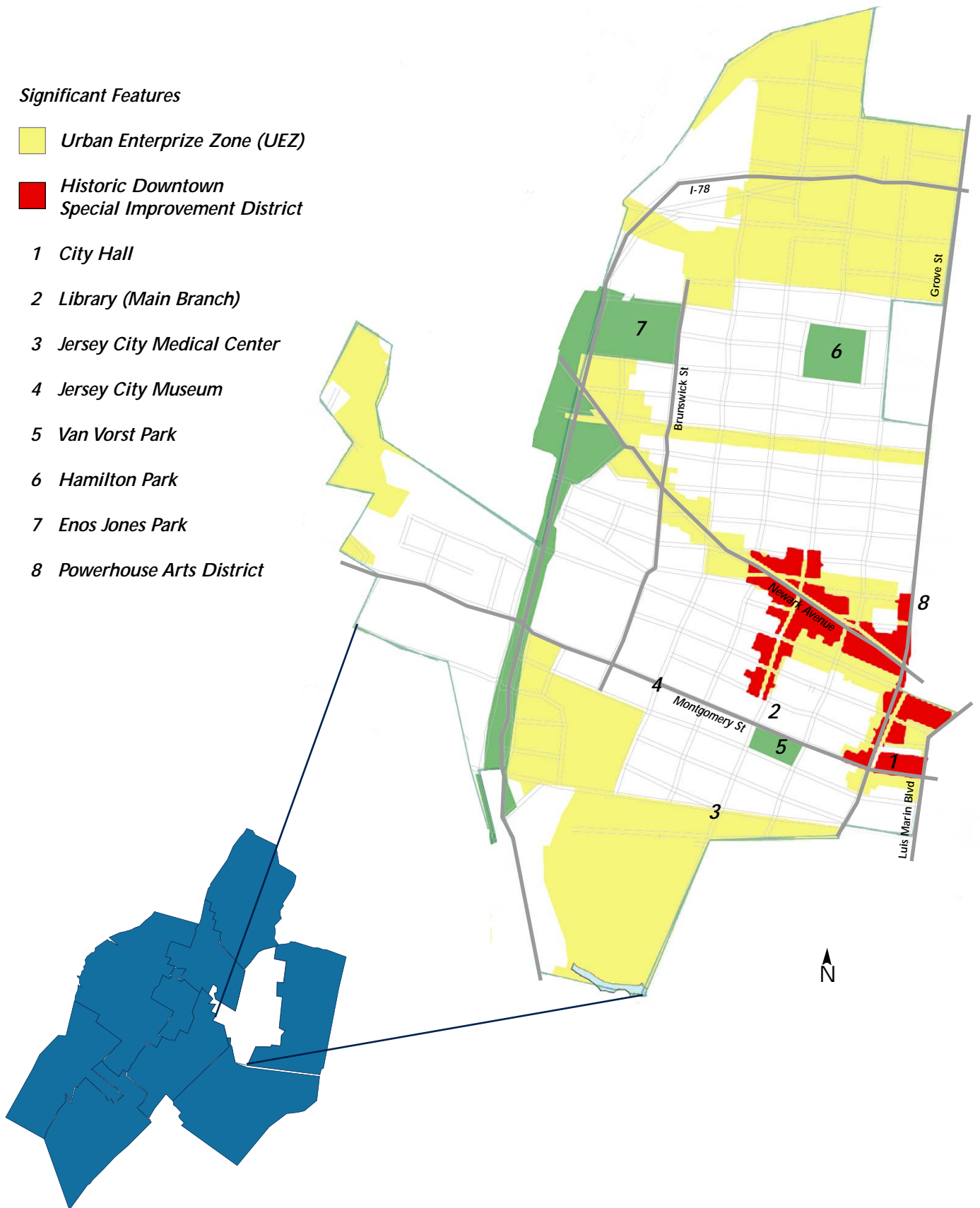
4 Jersey City Museum

5 Van Vorst Park

6 Hamilton Park

7 Enos Jones Park

8 Powerhouse Arts District



Source: *BFJ* Buckhurst Fish & Jacquemart, Inc.

Historic Downtown, located between the Hudson River Waterfront District and Journal Square (See Map 4), is home to several historic districts and most of the historic designated buildings in Jersey City.

The area encompasses a significant portion of Jersey City's brownstone row houses built at the end of the 19th century. Because Historic Downtown was at one time an upscale residential neighborhood, several parks were created for its residents. After VanVorst Park and Hamilton Park were built, more residential construction increased the demand for additional retail trade establishments. Retail trade thus became the focal point of what is now the Paulus Hook Historic District. The area still is home to many ground floor commercial establishments with multiple dwelling units above. Many of the retail stores have undergone extensive renovations, particularly in the Special Improvement District. This rehabilitation is attracting new restaurants and retail businesses into the area.

Historic Downtown's retail area now stretches along Newark Avenue from Grove Street to the east and Brunswick Street to the west although the real east /west barrier is the New Jersey Turnpike extension built in the mid 1950s. Several major retail streets extending from the Tidal Basin in the south and the Hoboken border to the north crisscross the center.

The area is home to City Hall as well as to the main branch of the Jersey City Public Library and the newly constructed Jersey City Medical Center. In the last decade, the area has been undergoing gentrification. There has also been a resurgence of the arts community with several galleries and artists' studios located in what is being referred to as the "Powerhouse Arts District."

Of its more than 20,000 residents, about 70% were born in the U.S. Median family income in 1999 stood at \$45,664,

compared with the \$41,639 citywide average. In the year 2000, about 60% of all residents in the area 25 years of age and over had some college or were college graduates. About 22% of all adults had less than a high school education.

DEVELOPMENT OPPORTUNITIES

The Jersey City Medical Center has recently opened its new facilities along the southern edge of the Historic Downtown area. There are also plans for a mixed use residential/commercial redevelopment project known as Liberty Harbor North that is going to encompass 650 residential units along Grand Street in Phase 1 alone.

Other areas of opportunity are in the main shopping corridor itself. Many buildings are undergoing renovations to accommodate the new retail mix and the need for more housing. On the eastern tip of the district adjacent to the Grove Street Path station is a new project under construction called Grove Pointe that will have residential and retail ground floor shopping. The reuse of the old Powerhouse station as the heart of an artists' district will continue to revive the area.

DEVELOPMENT CHALLENGES



A major challenge in the Historic District is insufficient parking. Other challenges are the proliferation of '99 cent' stores in the area and the disconnect between the Waterfront area and Historic Downtown. A step in the right direction to address this disconnect is the new Columbus Tower development that will be a mix of retail, commercial and residential uses bringing pedestrian traffic out to the street line. The eastern edge of the area along Marin Boulevard is in need of revitalization. The Historic Downtown SID is in the forefront of efforts to revitalize the area.

