

FAYETTE-BROADWAY REDEVELOPMENT PLAN

CITY OF JERSEY CITY
CITY PLANNING DIVISION
DEPARTMENT OF HOUSING, ECONOMIC
DEVELOPMENT & COMMERCE

I. INTRODUCTION

The Broadway-Fayette Redevelopment Plan (“Redevelopment Plan”) is approximately 7.7 acres in area and is located west of the Journal Square area in the central portion of the City of Jersey City.

This Redevelopment Plan focuses on the area directly south of the PATH rail line, which forms the northern border, and north of Broadway, which forms the southern border of the Redevelopment Plan Area.

The purpose of this Redevelopment Plan is to guide the redevelopment of the existing commercial, industrial, and vacant parcels within the area into transit-oriented development, new housing, commercial, mixed-uses, and open space, which will revitalize and improve the streetscape and pedestrian realm.

In order to address the lack of proper utilization and the inconsistency of the development within the Current Study Area with contemporary planning principals; the Jersey City Municipal Council authorized the Jersey City Planning Board to undertake a preliminary investigation to determine if the Current Study Area qualified as an Area in Need of Redevelopment. The Jersey City Planning Board conducted a Public Hearing in this regard on April 25, 2023. At that Hearing, the Planning Board did determine that the Current Study Area qualifies as an Area in Need of Rehabilitation and recommended same to the Jersey City Municipal Council. Subsequently, at its meeting of May 24, 2023 the Jersey City Municipal Council by Resolution 23-407 did designate the Current Study Area as an Area in Need of Rehabilitation pursuant to

N.J.S.A. 40A:12A-6 and directed the Planning Board to prepare a redevelopment plan for the Study Area pursuant to N.J.S.A. 40A:12A-7, conduct a public hearing on the redevelopment plan, and transmit it to the Municipal Council for its final consideration and adoption.

II. BOUNDARIES

The Broadway-Fayette Redevelopment Plan Area is bounded by Fayette Avenue and the PATH rail line to the north, Tonnele Avenue to the east, Broadway to the south, and Wales Avenue to the west. The Redevelopment Area encompasses Block 9203 Lots 1, 2 and 4, and Block 9301 Lots 4, 17, 18 and 30.01. See Map #1 – Boundary Map.

III. REDEVELOPMENT PLAN GOALS AND OBJECTIVES

The Redevelopment Plan provides for an orderly development of the Redevelopment Plan Area in accordance with the following goals and objectives,

- A) No acquisitions of private property for development

- B) Provide for the comprehensive and orderly development of underutilized and vacant parcels in a manner consistent with the Jersey City Master Plan, Hudson County Strategic Revitalization Plan, and State Development and Redevelopment Plan.
- C) Promote the revitalization of vacant and underutilized parcels with viable land uses.
- D) Promote the advancement of community interests through programs of redevelopment, rehabilitation and incentives to the expansion of improvement of residential, commercial, industrial, facilities.
- E) Encourage development of buildings with a mixture of uses including residential and commercial with high-quality building design.
- F) Appropriately combine residential, commercial, and recreational uses and encourage a balance of jobs-to-housing.
- G) Promote redevelopment that is appropriate for the Redevelopment Plan Area along Broadway and proximity to the Journal Square Transportation Center.
- H) Activate the streetscape and pedestrian realm of underutilized areas, thereby creating a more pleasant, safe, and economically vibrant area.
- I) Make sustainability and smart growth a theme of future development and redevelopment that guides land use and transportation decisions.
- J) Reduce automobile dependency by encouraging high density development in close proximity to mass transit and neighborhood services with low automobile parking ratios and with bicycle parking requirements.
- K) Leverage transit facilities such as the Journal Square PATH station and bus transit to accommodate housing and employment needs.
- L) Repair and maintain the Van Wagenen Ave PATH Pedestrian Bridge to make it safe and more attractive to users.
- M) Implementation of a new PATH Station, the Marion Station, along Fayette Avenue
- N) Provide a wide variety of housing types, sizes, and price points that meet the needs of Jersey City's diverse population.
- O) Provide mixed income housing through new construction to assist the City of Jersey City in promoting the creation of Inclusionary Developments and Affordable Housing as both terms are defined in Chapter 187 of the Municipal Code also known as the Inclusionary Zoning Ordinance ("IZO").
- P) Provide an open space plaza from Tonnele Avenue as a focal point to serve as a location for Jersey City residents community activity and social interaction.

