



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



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

Plan for Renaissance of Greenville Announced by Mayor Fulop, Council President Lavarro, Councilman Gajewski and the South Greenville Neighborhood Association; ‘Ocean Avenue South Redevelopment Plan’ is part of Fulop Administration’s Goal to Expand Investment and Development to Previously Overlooked Neighborhoods

Zoning Changes Would Allow for New Commercial and Residential Development and the Restoration of a Vibrant “Main Street Feel” in Greenville

JERSEY CITY – Mayor Steven M. Fulop, Council President Rolando Lavarro, Jr., Ward A Councilman Frank Gajewski, and the South Greenville Neighborhood Association announced today plans for the revitalization of Greenville and the greater Ocean Avenue South neighborhood by implementing zoning changes to attract new commercial and residential development as part of the Fulop Administration’s goal of expanding investment to previously overlooked neighborhoods.

In partnership with the City Council and the community, the administration has developed a draft **redevelopment plan for Ocean Avenue South** that would spur redevelopment in the southern end of the city, expanding the Jersey City renaissance to Greenville. The concept is to allow greater density around transit, implement zoning for new, mixed-use residential development, and to rebuild Ocean Avenue as a vibrant commercial district.

“We want to reestablish Ocean Avenue as a neighborhood destination as we restore our old historic downtowns to what they once were,” said **Mayor Fulop**. “These zoning changes are the first step in having Greenville share in the renaissance that other parts of the city have experienced. By working with the community, we developed a plan that will jumpstart investment and bring new stores, restaurants, and housing to an area that has long been overlooked.”

In December, the administration and City Council authorized an initial study by the Planning Department of Ocean Avenue from Merritt Street to Cator Avenue, which has been used to develop the draft redevelopment plan. The redevelopment plan incorporates smart growth strategies to encourage mixed-use residential development within walking distance of public transportation while preserving important neighborhood resources that help define the unique character of the corridor and larger Greenville area.

The Ocean Avenue South Study Area contains 21 acres and 115 individual lots that while primarily three-story mixed use buildings also includes: one- and two-family homes, senior housing, light industrial, places of worship, and low-rise apartments. With the Danforth Avenue Light Rail Station and the NJ Transit Bus Terminal at Gates Avenue, the Ocean Avenue South area is a perfect location for encouraging transit-oriented development and has many unique features that make it a viable candidate for a return to commercial and mixed use zoning.

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“One of the first things we discussed with the community was a strategy of how we can bring back the main street feel of Greenville and create a platform for future investment and development,” said **Ward A Councilman Gajewski**. “The Greenville neighborhood is one with many unique and historic characteristics and this redevelopment plan will be a tool for marketing those features and unlocking the full potential of the area. The community is energized around this and has been a great partner in getting the plan off the ground.”

Since taking office, Mayor Fulop has focused on expanding development throughout the city and has changed the city’s incentive program to encourage economic investment in previously overlooked neighborhoods. As a result, Jersey City is currently experiencing the greatest construction activity in its history, **with 6,000 units under construction and another 18,000 approved.**

“For the first time in decades, we are seeing real progress in Journal Square and our vision is to bring that economic investment to all communities,” said **Mayor Fulop**. “By working together with the council and the community, we are tapping into the existing assets and developing a framework for an improved quality of life in Greenville.”

Ocean Avenue South is one of the few commercial areas in South Greenville, is home to several architecturally significant buildings and storefronts, and includes three high-rise residential buildings ranging from 11 to 14 stories, one of which is within the redevelopment area.

“The ball is moving dramatically and it is extremely exciting at this point to see this progress take shape,” said **Martha Larkins, President of the South Greenville Neighborhood Association**. “The redevelopment plan will be a major step forward in fostering the redevelopment and rehabilitation of Ocean Avenue which is central to our growth as a neighborhood. We look forward to seeing the plan unfold and for the area to be bustling with new commerce, new neighbors and a renewed sense of community.”

In the mid-1970’s, retail and other storefront type uses were prohibited from Ocean Avenue and other small commercial corridors throughout Jersey City. While the idea was to shift commercial activity to the main business districts, the result was zoning that did not match land use. In recent years, Jersey City has experienced renewed population growth and an expanding economy, bringing new life to Jersey City’s neighborhood commercial streets.

“Greenville has been my home for nearly all my life and I want as much as anyone to see Ocean Avenue South return to a flourishing main street. There is so much history in Greenville and the community is hungry to see its resurgence,” said **Council President Rolando Lavarro, Jr.** “The Ocean Avenue South corridor is the perfect launching point for redevelopment while incorporating its existing and rich social, economic and historic fabric.”

The community will hear about the study and the draft plan at the monthly meeting of the South Greenville Neighborhood Association at 6:30 p.m. on Tuesday, March 31, 2015 at P.S. 30, 171 Seaview Avenue.

Later this spring, the South Greenville Neighborhood Association and city officials will host a visioning session with community stakeholders to get feedback and finalize the Ocean Avenue South Redevelopment Plan before presenting it to the Planning Board and City Council for adoption.

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