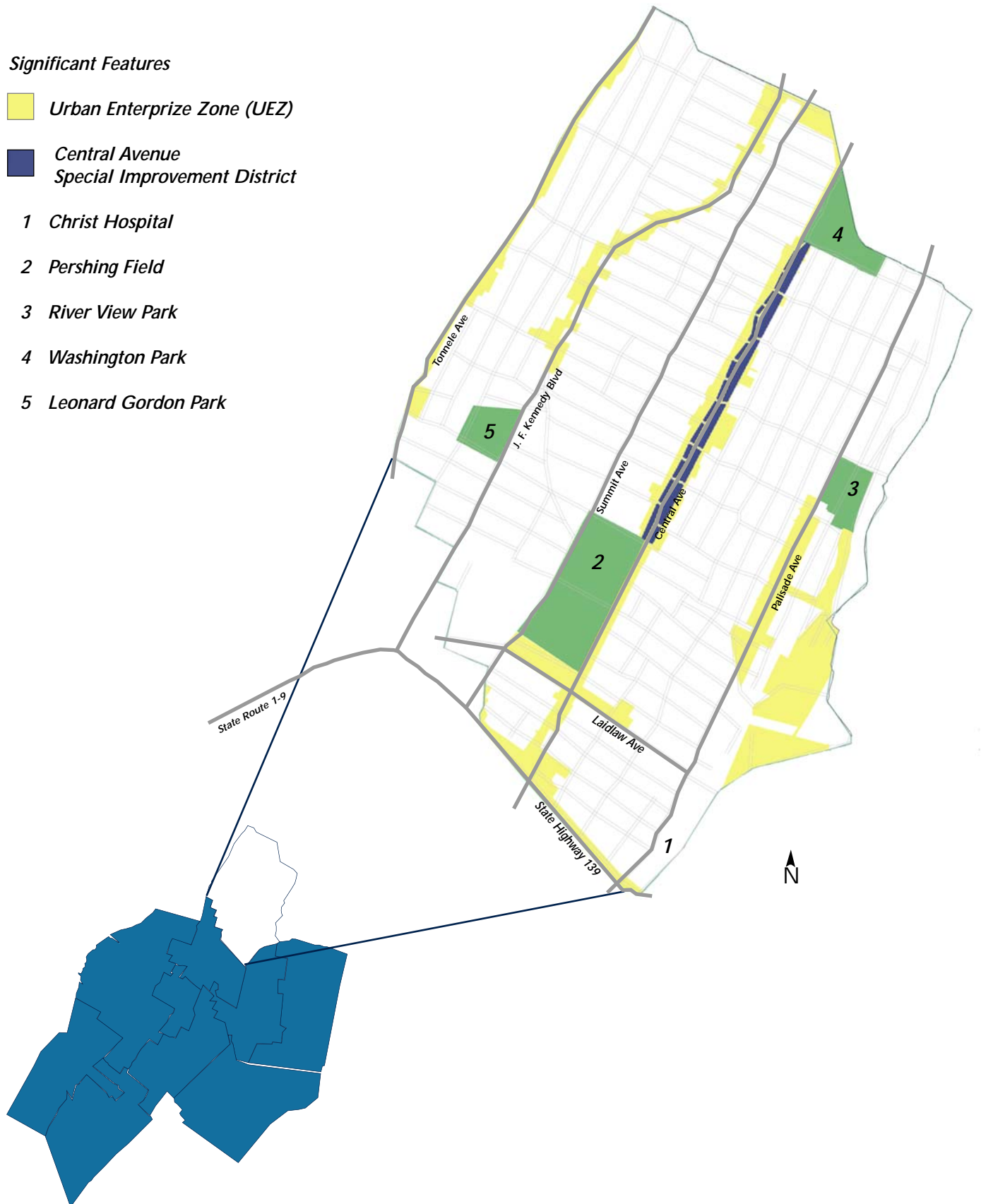
Table 3: Historic Downtown Neighborhood Demographics, 2000

<i>Characteristic</i>	<i>Total</i>	<i>% of Total</i>	<i>Characteristic</i>	<i>Total</i>	<i>% of Total</i>
Population	20,365	100.0%	Education (Adults 25+ yrs)	14,267	100.0%
Age			Less Than HS	3,161	22.2%
5 yrs and less	1,154	5.7%	HS Grad	2,424	17.0%
6-19 yrs	3,043	14.9%	Some College	2,200	15.4%
20-64 yrs	14,653	72.0%	College Degree+	6,482	45.4%
65-74 yrs	792	3.9%	Total Civilian Labor Force	11,822	100.0%
75+ yrs	723	3.6%	Employed	10,911	92.3%
Race			Unemployed	911	8.3%
White	6,913	33.9%	Housing		
Black	2,537	12.5%	Total Units (including vacant units)	9,202	100.0%
Asian	2,721	13.4%	Vacant Housing Units	477	5.2%
Hispanic or Latino	7,393	36.3%	Owner Occupied	2,001	21.7%
Other	801	3.9%	Renter Occupied	6,724	73.0%
Income			Built Last 20 Years	1,134	
Family Median	\$45,664		Households with 1 car or more	4,675	
Persons Below Poverty	\$3,440	16.9%	Other		
			Born Outside the US	5,832	28.6%

MAP 5: THE HEIGHTS NEIGHBORHOOD

Significant Features

-  Urban Enterprize Zone (UEZ)
-  Central Avenue Special Improvement District
- 1 Christ Hospital
- 2 Pershing Field
- 3 River View Park
- 4 Washington Park
- 5 Leonard Gordon Park



Source: *BFJ* Buckhurst Fish & Jacquemart, Inc.

The Heights neighborhood is located in the northern-most part of Jersey City (See Map 5), on top of the southern edge of the Palisades that run from Jersey City to the New York State border. On its western border (commonly referred to as "The Slope"), State Highways 1/9 are the boundary. Its southern border is Route 139, one of two major approach roads to the Holland Tunnel.

Route 139 was built adjacent to, and part of, the old Bergen Arches, a narrow canyon of train tunnels and open-air railbeds constructed through the Palisades in the early part of the 20th century and abandoned after World War II. Currently, the Arches are being considered as an alternate route for traffic heading toward Jersey City's waterfront, separating the Holland Tunnel and New York City bound traffic to ease congestion.

Central Avenue, the primary retail corridor in the Heights, runs from Rt.139 to Paterson Plank Road and is one of the longest contiguous Special Improvement Districts (SIDs) in New Jersey. The Heights has several other retail pockets running north to south along Kennedy Boulevard, Summit Avenue, and Palisade Avenue.

There are a number of large parks in the Heights, including Pershing Field. Just to the south of Pershing Field is the old reservoir system that has been slated for redevelopment by the City as open park space. The City's water department complex and its new fire department complex are also located in the Heights, west of Pershing Field. On the eastern edge of the Heights is Christ Hospital that has expanded to encompass most of the southern portion of Palisades Avenue.

Most of the Heights area is comprised of two-family detached housing, with some low to mid-rise apartment buildings, primarily along Palisade Avenue. Close to 67% of all housing

units in the neighborhood are rental units.

Of its more than 55,000 residents, more than 40% were born outside of the U.S. Median family income in 1999 stood at \$43,019, somewhat above the \$41,639 city-wide average. In the year 2000, about 40% of all residents in the area 25 years of age and over had some college or were college graduates; close to a third of all adults had less than a high school education.

DEVELOPMENT OPPORTUNITIES

There are several economic development plans for the area including the redevelopment of the old reservoir. A commercial development is also planned just to the south, in the middle of a residential neighborhood in the Heights. Infill development is occurring with open lots being converted into residential properties. The potential of the area is significant due to its location overlooking the City and the Hudson River. The key development opportunity relates to Palisades Avenue. The area north of Christ Hospital is in flux and should be the focus of revitalization efforts.

DEVELOPMENT CHALLENGES

A major challenge concerns the now vacant warehouse and manufacturing sites that are interspersed in residential areas. One possibility is to use the sites for retail centers; another is to use them for housing. A second challenge relates to the mixed zoning that has allowed for retail and commercial/ industrial uses to be interspersed with residential uses creating a non-conforming, and sometimes unattractive, streetscape for the area. Palisades Avenue and the surrounding residential area should be studied as an area in need of redevelopment.