- Q) Promotion of balanced development in accordance with the Fair Housing Act and the Housing Element of the Jersey City Master Plan.
- R) Reflect the goals and objectives of the New Jersey Municipal Land Use Law (M.L.U.L.).

IV. GENERAL ADMINISTRATIVE PROVISIONS

- A) Any developer of new construction within this Redevelopment Plan Area must be approved as the designated redeveloper of the project by the Jersey City Redevelopment Agency (JCRA) and enter into a redevelopment agreement with the JCRA prior to the commencement of construction. The redevelopment agreement shall provide details of each designated redeveloper's pro rata share of the cost to renovate the Van Wagenen Avenue PATH Pedestrian Bridge. The pro rata share for each redeveloper will be determined by the JCRA in coordination with PATH and a redeveloper(s). Additionally, the time of the collection of the funds for the improvements will be determined by the JCRA and memorialized in the redeveloper's agreement. Nothing herein shall be construed to deprive or dispossess the JCRA of the discretionary exercise of its redevelopment powers enumerated in N.J.S.A. 40A:12A-1.
- B) Prior to commencement of construction, site plans for the construction and/or rehabilitation of improvements to the Area shall be submitted by the developer to the Planning Board of the City of Jersey City for review and approval so that compliance of such plans with the redevelopment objectives can be determined. Site plan review shall be conducted by the Planning Board pursuant to N.J.S.A 40:55D-1 et. seq. Applications may be submitted for the entire project or in any number of phases. A site plan approval for a project that is entirely new construction may be conditioned upon the developer being named the designated redeveloper of the approved project and entering into a redevelopment agreement for the project with the JCRA prior to the commencement of construction.
- C) No building shall be constructed over public rights-of-way in the Redevelopment Area without the approval of the City of Jersey City. Construction may occur over utility and other easements with the approval of the appropriate authority.
- D) As part of any site plan approval, the Planning Board may require a developer to furnish performance guarantees pursuant to N.J.S.A 40:55D-53 et seq. Such performance guarantees shall be in favor of the City in a form approved by the Jersey City Corporation Counsel. The amount of any such performance guarantee shall be determined by the City Engineer and shall be sufficient to assure completion of on and off-site improvements within one (1) year of any certificate of occupancy or temporary certificate of occupancy.
- E) No use or reuse shall be permitted, which, when conducted under proper safeguards, will produce corrosive, toxic or noxious fume, glare, electromagnetic disturbances, radiation,

smoke, cinders, odors, dust or waste, undue noise or vibration (60 decibels), or other objectionable features so as to be detrimental to the public health, safety or general welfare.

- F) Any subdivision of lots and parcels of land within the Redevelopment Area shall be in accordance with the requirements of this plan and the Land Development Ordinance (hereinafter referred to as the “LDO”) of Jersey City.
- G) Upon demolition of existing structures, the site shall be graded and planted or sodded, with a durable dust free surface in the interim period prior to construction of new improvements.
- H) Any uses and any structures that exist as of the date of the adoption of this Redevelopment Plan shall be deemed to be conforming and compliant uses and structures.
- I) This Plan shall supersede all provisions of the LDO on matters that are specifically addressed herein. Any zoning related question that is not addressed herein shall refer to the LDO for clarification. No variance/deviation from the requirements herein shall be cognizable by the Zoning Board of Adjustment. The Planning Board alone shall have the authority to grant development decisions and/or deviations from the requirements of this Plan, as provided herein. Upon final adoption of this Plan by the Jersey City Council (“City Council”), the City’s Zoning Map shall be amended to show the boundary of the Redevelopment Area.

J) PROCEDURES FOR AMENDING THE PLAN

This Redevelopment Plan may be amended from time to time upon compliance with the requirements of law. A fee of \$5,000.00 plus all costs for copying and transcripts shall be payable to the City of Jersey City for any request by a private entity to amend this plan. The City of Jersey City reserves the right to amend this plan.

