



STEVEN M. FULOP
MAYOR OF JERSEY CITY

CITY OF JERSEY CITY
OFFICE OF THE MAYOR

CITY HALL | 280 GROVE STREET | JERSEY CITY, NJ 07302
P: 201 547 5500 | F: 201 547 5442



STEVEN M. FULOP
MAYOR OF JERSEY CITY

FOR IMMEDIATE RELEASE
April 17, 2014

Contact: Jennifer Morrill
Press Secretary
201-547-4836
201-376-0699

***Mayor Fulop Announces Plan for Newark Avenue
Pedestrian Plaza; Plaza to Enhance Vibrant Downtown
Commercial and Cultural Center with Expanded
Outdoor Dining & Entertainment***

JERSEY CITY – Mayor Steven M. Fulop announced today a plan to convert a portion of **Newark Avenue into a pedestrian plaza** to enhance the City's vibrant downtown commercial and cultural district and support the City's growing 'Restaurant Row.'

With tens of thousands of people passing through the adjacent Grove Street PATH plaza daily, dozens of restaurants and shops in the downtown Newark Avenue area and a thriving arts and cultural scene, Mayor Fulop wanted to expand the district's useable area by closing the roadways to vehicular traffic and designing a pedestrian plaza. Specifically, Newark Avenue between Grove Street and Barrow Street and Erie Street from Newark Avenue to Bay Street would be closed to vehicular traffic allowing restaurants to set up outdoor dining and create additional performance spaces.

The area hosts more than a dozen outdoor concerts and performances annually through the Historic Downtown Special Improvement District's 'Groove on Grove' concert series, JC Fridays and the Creative Grove Arts Market. These are all expected to grow with the creation of the new pedestrian plaza on Newark Avenue.

"Jersey City is a dynamic urban area and a true pedestrian city where residents want to be able to move freely between our shops and restaurants and take in the culture of our city," said **Mayor Fulop**. "As we work to develop Jersey City into the best mid-size city in America, we want to capitalize on all of our assets. We have an amazing plaza at Grove PATH and by extending the successful promenade further into Newark Avenue we are able to grow our commercial and cultural community."

(more)

(2)

The administration will present the measure to the City Council at their meeting next week.

The ordinance, which will go into effect for the summer months and serve as a trial run for up to one year, would also create more foot traffic in the down area thereby stimulating the local economy. The measure has gained the support of the Historic Downtown Special Improvement District, who is partnering on the creation and on-going maintenance of the new promenade.

"The Historic Downtown Special Improvement District (HDSID) applauds Mayor Fulop and the City Council for making this innovative project a reality," said **HDSID Board President John Reichart**. "We are excited to partner with the city in furthering the revitalization of the district by building a safe, multi-functional pedestrian promenade where the public can gather, socialize and take advantage of our tremendous and ever-growing variety of eateries, shops, and markets. The weekly community events sponsored by the HDSID, along with the ongoing residential development in the neighborhood has created a dynamic urban environment."

All media inquiries should be directed to Jennifer Morrill, Press Secretary to Mayor Steven M. Fulop at 201-547-4836 or 201-376-0699.////