Table 4: The Heights Neighborhood Demographics, 2000

<i>Characteristic</i>	<i>Total</i>	<i>% of Total</i>	<i>Characteristic</i>	<i>Total</i>	<i>% of Total</i>
Population	55,578	100.0%	Education (Adults 25+ yrs)	35,706	100.0%
Age			Less Than HS	11,065	20.0%
5 yrs and less	3,642	6.6%	HS Grad	10,145	28.4%
6-19 yrs	11,854	21.3%	Some College	5,826	16.3%
20-64 yrs	34,579	62.2%	College Degree+	8,670	24.3%
65-74 yrs	3,070	5.5%	Total Civilian Labor Force	26,745	100.0%
75+ yrs	2,433	4.4%	Employed	24,148	90.3%
Race			Unemployed	2,597	9.7%
White	17,263	31.1%	Housing		
Black	2,762	5.0%	Total Units (including vacant units)	20,407	100.0%
Asian	8,803	15.8%	Vacant Housing Units	937	4.6%
Hispanic or Latino	23,999	43.2%	Owner Occupied	5,897	28.9%
Other	2,751	4.9%	Renter Occupied	13,573	66.5%
Income			Built Last 20 Years	1,648	
Family Median	\$43,019		Households with 1 car or more	12,472	
Persons Below Poverty	\$ 8,348	15.0%	Other		
			Born Outside the US	22,625	40.7%

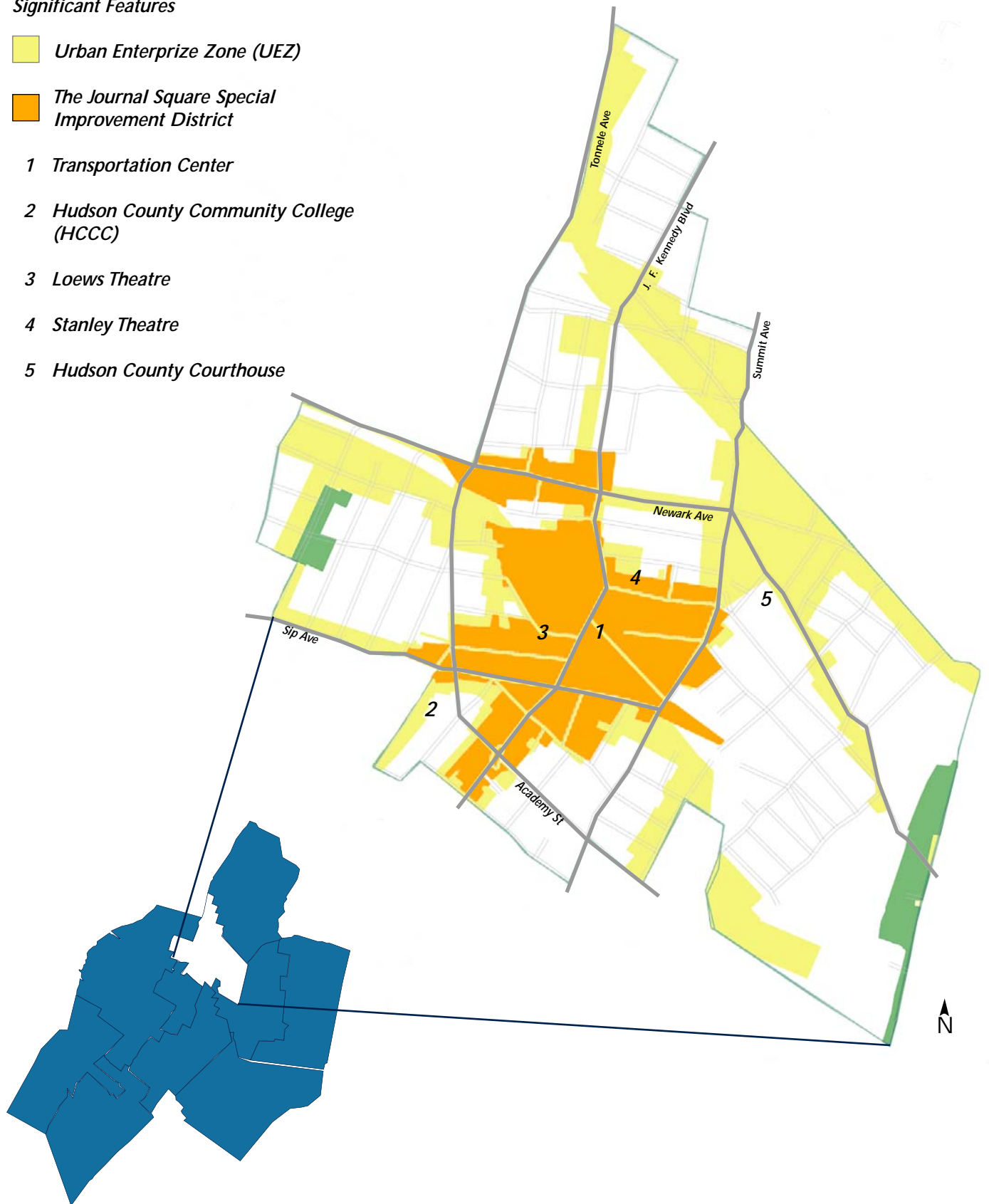
MAP 6: JOURNAL SQUARE NEIGHBORHOOD

Significant Features

 Urban Enterprize Zone (UEZ)

 The Journal Square Special Improvement District

- 1 Transportation Center
- 2 Hudson County Community College (HCCC)
- 3 Loews Theatre
- 4 Stanley Theatre
- 5 Hudson County Courthouse



Source: *BFJ* Buckhurst Fish & Jacquemart, Inc.

Journal Square, located in the north central part of Jersey City (see Map 6), was historically the economic hub of the City. PATH trains housed in the Transportation Center connect Jersey City to Manhattan and Newark and its multiple bus routes connect the City to other parts of the region. According to New Jersey Transit, more than 35,000 commuters pass through Journal Square daily.

Journal Square's principal retail center is in the Square itself. Smaller retail areas include "Five Corners" (at the intersection of Newark and Summit Avenues) and several other ethnic shopping districts branching out from the Square. A number of educational institutions are located in the Journal Square neighborhood, the largest of which is the Hudson County Community College (HCCC) whose expansion has been a major contributing factor to the economic revitalization of Journal Square.

Two former large movie theaters in the Square are being recycled. The former Loew's Theater will be used as a venue for live entertainment and film shows and The Stanley Theater has been renovated by the Jehovah's Witness religious organization. Several other commercial properties in Journal Square have also been renovated in recent years, as have apartment complexes and hotels, such as the Mayflower, now the Ramada Inn of Jersey City. The first new residential complex in more than 40 years, "State Square," will be completed at the time this report is released. The City and County's justice complex is also located on the southeastern edge of Journal Square along Summit Avenue near Academy Street.

Pre-war buildings predominate the area and are primarily multi-family mid-rise with some one and two family housing. Residential conversion of commercial properties began in the late 1980s with "Brunswick Towers" and has continued with the "Earle Hotel" and "Liberty Lofts." About 77% of all housing units in the area are rental units.

Of Journal Square's more than 22,000 residents, 53% were born outside of the U.S. Median income in 1999 stood at \$41,269, slight below the \$41,639 citywide average. In the year 2000, about 50% of all residents in the area 25 years of age and over had some college or were college graduates. Just over a quarter of all adults had less than a high school education.

DEVELOPMENT OPPORTUNITIES

Journal Square's Transportation Center, built in the early 1970s, moved commuter traffic off the streets into the enclosed transit building. This change, along with competition from the Newport Centre Mall and New Jersey's numerous suburban shopping malls, lead to a decline in retail trade in the Square. Several projects are planned/underway that should provide new energy to the area. HCCC will be expanding and there are several proposed office and mixed-use projects, including a 500,000 square foot office building at Three Journal Square /ADP Plaza. There are also plans for two 22-story 'Class A' office towers with a retail plaza to be built above existing rail lines that run through the Square.

DEVELOPMENT CHALLENGES

The lack of parking is a major challenge as is the lack of direct highway access. Journal Square's image/appearance (e.g., signage, amenities, and façades) needs improvement, particularly in the areas adjacent to the Transportation Center. The SID is working to improve the image of the area, but this still remains a challenge. Another challenge is the need for more upscale retailers and a major retail anchor as well as restaurants to attract the daytime workforce, students at HCCC and commuters and at the same time to make it a destination area by drawing waterfront workers.