K) INTERIM USES

Interim uses may be established, subject to agreements between the developers and the Planning Board, that such use will not have an adverse effect upon existing or contemplated development during the interim use period. Interim uses must be approved by the Planning Board, which may establish an interim use period of between one (1) year and three (3) years in duration, subject to the Planning Board’s discretion. Additional renewals of interim use may be granted by the Planning Board, subject to the same interim period limitations specified above.

V. AFFORDABLE HOUSING REQUIREMENTS

- A) A primary purpose of this Redevelopment Plan is to provide for mixed income housing through new construction to assist the City of Jersey City in promoting the creation of Inclusionary Developments and Affordable Housing as both terms are defined in Chapter 187 of the Jersey City Municipal Code.
- B) All new residential development shall comply with Chapter 187 of the Municipal Code also known as the Inclusionary Zoning Ordinance (“IZO”).
- C) All new residential development shall comply with Chapter 188 of the Municipal Code. Developers are required to obtain an Affordable Housing Agreement (“AHA”) with the Division of Affordable Housing that will be fully executed and recorded as a condition of site plan approval. No Certificate of Occupancy or Temporary Certificate of Occupancy will be issued without a fully executed and recorded Affordable Housing Agreement.

VI. OTHER PROVISIONS NECESSARY TO MEET REQUIREMENTS OF STATE AND LOCAL LAWS

The Local Redevelopment and Housing Law, N.J.S.A 40A:12A-1 et seq. requires that a Redevelopment Plan shall include an outline for the planning, development, redevelopment, or rehabilitation of the Redevelopment Area sufficient to indicate:

- A) This Redevelopment Plan achieves the stated objectives of the Jersey City Master Plan. In 2021, the Jersey City Planning Board adopted a new Land Use Element of the Jersey City Master Plan. Chapter 3: Land Use Principles of the Land Use Element (“Chapter 3”) includes a recommendation to “*Continue efforts to enhance residential neighborhoods*”. This Master Plan section recognizes that there is a mix of various scales of buildings in Jersey City, including detached homes, townhomes, and mid-rise apartment buildings as well as high-rise development. This Redevelopment Plan is consistent with this principle as it proposes to develop new high-rise mixed-use buildings within the City’s central location just blocks from Journal Square and the Journal Square PATH station, surrounded by a mix of low-rise, mid-rise, and high-rise structures.

Another principle of Chapter 3 is to “*Strengthen neighborhood-oriented commercial areas*” which will be addressed in this Redevelopment Plan through the development of mixed-use residential uses near existing commercial corridors and transit stations, including Journal Square. Through providing a variety of neighborhood retail and services in terms of type and scale, residents will benefit from strengthened neighborhood vitality.

Another recommendation within Chapter 3 of the Land Use Element is to “*Ensure the City’s available housing is balanced and meets the needs of all current and future city residents*”. This section of the Master Plan states that a part of the City’s distinctive

character stems from the economic diversity of its residents and that housing affordability has become a major issue.

This recommendation echoes issues addressed in the Housing Element of the Master Plan and goes on to state that this housing need is demonstrated by the large number of rent-burdened households who pay more than 30% of their income for housing. An additional recommendation is that the City should continue to advance and support policies and programs that create a diversity of housing options such as increasing permitted housing densities and establishing provisions for affordable housing development. This Redevelopment Plan is consistent with this recommendation of the Land Use Element of the Master Plan by requiring the provision of affordable housing consistent with Inclusionary Zoning Ordinance as part of the proposed increases in development potential within the Redevelopment Area.

Therefore, it is concluded that this Redevelopment Plan is substantially consistent with the Jersey City Master Plan and the Proposed Broadway-Fayette Redevelopment Plan is designed to effectuate the Master Plan pursuant to the New Jersey “Local Redevelopment and Housing Law”, N.J.S.A.40A:12A-7.d.

- B) This Redevelopment Plan provides a list of permitted principal uses and accessory uses, as well as bulk and building requirements for the Redevelopment Area.
- C) There will be no displacement of existing residents through the implementation of this Redevelopment Plan.
- D) The Broadway-Fayette Redevelopment Plan proposes no new acquisition or condemnation of private property for private redevelopment purposes.
- E) The development envisioned by this plan is in conformity with the "State Planning Act" P.L. 1985, c. 398 (C.52:18A-196 et al), the State Development and Redevelopment Plan (the State Plan) as well as the Master Plan of Hudson County. The primary objective of the State Plan is to guide development to areas where infrastructure is available or can be readily extended such as along existing transportation corridors, in developed or developing suburbs, and in urban areas. The entirety of the City of Jersey City is located within the Planning Area-1 classification of the State Plan Policy Map. PA-1 is known as the Metropolitan Planning Area and is intended to accommodate most of the State's future growth. New development and redevelopment is encouraged in PA-1. As such, the redevelopment of the area would advance the goals of the State Plan. In addition, Jersey City is noted as being a designated center on the State Plan Policy Map. Designated centers are areas where the most intensive growth and development in the state is to be directed.

