

***AMENDED* PRINCIPAL POINTS STATEMENT**

JOURNAL SQUARE III URBAN RENEWAL LLC

**615 PAVONIA AVENUE, 605 PAVONIA AVENUE, AND 595 PAVONIA AVENUE;
F/K/A 595-621 PAVONIA AVENUE, 535-539 SUMMIT AVENUE, AND 136
MAGNOLIA AVENUE**

**BLOCK 9501, Lot 4.01, QUAL. C0001, C0002, AND C0003; F/K/A BLOCK 9501,
LOTS 4-8 AND 10-16**

The Applicant, JOURNAL SQUARE III URBAN RENEWAL LLC has filed an application with the Jersey City Planning Board for property located at 615 Pavonia Avenue, 605 Pavonia Avenue, and 595 Pavonia Avenue; f/k/a 595-621 Pavonia Avenue, 535-539 Summit Avenue, and 136 Magnolia Avenue, Jersey City, (Block 9501, Lot 4.01, Qual. C0001, C0002, and C0003; f/k/a Block 9501, Lots 4-8 and 10-16), for Amended Preliminary and Final Major Site Plan approval with deviations for Phase 3 of the project pursuant to N.J.S.A. 40:55D-70(c). Preliminary Site Plan approval for Phases 1, 2, and 3 of the project and Final Site Plan approval for Phase 1 of the project was granted by the Planning Board by Resolution dated December 18, 2012; Amended Final Site Plan Approval for Phase 1 was granted by the Board by Resolution dated December 3, 2013; a second Amended Final Site Plan Approval for Phase 1 was granted by the Board by Resolution dated June 3, 2014; a third Amended Final Site Plan Approval for Phase 1 was thereafter granted by the Board by Resolution dated January 24, 2017; an Amended Preliminary and Final Site Plan Approval for Phase 2 was granted by the Board by Resolution dated November 14, 2017; and an Amended Final Major Site Plan Approval for Phase 2 was granted by the Board by Resolution dated June 8, 2021.

The previous approvals permit improvement of the property with a three-phase, mixed-use project containing 1842 residential units, up to approximately 29,900 square feet of commercial space, which may include leasing, retail, restaurant and other permitted uses, parking for approximately 786 vehicles within a parking structure, an interim surface

parking lot, and approximately 132 signs, including 25 signs that will be removed during the course of the phased development. In addition, as part of the approved project, the Applicant has redesigned the Magnolia Avenue kiss-and-ride drop off area to create a new plaza entry to the Journal Square Transportation Center. As previously approved, Phase 3 consisted of 600 residential units, up to 14,000 square feet of leasing, retail, restaurant and other permitted commercial space, 245 parking spaces (including 20 tandem parking spaces or 10 pairs), and related signage.

The Applicant requests Amended Preliminary & Final Major Site Plan Approval with deviations for Phase 3 of the project. The subject property is located within Zone 1: Core of the Journal Square 2060 Redevelopment Plan ("Redevelopment Plan") area.

In particular, the proposed Amended Preliminary & Final Site Plan Approval for Phase 3 includes the following changes (as identified in greater detail in the architectural, engineering, and landscaping memos submitted with the application):

1. The delineation between Phases 2 and 3 of the full build out development has been adjusted to exclude the southeast retail corner which is now included within Phase 2. - **Complies with the Redevelopment Plan.**

2. The building's overall massing has been adjusted. This includes an updated composition of tower "bustles". The three phases maintain an outdoor connection. - **Complies with the Redevelopment Plan.**

3. The overall building height has been changed from 635'-0" to approximately 643'-0" due to mechanical requirements. The number of floors in the building have been increased to 61 from 60. - **Complies with the Redevelopment Plan.**

4. Through the development of the design and building massing, the overall square footage has changed from approximately 700,000 sq. ft. to 685,500 sq. ft., still below the overall FAR limit for the site. - **Complies with the Redevelopment Plan.**

5. The Amenity level at the 8th floor is reduced from a height of 20'-0" to 18'-0". - **Complies with the Redevelopment Plan.**