Table 5: Journal Square Neighborhood Demographics, 2000

<i>Characteristic</i>	<i>Total</i>	<i>% of Total</i>	<i>Characteristic</i>	<i>Total</i>	<i>% of Total</i>
Population	22,307	100.0%	Education (Adults 25+ yrs)	15,441	100.0%
Age			Less Than HS	4,198	27.2%
5 yrs and less	1,347	6.0%	HS Grad	3,328	21.6%
6-19 yrs	3,135	14.1%	Some College	2,234	14.5%
20-64 yrs	15,085	67.6%	College Degree+	5,681	36.8%
65-74 yrs	1,387	6.2%	Total Civilian Labor Force	10,277	100.0%
75+ yrs	1,353	6.1%	Employed	9,223	89.7%
Race			Unemployed	1,054	10.3%
White	6,229	27.9%	Housing		
Black	2,103	9.4%	Total Units (including vacant units)	9,467	100.0%
Asian	6,094	27.3%	Vacant Housing Units	415	4.4%
Hispanic or Latino	5,970	26.8%	Owner Occupied	1,771	18.7%
Other	1,911	8.6%	Renter Occupied	7,281	76.9%
Income			Built Last 20 Years	599	
Family Median	\$41,269		Households with 1 car or more	4,324	
Persons Below Poverty	\$4,156	18.6%	Other		
			Born Outside the US	11,795	52.9%

MAP 7: MCGINLEY SQUARE NEIGHBORHOOD

Significant Features

 Urban Enterprize Zone (UEZ)

 McGinley Square
Special Improvement Districts

- 1 St. Peters College
- 2 Former Jersey City Medical Center Site
- 3 Former Jersey City Municipal Court/Police Building Complex
- 4 St. Dominic's Academy
- 5 Hudson Catholic Regional High School
- 6 Horizon Healthcare



Source: *BFJ* Buckhurst Fish & Jacquemart, Inc.

McGinley Square is located in "the heart" of Jersey City just south of Journal Square (See Map 7). Its principal retail center is on McGinley Square itself. A variety of locally owned retail establishments are located in the Square along the intersection of Bergen Avenue and Montgomery Street. This area also encompasses most of the McGinley Square Special Improvement District (SID).

Saint Peter's College, located along Kennedy Boulevard and Montgomery Street, is the primary institution in the McGinley Square neighborhood. It has an expanding student enrollment and, together with the City, has recently completed the construction of a pedestrian overpass connecting College buildings on both sides of Kennedy Boulevard.

Other institutions contributing to the vitality of the area are St. Dominic's Academy, Hudson Catholic Regional High School and Horizon Health Care. Although the Jersey City Medical Center complex that was an economic engine in the area has recently relocated to the Historic Downtown District, the massive seven-building site still dominates the skyline on the eastern portion of McGinley Square. The Center site has been designated as a redevelopment area for residential/retail mixed use development and will be a major factor in the continuing economic revitalization of the area.

There is a high concentration of one and two family homes in the McGinley Square neighborhood, with most of the two family homes of row house interspersed with old Victorian style single-family homes. There are also several multi-unit rental buildings units in the area. Rental units comprise about 75% of all housing in the area. However several buildings in the area have recently been converted to condominiums.

Of its more than 16,000 residents, about 40% were born outside of the U.S. Median family income in 1999 stood at \$37,654 below the overall City median income of \$41,639.

In the year 2000, about 49% of all residents in the area 25 years of age and over had some college or were college graduates. Just over a quarter of all adults had less than a high school education.

DEVELOPMENT OPPORTUNITIES

The re-use of the Jersey City Medical Center site should be a major boost to the retail and commercial growth of McGinley Square. Horizon Health Care, an organization that provides health care services to low income residents, owns several pieces of property along Bergen Avenue and is planning to renovate its existing facilities and to expand. The old Jersey City Municipal Court/Police Building complex (now with new facilities in Journal Square) has been designated as a redevelopment site. Opportunities in the area include new residential uses with ground-floor retail space and possibly offices. Although St. Peters College's expansion into the surrounding community has resulted in a significant increase in new retail businesses, more are still needed to service the growing student population.

DEVELOPMENT CHALLENGES

There are several commercial parking lots in the area, but the lack of adequate parking continues to be a major issue in the McGinley Square area. The retail mix in the area has not met the demands of the expanding college population and the increasing demands of the new young, affluent residents coming into the area. There are still pockets along the fringes of the area that are in need of revitalization. However, McGinley Square is moving in this direction with the help of the McGinley Square Special Improvement District (SID).

Table 6: McGinley Square Neighborhood Demographics, 2000

<i>Characteristic</i>	<i>Total</i>	<i>% of Total</i>	<i>Characteristic</i>	<i>Total</i>	<i>% of Total</i>
Population	16,409	100.0%	Education (Adults 25+ yrs)	10,553	100.0%
Age			Less Than HS	2,841	26.9%
5 yrs and less	1,062	6.5%	HS Grad	2,537	24.0%
6-19 yrs	2,934	17.9%	Some College	1,779	16.9%
20-64 yrs	10,826	66.0%	College Degree+	3,396	32.2%
65-74 yrs	864	5.3%	Total Civilian Labor Force	7,652	100.0%
75+ yrs	723	4.4%	Employed	6,798	88.8%
Race			Unemployed	854	11.2%
White	3,466	21.1%	Housing		
Black	4,258	25.9%	Total Units (including vacant units)	6,279	100.0%
Asian	2,706	16.5%	Vacant Housing Units	336	5.4%
Hispanic or Latino	4,803	29.3%	Owner Occupied	1,268	20.2%
Other	1,176	7.2%	Renter Occupied	4,675	74.5%
Income			Built Last 20 Years	502	
Family Median	\$37,654		Households with 1 car or more	3,095	
Persons Below Poverty	\$2,503	15.3%	Other		
			Born Outside the US	6,591	40.2%

MAP 8: MARTIN LUTHER KING-BERGEN/LAFAYETTE NEIGHBORHOOD

Significant Features

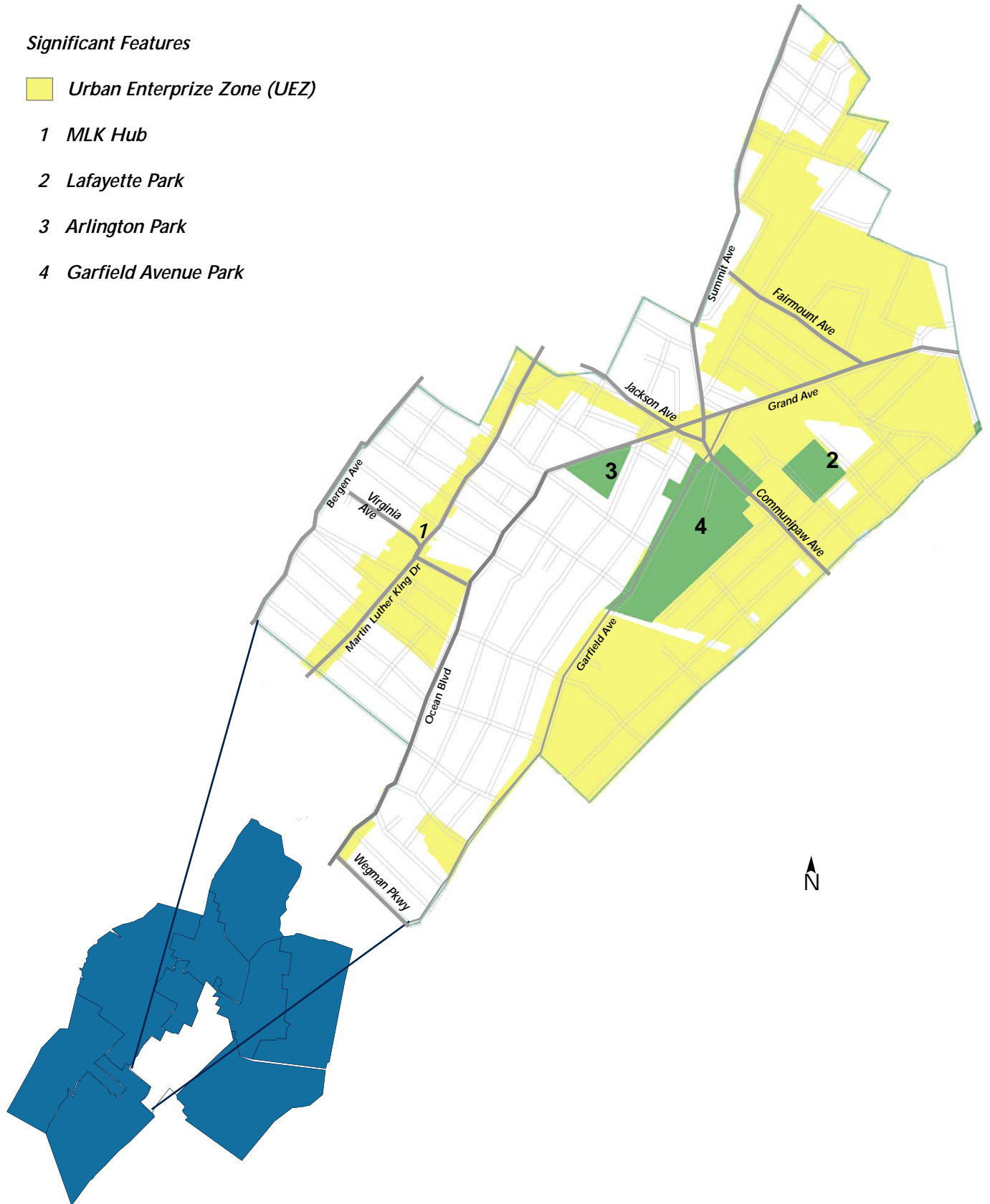
 Urban Enterprize Zone (UEZ)