Additionally, this Redevelopment Plan is consistent with the Hudson County Master Plan 2016 Goals and Objectives to promote development intensities that are supportive of public transportation use and encourage commercial and residential

development near existing transit. This Redevelopment Area is remote from any adjacent municipality and will not impact contiguous municipalities.

- F) No affordable units are identified to be removed as part of the implementation of this Redevelopment Plan.
- G) Proposed locations for public electric vehicle charging infrastructure will be identified within the area in a manner that appropriately connects with a public charging network.

VII) DESIGN REQUIREMENTS

A) General Requirements

- 1) All structures within the Redevelopment Area shall be situated with proper consideration of their relationship to other buildings, both existing and proposed, in terms of light, air and usable open space; and as related to access to public rights of way. No habitable floor area shall be permitted within a public right-of-way.
- 2) Buildings shall be designed so as to have an attractive, finished appearance when viewed from all vantage points within and outside of the project area. Each façade shall be treated as being of equal importance in terms of material selection and architectural design.
- 3) Access by the elderly, physically handicapped and/or disabled shall meet barrier free design regulations as specified in the New Jersey and Federal ADA Standard Uniform Construction Code.
- 4) All utility distribution lines, including multi-media telecommunication lines and utility service connections from such lines to the project area's individual use shall be located underground to the greatest extent practical.
- 5) Roof treatment, Mechanical Screening and Electrical Equipment
 - a) Except for rooftop building maintenance equipment that cannot be screened, all mechanical equipment located on any roof of a building shall be screened from view with a material complementary with the façade of the structure. The screening shall resemble an upper-level extension of the building and be designed to contribute to the building top design.
 - b) A roof plan must be developed and submitted for approval. Roof plans shall include mechanical equipment, trellises or other screening to obscure view, roof materials and landscaping. Parking deck roofs shall be designed to maximize recreational amenity space. Remaining parking deck rooftop areas not utilized for utility or mechanical use shall be developed as a green roof and/or landscaping.
 - c) All electrical communication equipment shall be located in such a way that minimizes its appearance in/on the building.

- d) New construction transformers and primary and back-up generators shall be located interior to the building or vaulted underground. Location upon the sidewalk or anywhere exterior to the building at grade is prohibited.
- e) The placement of all new or reconstructed signal boxes is required to be below grade.
- 6) Any facade vents for air conditioning or heating units must be incorporated into the window design such that vent grills and windows appear as a single unit.
- 7) All ground floor retail storefront facades are recommended to incorporate a minimum of 75% transparent glass to provide visibility into the store, excluding areas for back of house or mechanical areas, and incorporate architectural elements to enhance the pedestrian environment.
- 8) All ground floor entryways shall be designed to avoid door swings into any public right-of-way.
- 9) The trash rooms and recycling facilities shall be appropriately sized to accommodate the trash demands and equipment for the project.

B) Streetscape Design Standards

- 1) All buildings shall be designed to front on a public street to create a street wall and a pedestrian environment at a human scale.
- 2) Main entrances into buildings shall be located on public streets or on plaza space described herein. Secondary entrances may also be provided from parking areas and/or as necessary according to the design of the structure.
- 3) Entrances shall be designed to be attractive and functional. Indicators such as awning, changes in sidewalk paving material or other indicator consistent with the design, proportions, material and architectural character shall be provided.
- 4) All new sidewalk concrete shall be tinted in charcoal grey or equivalent tint. Pedestrian plaza areas should be designed in such a way as to distinguish them from the street right-of-way with differing types of paving treatments and other decorative features; and should be designed to be inviting and open to the general public.
- 5) Street furniture such as seating, trash receptacles, bike racks, and decorative lighting shall be incorporated into the open space design where proposed in conjunction with new development and shall be of a coordinated architectural style.
- 6) Street trees shall be provided along the curb line and additional decorative and shade trees shall be incorporated into plazas, open space, and other landscaped areas

adjacent to the sidewalk where proposed in conjunction with new development. Additional planting areas containing shrubs, decorative plantings, rain gardens, etc. are strongly encouraged.