6. The ground floor "super lobby" connecting all three phases that was previously removed has been reintroduced to connect the lobbies of Phase 2 and Phase 3 only. The three phases are still connected through a Porte Cochere and plaza space while Phase

2 and Phase 3 also share an interior connection. An additional corridor connection between the three phases has been added at the 8th floor deck. - **Complies with the Redevelopment Plan.**

7. The Entrance to Phase 3 and the paving pattern within it from the Porte Cochere has been redesigned and the street frontage has been updated accordingly - **Complies with the Redevelopment Plan.**

8. The upper “fissures” in the building façade have been removed to match the Phase 1 and Phase 2 tower designs. This has also resulted in a change to the tower’s “crown” lighting, which will now illuminate the top infill panels of the tower to match the Phase 1 and Phase 2 towers. - **Complies with the Redevelopment Plan.**

9. The parking count within the garage has changed from the preliminary approval of 245 spaces to approximately 458 165 parking spaces including valet parking spaces. - **Complies with the Redevelopment Plan.**

10. The exterior residential recreation space has changed from 2,840 sq. ft. to approximately 2,900 sq. ft. - **Complies with the Redevelopment Plan.**

11. The residential unit count and mix has been updated within the building and is now at 598 units with the full build out count still at 1840 as per the preliminary approval. - **Complies with the Redevelopment Plan.**

12. The sidewalk dimensions have been adjusted as a result of an updated massing of the building podium and still meet the 20’ minimum along Pavonia and Summit. - **Complies with the Redevelopment Plan.**

13. The street frontage such as meter rooms, blank walls, etc. has been adjusted to reflect the developments in the building’s massing and program configuration and is at 13% with the maximum allowed at 15%. - **Complies with the Redevelopment Plan.**

14. The floor to floor height for the ground floor in lobby area has been changed from 20’ to 19’ and the floor to ceiling height has been changed from 17’-0” to 16’-0” similar to Phase 2. The floor to floor height for the ground floor retail area has been changed from 20’ to 17’. This is a result of the change in the site grade, and to allow the second floor parking levels to align. - **Complies with the Redevelopment Plan.**

15. The entrance at Summit Avenue has been removed to maximize the retail façade at Summit Avenue. – **Requires Deviation from the Redevelopment Plan.**

16. The connection from the Porte Cochere between Phase 2 & Phase 3 at the south-east corner has been further developed and a single entrance has been created for Phase 2 & Phase 3. Phase 2 still maintains a separate entrance from Magnolia Avenue

while Phase 3 has a separate entrance from Pavonia Avenue. - **Complies with the Redevelopment Plan.**

17. The Amenity at level 60 has moved to level 58 at the same as the last residential level. - **Complies with the Redevelopment Plan.**

18. The drive aisle widths in the Parking Garage have been reduced to 19'-9" at pinch points due to structural necessity similar to Phase 2 where the pinch point approved was 19'-4". Pinch points occur at locations where parking is not double loaded. - **Requires Deviation from the Redevelopment Plan.**

19. The number of tandem parking spots ~~has been reduced from~~ remains at 10 pairs ~~to 9 pairs~~. - **Deviation previously approved.**

20. The preliminary approval for Phase 3 allowed a deviation for ground floor transparency of 78%; however the final design achieves only 59% transparent glass. The transparency has been impacted by egress stairs directly out to Pavonia and Summit Avenue plus mechanical requirements. - **Requires Deviation from the Redevelopment Plan.**

21. The residential ceiling heights in living rooms and bedrooms for eight (8) 2-bedroom units are reduced to 8'-10½" instead of 9' due to structural requirements. - **Requires Deviation from the Redevelopment Plan.**

22. The Rooftop Building Maintenance Unit and Lightning Rod are clad with material complimentary to the tower façade and are not screened at the top of the building similar to Phase 1 and Phase 2, which will permit OSHA compliant façade maintenance mandated for a building of this height. - **Requires Deviation from the Redevelopment Plan.**

23. Two retail signs S6 have been removed and five retail blade signs S11 have been added for a net increase of three retail signs. **Additional three retail signs require Deviation from Redevelopment Plan.**

24. Signage S1 has increased in size to 100sf from previously approved 85sf. - **Requires Deviation from the Redevelopment Plan.**