1 MLK Hub

2 Lafayette Park

3 Arlington Park

4 Garfield Avenue Park



Source: *BFJ* Buckhurst Fish & Jacquemart, Inc.

The *Martin Luther King-Bergen/Lafayette (MLK-B/L)* neighborhood is located in the central part of Jersey City (see Map 8). It is surrounded by five other neighborhoods. Liberty State Park is its eastern border and Bergen Avenue in the West Side neighborhood its western border. The northern border is jagged around Grand Street and Fairmount Avenue in McGinley Square. The southern border is Wegman Parkway separating MLK-B/L from Greenville.

The principal retail center in the MLK-B/L neighborhood runs along Martin Luther King Drive. The Drive was previously known as Jackson Avenue, an upscale shopping corridor in the 1940s and 1950s. Storefronts of many original Jackson Avenue stores are still evident. Retailers are using some today; others stand vacant. Several smaller retail strips run along other east-west roads in the neighborhood. A six-block area is undergoing a \$3 million façade rehabilitation program funded by the Jersey City Urban Enterprise Program.

The MLK Hub, located along MLK Drive and Virginia Avenue, is one of Jersey City's most ambitious economic revitalization projects. Primarily funded by the Jersey City Economic Development Corporation, the Hub is home to a new firehouse, a supermarket and retail strip mall and a new post office. Significant investment of public capital has been the catalyst for private investment in the area.

At one time, there were a number of manufacturing companies on sites located on the eastern edge of the neighborhood, around Garfield Avenue. These sites, once abandoned, are being purchased with the intention of turning them into residential uses. With two light rail stops in or adjacent to the area, it is more accessible to downtown Jersey City and New York City than any other part of Jersey City, with the exception of the Waterfront.

There are several low-income housing projects scattered throughout the Martin Luther King-Bergen/Lafayette neighborhood. In the year 2000, rental units comprised about 70% of all housing units in the area. Of its close to 25,000 residents, almost 85% were born in the U.S. Median family income in 1999 stood at \$30,306, significantly below the \$41,639 median income for the City as a whole. In the year 2000, close to one out of every three adults over the age of 25 had some college or a college degree. However, the same proportion also had less than a high school education (see Table 7).

DEVELOPMENT OPPORTUNITIES

Opportunities include new housing and the development of retail trade to support the growing northeastern parts of the area abutting Liberty State Park. As the gateway to Liberty State Park, this neighborhood has the potential to take advantage of one of the State's most popular parks and create a new community living within walking distance of the ferry to the Statue of Liberty. Properties between Garfield and Pacific Avenues have been selling at a fast pace in anticipation of this growth.

DEVELOPMENT CHALLENGES

One challenge confronting the MLK-B/L area is how to get current residents and business people to feel ownership for the planned redevelopment. Another challenge is the presence of several abandoned buildings, vacant lots and deteriorating structures, especially along the southern portion of MLK Drive and most parts of Ocean Avenue. A third challenge relates to perceptions about the safety of the area.

Table 7: MLK-Bergen/Lafayette Neighborhood Demographics, 2000

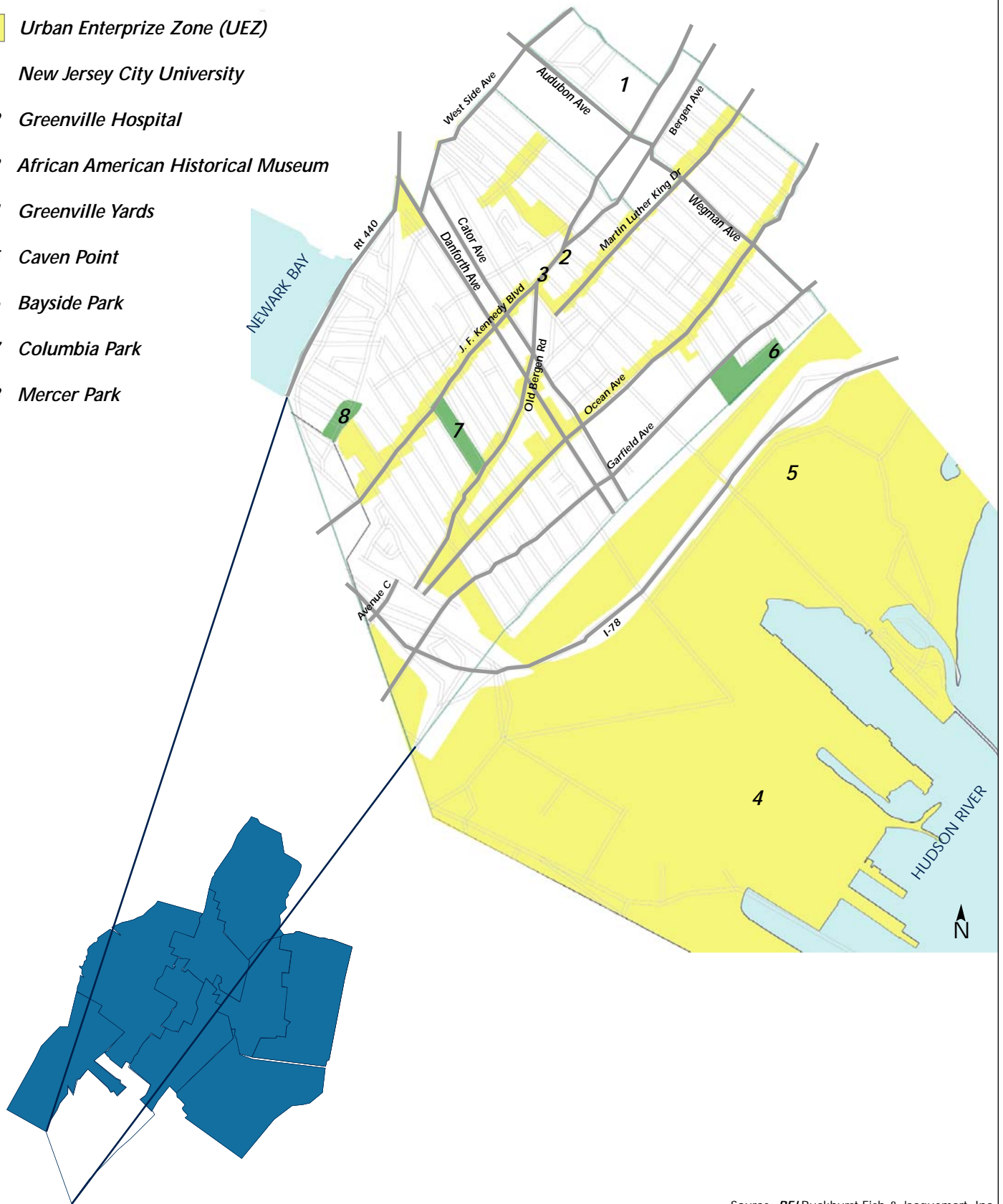
<i>Characteristic</i>	<i>Total</i>	<i>% of Total</i>	<i>Characteristic</i>	<i>Total</i>	<i>% of Total</i>
Population	24,888	100.0%	Education (Adults 25+ yrs)	14,655	100.0%
Age			Less Than HS	5,403	36.9%
5 yrs and less	1,964	7.9%	HS Grad	4,484	30.6%
6-19 yrs	6,509	26.2%	Some College	2,787	19.0%
20-64 yrs	13,844	55.6%	College Degree+	1,981	13.5%
65-74 yrs	1,453	5.8%	Total Civilian Labor Force	9,751	100.0%
75+ yrs	1,118	4.5%	Employed	8,163	83.7%
Race			Unemployed	1,588	16.3%
White	1,310	5.3%	Housing		
Black	17,035	68.4%	Total Units (including vacant units)	9,090	100.0%
Asian	1,062	4.3%	Vacant Housing Units	690	7.6%
Hispanic or Latino	4,792	19.3%	Owner Occupied	2,098	23.1%
Other	689	2.8%	Renter Occupied	6,302	69.3%
Income			Built Last 20 Years	845	
Family Median	\$30,306		Households with 1 car or more	4,441	
Persons Below Poverty	\$7,252	29.1%	Other		
			Born Outside the US	3,957	15.9%