C) Parking and Loading Design Standards

- 1) All parking shall be provided in multi-tiered structures, automatic garages, or within a structure. Parking structures shall meet the following requirements:
 - (a) Bicycle Parking Provisions:
 - (i) Bicycle parking shall be provided pursuant to the requirements found in the Jersey City Land Development Ordinance.
 - (b) Parking
 - (i) All parking shall be in conformance with the standards found in the Jersey City Land Development Ordinance
 - (ii) No curb cuts are permitted along Tonnele Avenue
 - (iii) Minimum parking for residential: .3 spaces per bedroom
 - (iv) Minimum parking for non-residential: 1 space per 1,000 sq ft, exempting the first 5,000 sq ft
 - (v) Compact spaces shall be no more than 20% of the total parking required.
 - (vi) All garage entry doors shall be set back into building façade a minimum of 4 feet to provide a site triangle to pedestrians on the sidewalk. The entry shall be flanked by planter boxes, bollards, sculpture, or other feature acceptable to the Planning Board no greater than 24 inches in height and no less than 5 feet in length along the sidewalk to protect the site triangle and keep pedestrian traffic flow a safe distance in front of the garage entry.
 - (vii) Any parking structure shall be designed to eliminate headlight glare by the provision of opaque screening for head lights and placement of interior garage lighting to be directed into the structure and/or mounted on the interior side of columns so as to prevent glare from such lighting to be visible from the street or adjacent property. Light fixture details and location shall be included within the garage floor plan at the time of site plan application. The facade of all parking levels shall be of a compatible material to that used throughout the development or adjacent structures and shall be designed to provide visual interest.
 - (viii) All openings must be screened with glass or decorative façade materials. Any openings shall be in a vertical proportion. Open horizontal bands along the façade of any parking structure are prohibited.

- (ix) Stacked or automatic parking is permitted as approved by the Planning Board. Aisle width and parking space dimensions shall be pursuant to the regulations in the Land Development Ordinance. Compact spaces shall be no more than 20% of the total parking required.

(c) Loading

- (i) Loading requirements shall be referenced in the Jersey City Land Development Ordinance.

D) Landscaping and Lighting Requirements

- 1) Landscaping shall be required for any part of any parcel not used for buildings, off-street parking, plaza areas, sidewalks, access drive or loading zones. The developer's plan shall include proposals for landscaping indicating the location, size and quantity of the various species to be used as permitted in the Jersey City Land Development Ordinance ("JC LDO") and required in the Jersey City Forestry Standards.
- 2) Any landscaping which is not resistant to the environment or dies within 2 years of planting shall be replaced by the developer.
- 3) Subsurface irrigation systems are recommended for on-site landscaped areas. Hose bibs shall be provided immediately adjacent to planting areas abutting a building.
- 4) Street trees shall be planted in a manner consistent with Division of Forestry requirements.
- 5) Lighting shall meet requirements in the Jersey City Land Development Ordinance

E) Green Building Requirements

- 1) For new construction projects it is recommended that all roof top area not used for recreation space, solar panels, elevator or stair housing or other areas necessary for mechanical equipment be developed as a "green roof" or incorporate roofing products with a Solar Reflectance Index (SRI) of 80 or greater.
- 2) All plumbing fixtures must demonstrate a 30% improvement over US EPA 1992 Energy Policy Act standards. All new toilets must be 1.28 gallons per flush or less and achieve the US EPA HET standard. All new shower heads and faucets must be equipped with aerators or other mechanisms to reduce water flow equivalent to EPA Water Sense Standards.
- 3) All paints and carpets must be "low VOC". Paints shall not exceed the VOC content limits established by the Green Seal Standard GS-11, Paints, 3rd Edition, July 12, 2013. Carpet shall comply with the Carpet and Rug Institute Green Label Program.
- 4) All newly installed refrigerators, dishwashers and washing machines must be Energy Star Rated. All light fixtures per dwelling unit, garage lighting and all corridor lighting must be Energy Star rated.

