



STEVEN M. FULOP
MAYOR

CITY OF JERSEY CITY OFFICE OF THE MAYOR

CITY HALL • 280 GROVE STREET • JERSEY CITY, NEW JERSEY 07302
TELEPHONE (201) 547-5500 • FACSIMILE (201) 547-5442



STEVEN M. FULOP
MAYOR

Report of Directors

8.d

Meeting 05.23.18

E.O. 2018- 011

May 21, 2018

AN EXECUTIVE ORDER OF THE MAYOR OF THE CITY OF JERSEY CITY EXTENDING THE NEWARK AVENUE PEDESTRIAN MALL TO JERSEY AVENUE FOR A SIXTY (60) DAY TRIAL PERIOD

Pursuant to the authority vested in the Mayor of the City of Jersey City by law, I hereby issue this Executive Order:

WHEREAS, in 2015, by virtue of Ordinance 15-096, the City created a pedestrian mall along Newark Avenue from Grove Street west to Erie Street; and

WHEREAS, the creation of the Newark Avenue Pedestrian Mall has been credited with helping attract a diverse array of new businesses to this area and making this portion of Newark Avenue a destination for both visitors and residents alike; and

WHEREAS, the Newark Avenue Pedestrian Mall's busiest season is during the summer when people can take advantage of the warm weather to dine at one of the many sidewalk cafes along the Mall or on any of the new rooftop spaces which overlook the Mall and downtown Jersey City; and

WHEREAS, many of the businesses along Newark Avenue just west of Erie Street have petitioned the City to expand the Newark Avenue Pedestrian Mall west to Jersey Avenue so that they too can take advantage of the increased pedestrian traffic that has resulted from the creation of the Mall; and

WHEREAS, expanding the Newark Avenue Pedestrian Mall to Jersey Avenue should provide the businesses along Newark Avenue west of Erie Street increased pedestrian traffic and therefore greater exposure; and

WHEREAS, expanding the Newark Avenue Pedestrian Mall to Jersey Avenue may also disrupt traffic as it will terminate all west-bound traffic travelling on Bay Street at Erie Street and it will also terminate all east-bound traffic on Newark Avenue at Jersey Avenue as well as all west-bound traffic along Newark Avenue turning left from Barrow Street; and

WHEREAS, the best way for the City to determine if the likely positive outcomes of expanding the Mall outweigh the possible negative impact on traffic as a result of expanding the Mall is to expand the Mall for a sixty (60) day trial period to begin immediately since the summer months are the best time for the City to determine the expansion's impact on the community and on local traffic; and

WHEREAS, the Temporary Newark Avenue Pedestrian Mall will begin at the western corner of Barrow Street and Newark Avenue and will extend westward to Jersey Avenue and shall include the portion of Bay Street from Erie Street west to Newark Avenue as depicted on the map on file in the Office of the City Clerk; and

WHEREAS, the Temporary Newark Avenue Pedestrian Mall will not include the section of Barrow Street from Christopher Columbus Drive through to Erie Street as this thoroughfare shall remain open to vehicular traffic; and

WHEREAS, while it is in existence, the Temporary Newark Avenue Pedestrian Mall shall be financed by the same budget which finances the existing Newark Avenue Pedestrian Mall and it shall be governed by the same Operating Plan promulgated by the Business Administrator which governs the existing Pedestrian Mall and which is available online as well as on file in the Office of the City Clerk; and

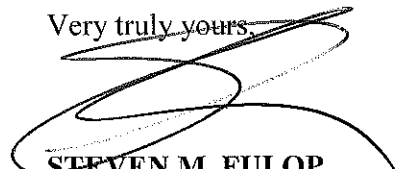
WHEREAS, while it is in existence, and consistent with the existing Operating Plan, the City will ensure continued access to the entire length of Newark Avenue by Public Safety vehicles responding to emergencies and to delivery vehicles, as necessary.

NOW THEREFORE, pursuant to the authority vested in me by law as Mayor of the City of Jersey City, I hereby issue this Executive Order:

1. Temporarily barring vehicular traffic on the portion of Newark Avenue from Jersey Avenue east to Barrow Street for sixty (60) days and temporarily barring vehicular traffic on Bay Street from Erie Street west to Newark Avenue for sixty (60) days for the purpose of creating a temporary pedestrian mall thereon, and while it is in existence, this temporary pedestrian mall shall be financed by the same budget which currently finances the existing Newark Avenue Pedestrian Mall and shall be governed by the same Operating Plan promulgated by the Business Administrator which currently governs the existing Newark Avenue Pedestrian Mall; and
2. Prior to the expiration of this sixty-day trial period, the City shall hold a public hearing to review and discuss whether or not to make the temporary expansion of the Mall to Jersey Avenue permanent, and if so, to discuss any possible changes and/or improvements thereto; and this public review session shall occur at City Hall with adequate notice provided to all property owners within the current Pedestrian Mall as well as those within 600 feet of any boundary of the Temporary Pedestrian Mall, as well as to the leadership of the Historic Downtown Special Improvement District, the Harsimus Cove Association, and to other adjacent communities and community groups.

This Order shall be effective immediately. It shall be kept on file in the Offices of the City Clerk and the Business Administrator and it will also be made available to the public upon request.

Very truly yours,



STEVEN M. FULOP
MAYOR

cc: Brian D. Platt, Business Administrator
Robert Byrne, City Clerk
Peter J. Baker, Corporation Counsel
All Department Directors