MAP 9: GREENVILLE NEIGHBORHOOD

Significant Features

 Urban Enterprize Zone (UEZ)

- 1 New Jersey City University
- 2 Greenville Hospital
- 3 African American Historical Museum
- 4 Greenville Yards
- 5 Caven Point
- 6 Bayside Park
- 7 Columbia Park
- 8 Mercer Park



Source: *BFJ* Buckhurst Fish & Jacquemart, Inc.

Greenville, situated on the southern tip of Jersey City, stretches from the Tidal Basin of the Hudson River on its east to the Hackensack River/Route 440 on its West, with Culver Avenue as its northern border (see Map 9).

Greenville's principal shopping corridor has historically been located in the area surrounding Danforth Avenue, Old Bergen Road and Cator Avenue. In the late 1990s, Danforth Plaza, a new shopping area, was established on the western edge of Danforth Avenue near the Route 440 intersection.

There are several residential communities in Greenville. The older section of single-family homes, is located on the eastern edge of the area. It is adjacent to the Greenville Yards, formally a Conrail Penn Central area railyard, now home to several distribution center and other economic uses. In the early 1960s, "Country Village" was built along the area's western edge, with blocks of two-family attached and detached houses created in a curved pattern to allow for winding streets. Several senior citizen mid-rise building were also constructed during the 1960s. The latest residential growth occurred in the late 1990s with the creation of Franklin Village adjacent to Our Lady of Mercy (OLM) church and school. In the year 2000, close to 37% of all housing units in the Greenville area were owner-occupied, a proportion above the 27% citywide average.

A U.S. Government Army Base is located in Caven Point on the eastern edge of Greenville along the Hudson River. At one point during WWII, the base housed more than 4,000 soldiers, and was used as a camp for Italian war prisoners. Its mile-long pier once accommodated Department of Defense battleships and may still be seen jutting out into the Hudson River.

In the mid-1990s, the U.S. Department of Defense closed part of the base and sold it to the City for \$1.00. Developed as the Caven Point Athletic Complex, it is currently home to several

athletic facilities. The military facility is still used by the Army as well as by the Jersey City Police Department and several other police departments for motorcycle training. Port Liberte, a high end gated residential community, and a private golf course are being developed just south of the Caven Point Athletic Complex.

Of Greenville's more than 43,000 residents, almost 80% were born in the U.S. Median family income in 1999 stood at \$42,407, somewhat above the \$41,639 citywide average. In the year 2000, about 40% of all residents in the Greenville area 25 years of age and over had some college or were college graduates. Just over a quarter of all adults had less than a high school education.

DEVELOPMENT OPPORTUNITIES

The new housing that has been built in western Greenville (exclusive of Port Liberte) has been selling at market rate prices but at relatively lower prices than homes in the Historic Downtown and the Waterfront areas of Jersey City. This has attracted new residents, including young professionals, who have created a demand for increased retailing. As Greenville becomes increasingly attractive as an alternative to higher priced areas in other parts of Jersey City, new entrepreneurial opportunities should arise. In the area along Old Bergen Road and Garfield Avenue this is already occurring.

DEVELOPMENT CHALLENGES


Greenville does not have the retail area parking problems experienced in other parts of Jersey City. However, the area has a significant residential parking problem. Any new development will have to address this issue and will most likely be required to provide on-site parking. The southern section of Greenville, at the intersection of Avenue C, Old Bergen, Ocean and Garfield Avenues is still in need of revitalization.

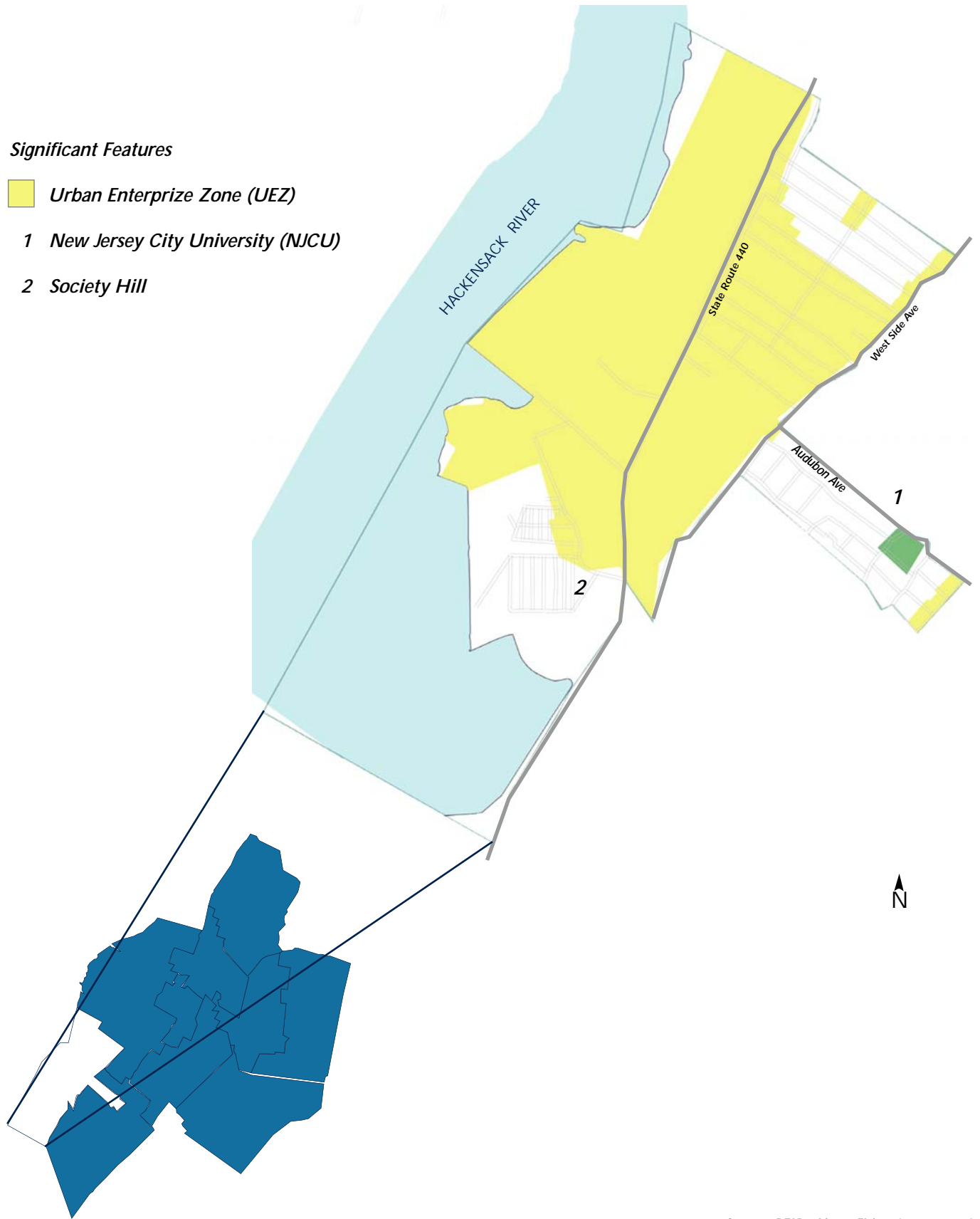
Table 8: Greenville Neighborhood Demographics, 2000