F) Building Materials Requirements

- 1) Synthetic stucco materials such as EIFS are prohibited as primary façade materials on facades adjacent to the public right-of-way.
- 2) Concrete block may not be used as a decorative finish on any facade.
- 3) Exterior doors including emergency exits and utility access shall not be secured with a pad lock. All doors must include a built-in lock mechanism.
- 4) Front cantilevered balconies may project no more than 12 inches from the façade.
- 5) Use of chain link fencing, razor wire, barbed wire, or other similar security devices is expressly prohibited. Chain link fencing may be temporally utilized during construction only.
- 6) Security Gates: All retail storefront security gates shall be completely composed of the open mesh type, except for two feet at the bottom of the gate which may be solid. Storage boxes for all security gates shall be mounted on the interior of the building. Gate tracks shall be recessed into the glazing reveal and the gate housing shall be flush with the plane of the storefront. No storage box, tracks or mechanical devices related to the gates may project from the plane of the storefront.

G) Roof Top Requirements

1) Enclosed Spaces Requirements

- (a) Maximum coverage of enclosed spaces: 20% of all building roofs.
- (b) Minimum setback of enclosed spaces from façade below along street right-of-way: 10 feet.
- (c) Maximum floor to ceiling height: 14 feet.
- (d) Enclosed amenity spaces include, but are not limited to, the following: storage closets, trash rooms, bathrooms, common spaces, recreational spaces, lounges, communal spaces, lobbies, and vestibules.
- (e) Roof Structures used as enclosed amenity spaces that exceed the floor area maximums of this section then the top of any such roof structure shall be considered the highest point of the building and shall be considered a story in determining the height of the building.
- (f) Fire or parapet walls may be erected above the height limits prescribed by this chapter up to a maximum height of six feet from the roof of the top story and with a minimum of 42 inches from the floor of the rooftop deck, if provided.
- (g) Parking deck roofs shall be developed as a green roof.

H) Van Wagenen Pedestrian Bridge Rehabilitation Requirements

- 1) The Van Wagenen pedestrian bridge provides an existing pedestrian connection between Van Wagenen Avenue and Newark Avenue/Senate Place. The bridge provides an efficient path over PATH rail tracks linking the neighborhoods west of Tonnele Avenue. The current condition of the pedestrian bridge may require rehabilitation and

modernization to create an attractive and inviting pathway for existing and future residents in the neighborhood.

2) Design Standards

The developer shall provide a monetary contribution to be held in a separate account held by the Jersey City Redevelopment Agency for the exclusive purpose of rehabilitating the pedestrian bridge, that will assist in providing for the following improvements to the pedestrian bridge. The improvements will be constructed by the PATH/Port Authority of New York and New Jersey using these contributions to offset essential improvements. These contributions will be the result of negotiations with the JCRA, PATH, and the developer but will not exceed \$500,000 per development.

- (a) The existing structure will be retained and repaired
- (b) The existing structure shall be stripped of existing paint and repainted.
- (c) The bridge ceiling may be replaced/reinforced for improved fall protection.
- (d) The existing chain link fence, handrails, and stairwells on the bridge shall be replaced/repared
- (e) Lighting fixtures/elements shall be added to improve pedestrian safety and nighttime visibility
- (f) Signage of the bridge shall include identification of Jersey City with Jersey City-specific logos and colors.
- (g) The floor surface of bridge stripped and replaced with slip-resistant coating.

3) Public Agency Coordination

- (a) Any designated redeveloper shall coordinate the rehabilitation design plans with Jersey City Department of Engineering, Jersey City Department of Transportation, Jersey City Division of City Planning, and the Port Authority of New York and New Jersey/PATH.

4) Redevelopment Agreement

- (a) Any designated redevelopment shall enter into a redevelopment agreement with the Jersey City Redevelopment Agency to contribute to the Van Wagenen Pedestrian Bridge Rehabilitation.
- (b) The redevelopment agreement shall stipulate the costs and duration of rehabilitation improvements.
- (c) In the event no attempt has been made from the Port Authority to begin these improvements, after 10 years from the date of adoption of this plan, the funds can be repurposed for open space improvements within the Journal Square 2060 Redevelopment Plan Area.

