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Jersey City's Widespread Economic Growth & Greenville's Renaissance Continue With Redevelopment Plan for Ocean Avenue South

*Zoning Changes Will Allow for New Development and the Restoration of a "Main Street Feel" in
Greenville; City Council Set to Vote on Plan in Coming Weeks*

JERSEY CITY – Mayor Steven M. Fulop, Council President Rolando Lavarro, Jr., Ward A Councilman Frank Gajewski, and the South Greenville Neighborhood Association announced today that the renaissance of Greenville is moving forward. Next week, on November 10th, the City Planning Board will present a redevelopment plan for Ocean Avenue South, which will help change and revitalize – and change the zoning of – one of the few commercial districts in South Greenville. The City Council is expected to vote on the plan in the coming weeks.

“As Jersey City continues to boom, we’re making sure that every neighborhood will get to enjoy its economic growth, especially Greenville,” said **Mayor Fulop**. “We intend for this to be an economic boom broadly-shared and that is what this redevelopment plan will help us do for the residents and business-owners of Ocean Avenue.”

Added Fulop, “I want to thank the South Greenville Neighborhood Association and Councilmen Gajewski and Lavarro. They’ve helped move this redevelopment plan along. And when Ocean Avenue is once again a vibrant commercial district, we will have them, in large part, to thank.”

Ocean Avenue South was once one of the few commercial areas in South Greenville. In the mid-1970’s, however, retail and other storefront type uses were prohibited there – and in other small commercial corridors throughout Jersey City. The idea was to shift commercial activity to the main business districts. But the result was that the zoning in areas like Ocean Avenue did not match the land use.

For decades, Ocean Avenue existed as a corridor with high-rises and architecturally significant buildings – buildings meant for shops and storefronts – but without the ability to encourage that commerce.

When Mayor Fulop took office in 2013, he began to focus on areas like Greenville, which had been largely left out of the economic boom happening near the waterfront. He changed the city’s incentive program to encourage economic investment in previously overlooked neighborhoods, and as a result, Jersey City is currently experiencing the greatest construction activity in its history, **with 7,000 units under construction and another 19,000 approved, in all parts of the city.**

Specifically, the beginning of the redevelopment plan came last December, when Mayor Fulop and City Council authorized the Planning Department to study Ocean Avenue from Merritt Street to Cator Avenue.

This study informed the redevelopment plan, particularly its insights into the neighborhood's modes of transportation: With the Danforth Avenue Light Rail Station and the NJ Transit Bus Terminal at Gates Avenue, the area is a perfect for "transit-oriented development" and for a zoning change that will allow for new housing construction and storefronts to develop along popular routes of transportation.

"Bringing back a main street feel to Greenville is something the community has wanted for some time and I am pleased to have worked with the administration and the residents to prioritize this initiative and quickly move the process forward," said **Ward A Councilman Gajewski**. "With so many unique and historic characteristics, there is no doubt this will be a successful tool to jumpstart the revitalization of this area."

Some other the key highlights of the redevelopment plan include: establishing a Special Improvement District (SID) to assist business owners and maintain the commercial corridor; improving access to rail and ferry services; making walking and biking an easy, safe, desirable, and convenient mode of transport; and encouraging unique local quality retail sales and services that promote community character.

"It is amazing to see what can be accomplished when the community and our elected leaders work together," said **Martha Larkins, President of the South Greenville Neighborhood Association**. "Redevelopment of Ocean Avenue South is taking shape and we are pleased that our community has been given a voice in this process. We look forward to shopping in new stores, dining in new restaurants and welcoming new businesses and neighbors to our community."

"In many ways, Greenville is the reason I ran for Council so I'm particularly vested in its renewal. Transforming Ocean Avenue South into the bustling main street it should be will have a ripple effect in surrounding neighborhoods, improving the quality of life in ways we have only imagined," said **Council President Rolando Lavarro, Jr.** "Having lived in Greenville most of my life, this is my home and I'm excited about what's coming to Greenville."

Next week, the Planning Board is expected to formally recommend the redevelopment plan and designate the Ocean Avenue South Area as "Area in Need of Rehabilitation." The City Council will also hold its vote on adopting the plan, which is expected in the next several weeks.

All media inquiries should be directed to Ryan Jacobs, Communication Director to Mayor Steven M. Fulop at rjacobs@jcnj.org or 201-547-4836.////