<i>Characteristic</i>	<i>Total</i>	<i>% of Total</i>	<i>Characteristic</i>	<i>Total</i>	<i>% of Total</i>
Population	43,383	100.0%	Education (Adults 25+yrs)	27,409	100.0%
Age			Less Than HS	7,633	27.8%
5 yrs and less	2,978	6.9%	HS Grad	8,707	31.8%
6-19 yrs	10,067	23.2%	Some College	4,655	17.0%
20-64 yrs	25,373	58.5%	College Degree+	6,414	23.4%
65-74 yrs	2,729	6.3%	Total Civilian Labor Force	19,298	100.0%
75+ yrs	2,236	5.2%	Employed	17,091	88.6%
Race			Unemployed	2,207	11.4%
White	8,311	19.2%	Housing		
Black	19,645	45.3%	Total Units (including vacant units)	15,839	100.0%
Asian	5,220	12.0%	Vacant Housing Units	879	5.5%
Hispanic or Latino	8,397	19.4%	Owner Occupied	5,837	36.9%
Other	1,810	4.2%	Renter Occupied	9,123	57.6%
Income			Built Last 20 Years	2,753	
Family Median	\$42,407		Households with 1 car or more	9,877	
Persons Below Poverty	\$8,299	19.1%	Other		
			Born Outside the US	9,561	22.0%

MAP 10: HACKENSACK RIVER WATERFRONT NEIGHBORHOOD

Significant Features

-  Urban Enterprize Zone (UEZ)
- 1 New Jersey City University (NJCU)
- 2 Society Hill



Source: *BFJ* Buckhurst Fish & Jacquemart, Inc.

The *Hackensack River Waterfront* is located on the western edge of Jersey City (See Map 10). The name of this area is relatively new; it was previously considered the "Back Highway" section of Greenville. For many years, the area was an industrial and commercial center with its location along the Hackensack River well suited for manufacturing and distribution companies. Most of these are now gone, leaving large vacant tracts of land available for alternative uses.

The neighborhood's only retail center is along the Rt. 440 Corridor. Several independent freestanding retailers, including Home Depot and Seaman's Furniture, are located throughout the area as are a number of car dealerships that have moved into the vacated industrial buildings.

The old Roosevelt Stadium site, where local high schools played football and where Jackie Robinson broke the major league color barrier, is now home to a complex of single-family cluster town-houses known as Society Hill. In the northeastern section of the neighborhood, there are detached single and two family row homes, similar to those in the West Side neighborhood. In the year 2000, 54% of all housing in the Hackensack Riverfront area were owner-occupied, twice the citywide average of 27%.

Currently there is a concept study in place for the redevelopment of the entire corridor along Rt. 440 called the Bayside Development Plan. It will be implemented in stages and, at full build-out, will encompass 17,000 housing units, 110 acres of parks and plazas, 7.3 million square feet of retail uses and small offices, 3.5 million square feet of institutional and corporate space, and over 1.5 million square feet of new schools.

New Jersey City University (NJCU), formerly Jersey City State College, sits in-between the Hackensack River neighborhood,

Greenville and the West Side. NJCU has been a leader for both cultural and economic development in the area. The University is also a driving force in the Bayside Plan and is working on the revitalization of several nearby sites (See West Side neighborhood for details).

Of the Hackensack River neighborhood's 9,300 residents, about 35% were born outside of the U.S. Median family income in 1999 stood at \$57,291, significantly above the \$41,639 citywide average. In the year 2000, more than half of all residents in the area 25 years of age and over had some college or were college graduates. Fewer than 20% had less than a high school education.

DEVELOPMENT OPPORTUNITIES

The area in the Bayside Development Plan provides significant economic development opportunities for both additional housing and retail uses. Vacant tracts along the Hackensack River also present economic development opportunities.

DEVELOPMENT CHALLENGES

The Bayside Development Plan area contains several sites that are contaminated from previous industrial uses. The biggest challenge is the 34-acre former W.R Grace site. There is pending litigation involving several of the owners (past and present). At issue is who will be designated as the "responsible party" for the contamination and the remediation.

The ability to implement the Bayside Plan relies upon cooperation among a wide range of stakeholders including the City government, community residents, NJCU, the State Department of Environmental Protection and the Federal Environmental Protection Agency.