VIII) SIGNAGE REGULATIONS

A) Signage Approval Process

- 1) All signs are subject to site plan review when included as part of a major site plan application.
- 2) All temporary banner signs for marketing projects on site shall be permitted as an interim use subject to standards under §345-16.E.
- 3) All new signage that complies with the Redevelopment Plan shall not require site plan approval.
- 4) Any non-conforming sign proposals shall require a Minor Site Plan application be submitted to the Planning board.
- 5) Retail signage above the ground floor shall require site plan approval.
- 6) Temporary construction signs shall be approved by the Planning Board. Such signs must be removed prior to the issuance of any certificate of occupancy or temporary certificate of occupancy.

B) Number and Size of Signage

- 1) The building address is required to be placed on either the main entry door, transom window, building, or awning flap.
- 2) One building identification sign is permitted per façade on buildings. The size and location of this sign shall be subject to site plan review and approval.
- 3) Corner lot development is encouraged to display the street names on the building facade or imprinted into the sidewalk.
- 4) Permitted non-residential uses are permitted a maximum of 20 sq ft or 5% of the ground floor area of primary façade applicable to the commercial use.

C) Sign Design Requirements

- 1) All retail signs shall be attached to the retail levels of the building only.
- 2) All wall signs shall be flush mounted and shall not exceed a vertical dimension of 30 inches.
- 3) All blade or hanging signs are subject to approval of the planning board.
- 4) Window signs (other than lettering and logos as specifically permitted) shall be prohibited. Lettering or logos shall be limited to decorative metal leaf, flat black or etched / frosted glass style lettering and shall be limited to the name of the business occupying the commercial space / storefront and shall cover no more than twenty (20%) of the window area.
- 5) Internally illuminated, backlit halo signs and internally lit sign boxes are prohibited. Lighting shall be from an exterior light source such as up lights and goose neck lights. Retail storefront windows shall not be blocked by any interior display or display case,

signage, or other form of visual barrier. At least 70% of the glass surface of the storefront façade for each non-residential tenant space shall remain unobstructed. Pedestrians on the street shall have the ability to see into the shop and view the activity within.

D) Parking Garage Signage

- 1) One (1) sign may be provided per entrance to garages indicating the parking facility by the international parking symbol and direction arrow. The sign area shall not exceed twenty (20) square feet. If applicable, one (1) sign per entrance may be allowed indicating parking rates, not to exceed eight (8) square feet and located on an interior wall along the driveway entrance.
- 2) Portable signs are expressly prohibited for parking garages.

E) Prohibited Signs

- 1) Billboards.
- 2) Freestanding or monument signs
- 3) Portable advertising signs.
- 4) Product advertising signage of any kind.
- 5) Signage attached to parking meters, light poles, benches, or other street furniture.
- 6) Internally or externally illuminated box signs
- 7) Flashing or animated signs, spinners, pennants, reflective materials that sparkle or twinkle
- 8) Posters, plastic or paper signs attached to the window.
- 9) Pylon/Pole signs, where the bottom edge of the sign face is 6 feet or more above grade.
- 10) Waterfall style or plastic awnings.

IX) SPECIFIC LAND USE REGULATIONS

The Redevelopment Area is divided into four (4) districts; Zones 1 – 4 as indicated on Map #2- Land Use District Map included within this Redevelopment Plan.

A) Zone 1

1) Permitted Principal Uses:

- a) Residential
- b) Retail Sales of Goods and Services
- c) Offices and Medical Offices
- d) Restaurants, category one and two, ground floor only
- e) Bars, ground floor only
- f) Public and Private Parks and Open Space
- g) Mixed-use of any of the above

2) Accessory Uses

- a) Off-street parking and loading
- b) Fences and walls
- c) Signs
- d) Amenity spaces, uses, and rooms such as meeting rooms, exercise rooms, interior and exterior recreation rooms and spaces and other similar uses, rooms, and spaces.
- e) Other uses customarily associated with, incidental and subordinate to a permitted use, and located within the same property. Except that Drive-thru facilities are expressly prohibited.

3) Lot Size and Dimension Requirements:

- a) All existing lots at the time of adoption of this plan are conforming lots.
- b) Minimum Lot Size: 25,000 square feet

4) Minimum Setbacks:

- a) Setback from Van Wagenen Avenue: 0 feet
- b) Setback from Tonnele Avenue: 25 feet
- c) Setback from Broadway: 50 feet
- d) All other setbacks: 0 feet

5) Maximum Building Coverage: 90%. All lot area not covered by building shall be improved with hardscape and/or landscaped areas, including plazas, public or private open space, landscaping, walkways, drives, parking and/or other similar surface treatments.

6) Maximum Lot Coverage: 100%

7) Maximum Building Height: 15 stories and 175 feet

8) Open Space Design Requirements

- a) An open space plaza must be provided as part of any new construction of a residential multi-family or mixed-use project on Block 9301 Lots 4 and 17 (166 Van Wagenen) District. This open space plaza shall be located at the Tonnele Avenue frontage and measure at least 3,000 square feet in area. The open space shall be operated, maintained and managed by the owner of the building to be constructed pursuant to a developer's agreement entered into with the Jersey City Redevelopment Agency. The open space plaza shall be accessible to the public at all times.
- b) Open space that is available for use by the public shall provide decorative and functional elements such as, but not limited to: bicycle racks, benches, seating walls, pedestrian scale lighting, refuse containers, planters, walls and fencing where appropriate. The open space plaza design shall be submitted as part of the site plan and approved by the Planning Board. Nothing shall be installed to prohibit or allow the public to interpret the prohibit of public access and use.
- c) Adequate lighting shall be provided to encourage active usage and a sense of security in the open space.

B) Zone 2

Zone 2 property is subject to the Zoning Board approval for 14 stories, 124 units (18 of which are affordable). The Zoning Board of Adjustment approval, Z20-004, memorialized January 28, 2021 is the established permitted zoning for Zone 2.

C) Zone 3

Block 9301 Lot 30.01

This portion of Zone 3 contains a parcel that has received prior site plan approvals under Zoning Board of Adjustment Case Z19-008, memorialized on August 15, 2019, and amended under Case Z20-050, memorialized on October 19, 2023. This redevelopment plan establishes the prior approval as the permitted zoning for this portion of Lot 30.01. The approval was for a building varying in height from 5 to 12 story with 477 residential units, 285 parking spaces, 12,275 sq ft of retail, construction of a public plaza, along with the conversion of Puccini's restaurant building for retail use with an existing 9 unit residential building and multi-story warehouse with ground floor retail to remain.

D) Zone 4

1) Permitted Principal Uses:

- a) Residential
- b) Public and Private Parks and Open Space
- c) Retail Sales of Goods and Services
- d) Restaurants, category one and two, ground floor only
- e) Bars, ground floor only
- f) Theaters

- g) Child Care Centers and Adult Day Care Centers
 - h) Offices and Medical Offices
 - i) Schools, Educational & Tutoring Facilities
- 3) Accessory Uses:
- a) Parking within principal structure
 - b) Loading
 - c) Resident amenity areas, walls, fences, signs and similar site improvements as approved by the Planning Board.
 - d) Improved Open Space (on-grade and rooftop)
 - e) Home occupations
- 4) Prohibited Uses:
- a) Surface parking as principal use
 - b) Drive through facilities of any type (restaurants, banks, pharmacies, etc.)
 - c) Gas stations, service stations, auto repair, auto body shops, and other automobile related uses.
- 5) Lot Size and Dimension Requirements:
- a) All existing lots at the time of adoption of this plan are conforming lots.
 - b) Minimum Lot Size: 6,000 square feet
 - c) Minimum Lot Width: 50 feet
 - d) Minimum Lot Depth: 100 feet
- 6) Maximum Density: 440 units per acre
- 7) Maximum Building Coverage:
- a) Ground Floor: 100%
 - b) Upper Floors: 85%
 - c) All lot area not covered by building shall be improved with hardscape and/or landscaped areas, including plazas, public or private open space, landscaping, walkways, drives, parking and/or other similar surface treatments.
- 8) Maximum Building Height
- a) Maximum Building Height: 17 stories and 180 feet
 - b) Maximum Building Height within 70 feet from Broadway: 5 stories and 60 feet
- 9) Minimum Floor-to-Ceiling Height
- a) Ground Floor: 12 feet
 - b) Upper Floors: 9 feet

CITY OF JERSEY CITY

FAYETTE-BROADWAY REDEVELOPMENT PLAN MAP

3/27/2024