Table 9: Hackensack River Waterfront Neighborhood Demographics, 2000

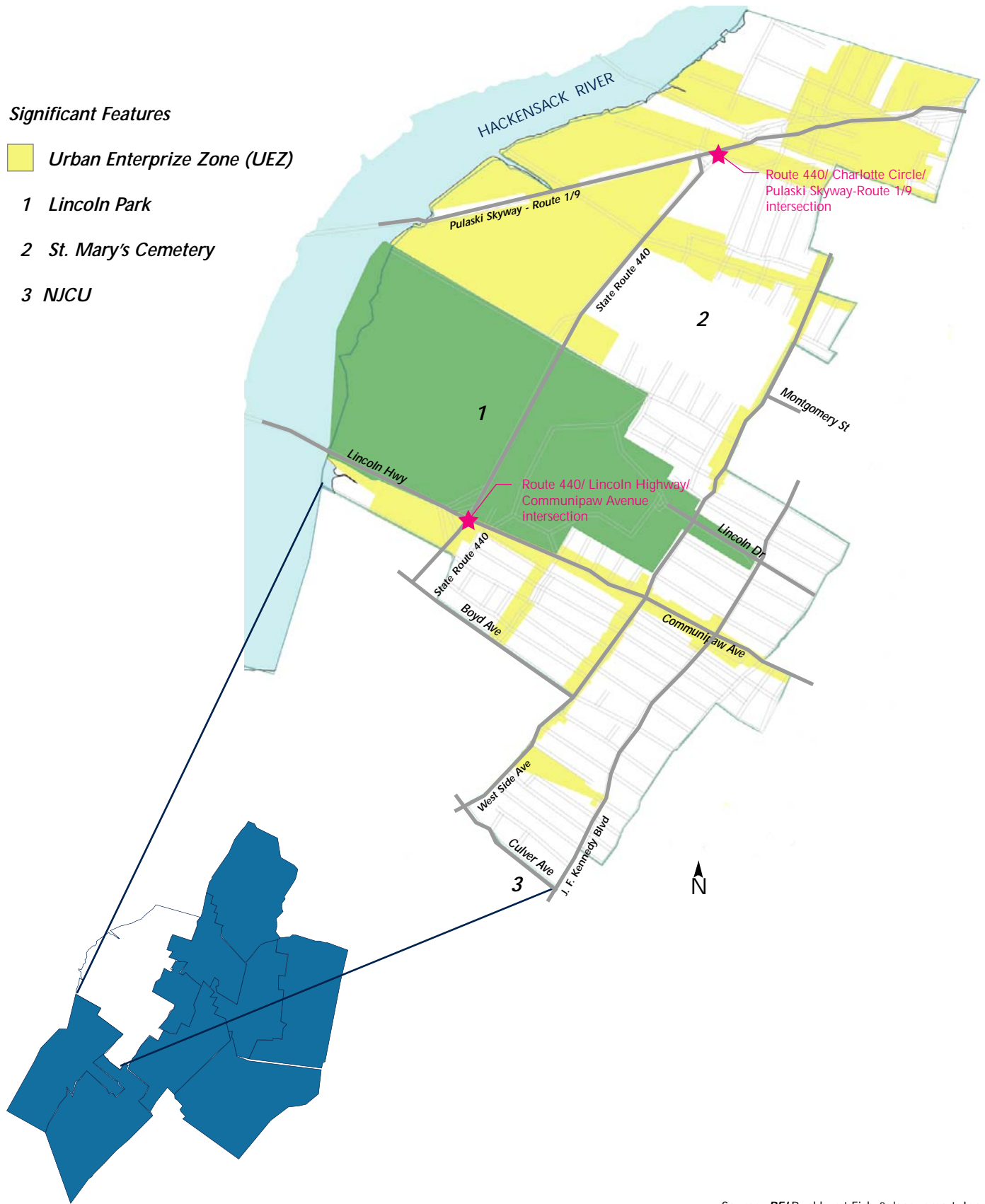
<i>Characteristic</i>	<i>Total</i>	<i>% of Total</i>	<i>Characteristic</i>	<i>Total</i>	<i>% of Total</i>
Population	9,319	100.0%	Education (Adults 25+yrs)	5,983	100.0%
Age			Less Than HS	1,098	18.4%
5 yrs and less	795	8.5%	HS Grad	1,498	25.0%
6-19 yrs	1,756	18.8%	Some College	992	16.6%
20-64 yrs	6,006	64.4%	College Degree+	2,395	40.0%
65-74 yrs	455	4.9%	Total Civilian Labor Force	4,506	100.0%
75+ yrs	307	3.3%	Employed	4,216	93.6%
Race			Unemployed	290	6.4%
White	2,104	22.6%	Housing		
Black	2,710	29.1%	Total Units (including vacant units)	3,414	100.0%
Asian	2,573	27.6%	Vacant Housing Units	116	3.4%
Hispanic or Latino	1,483	15.9%	Owner Occupied	1,838	53.8%
Other	449	4.8%	Renter Occupied	1,460	42.8%
Income			Built Last 20 Years	1,058	
Family Median	\$57,291		Households with 1 car or more	2,433	
Persons Below Poverty	\$834	8.9%	Other		
			Born Outside the US	3,275	35.1%

MAP 11: WEST SIDE NEIGHBORHOOD

Significant Features

 Urban Enterprize Zone (UEZ)

- 1 Lincoln Park
- 2 St. Mary's Cemetery
- 3 NJCU



Source: *BFJ* Buckhurst Fish & Jacquemart, Inc.

The *West Side* neighborhood, located on the western edge of Jersey City (See Map 11) is one of the oldest and most densely populated parts of the City. It was, at one time, home to several industrial users and still has a number of large industrial operations, primarily along the southern edge of Westside Avenue.

Several traffic interchanges define the area geographically and esthetically. These include the Route 440/Lincoln Highway/Communipaw Avenue intersection and the Route 440/ Charlotte Circle/Pulaski Skyway-Route 1/9 confluence of roads on the area's northern tip (See Map 19).

West Side's major retail center is located on West Side Avenue. Other retail corridors include one along Communipaw Avenue and another along Kennedy Boulevard. Neither has experienced any significant facade renovations or infrastructure repair in decades.

New Jersey City University (NJCU), located along the southern edge of the area on Culver Avenue, has been a major engine of economic renewal. It is redeveloping the University's campus and has purchased properties in the vicinity of the campus for mixed-use development including student housing.

The West Side area is home to Lincoln Park, the only County Park in Jersey City. The Park is one of the defining features of the area, as is St. Mary's Cemetery located on Westside Avenue and Montgomery Street. Housing in the area ranges from single-family Victorian homes surrounding Lincoln Park to pre-war high-rise dwellings to two-three story row houses interspersed with detached single-family homes. Rental units account for about two-thirds of all housing in the area.

Of the area's close to 31,000 residents, more than third were

born outside of the U.S. Median family income in 1999 stood at \$40,736 just below the City median income of \$41,639. In the year 2000, about 44% of all residents in the area 25 years of age and over had some college or were college graduates. About 30% of all adults had less than a high school education.

DEVELOPMENT OPPORTUNITIES

The newly constructed New Jersey Light Rail system is expected to be a catalyst to the economic revitalization of the area. Several abandoned one and two-story warehouse/manufacturing/distribution facilities are now being razed to provide new retail space and residential buildings.

Several older buildings along Kennedy Boulevard, between Communipaw and Boyd Avenues have been razed to allow for reuse or have been renovated and expanded.

DEVELOPMENT CHALLENGES

The retail area along Westside Avenue was developed more than fifty years ago. Most of the storefronts and the upstairs apartments retain their original facades but have been covered by aluminum full facing signs on the front of the buildings. The challenge is to improve the aesthetic nature of the area to attract more shoppers.

Communipaw Avenue, a major Jersey City east-west thoroughfare, presents another challenge. It has not undergone major road repair and has had very little retail construction in more than 40 years. The car supply stores, repair centers and auto dealers lining the Avenue do not currently provide an aesthetically pleasing gateway to Jersey City. The challenge here is to identify resources to make this entry into Jersey City more aesthetically pleasing.

Table 10: West Side Neighborhood Demographics, 2000

<i>Characteristic</i>	<i>Total</i>	<i>% of Total</i>	<i>Characteristic</i>	<i>Total</i>	<i>% of Total</i>
Population	30,714	100.0%	Education (Adults 25+ yrs)	18,669	100.0%
Age			Less Than HS	5,559	29.8%
5 yrs and less	2,283	7.4%	HS Grad	4,893	26.2%
6-19 yrs	7,127	23.2%	Some College	3,011	16.1%
20-64 yrs	18,905	61.6%	College Degree+	5,206	27.9%
65-74 yrs	1,413	4.6%	Total Civilian Labor Force	14,167	100.0%
75+ yrs	986	3.2%	Employed	12,673	89.5%
Race			Unemployed	1,494	10.5%
White	4,886	15.9%	Housing		
Black	10,973	35.7%	Total Units (including vacant units)	10,923	100.0%
Asian	4,944	16.1%	Vacant Housing Units	558	5.0%
Hispanic or Latino	7,808	25.4%	Owner Occupied	2,952	27.0%
Other	2,103	6.8%	Renter Occupied	7,413	68.0%
Income			Built Last 20 Years	430	
Family Median	\$40,736		Households with 1 car or more	6,411	
Persons Below Poverty	\$6,516	21.2%	Other		
			Born Outside the US	10,695	34.8%

MAP 12: JERSEY CITY CENSUS TRACTS BY NEIGHBORHOOD, 2000

Neighborhoods

- The Heights
- Journal Square
- Historic Downtown
- The Waterfront
- Liberty State Park
- MLK-Bergen/Lafayette
- McGinley Square
- West Side
- Hackensack River Waterfront
- Greenville
- Jersey City