25. One Entry Signage S2 has been removed on Summit Avenue. - **Complies with the Redevelopment Plan.**

26. One street tree along Summit Avenue was eliminated due to conflicts with the location of the Phase 3 transformer vaults within the sidewalk and underground utility lines. **Requires Deviation from the Redevelopment Plan.**

27. Other minor plan changes as highlighted in the memos outlining the revisions

to the architectural, landscape architecture, and civil plans. **Complies with the Redevelopment Plan.**

As part of the application for amended preliminary and final site plan approval for Phase 3, the Applicant seeks the following deviations, variances, waivers and/or exceptions from the Journal Square 2060 Redevelopment Plan ("Redevelopment Plan"):

1. Section III.A.11.b of the Redevelopment Plan, which requires that main entrances into buildings shall be located on all public streets, where the previously approved entrance at Summit Avenue will be removed in Phase 3 to maximize the retail façade at Summit Avenue.

2. Section III.E.4.j. of the Redevelopment Plan, which requires 90 degree, two-way aisle widths at a minimum of 22', where overall 22' aisle widths are provided in Phase 3, albeit with limited pinch points having 19'-9" widths, due to structural necessity.

3. Section III.A.18 and Section III.D.10.c of the Redevelopment Plan, which require that all ground floor storefront facades shall incorporate a minimum of 80% transparent glass and that glass shall constitute a minimum of 80% of the ground floor facade, where 59% transparent glass is proposed in Phase 3 and 56% is proposed overall for all phases.

4. Section III.C.1 of the Redevelopment Plan, which requires that residential floor-to-ceiling heights must be a minimum of 9' and a maximum of 12', excepting drop ceilings in kitchens, bathrooms, corridors and other similar spaces, where the residential ceiling heights in living rooms and bedrooms for 8, two-bedroom units will be reduced to 8'-10.5" in Phase 3 instead of 9' due to structural requirements.

5. Section III.A.10.a of the Redevelopment Plan, which requires all mechanical equipment located on any roof of a building to be screened from view from all vantage points with a material complementary with the façade of the structure, where a rooftop maintenance unit/crane and lightening rod clad with a complementary material are proposed but cannot be screened on the Phase 3 building in order to permit OSHA compliant façade maintenance that is mandated for a building of this height.

6. Section IV.B of the Redevelopment Plan to permit relief from the requirement along all rights of way where retail/similar uses are not now but were previously mandatory that such uses fronting on a public street be permitted only 1 exterior sign per store front bay on each street frontage to allow multiple signs per proposed use, where 40 retail awning/blade signs were previously approved for Phase 3 and 43 retail awning/blade signs are now being proposed for Phase 3.

7. Section IV.B.3.b.ii of the Redevelopment Plan to permit relief from the requirement along all rights of way where retail/similar uses are not now but were

previously mandatory that other uses be permitted total exterior sign area not to exceed the equivalent of 5% of the first story of the wall to which the sign is attached and be no greater than 20 square feet, where 27% and 85 square feet were previously approved for an entry sign for Phase 3 and now 13% and 100 square feet are being proposed for an entry sign for Phase 3.

8. Section III.G.6 of the Redevelopment Plan to permit relief from the requirement that street trees be planted along curb lines of streets in a regular pattern, spaced at one-half the mature canopy, where only one street tree is proposed along Summit Avenue, given the constraints from utility vaults, underground utility lines, and existing street lights.

9. Any other deviations/variances, waivers and/or exceptions from the Redevelopment Plan or the Jersey City Land Development Ordinance that the Planning Board shall deem necessary in connection with this application.

The redevelopment objectives and policy standards of the Redevelopment Plan are set forth in Section III of the Redevelopment Plan. The proposed amended development will promote these objectives and policy standards, and the requested deviations will not have a detrimental effect on the zone plan.

The proposed amended development will redevelop Block 9501, Lot 4.01, Qual. C0001, C0002, and C0003. Among the goals and objectives of the Redevelopment Plan are the following:

- 1) Re-establish Journal Square as Jersey City's primary central business district and activity center.
- 3) Integrate open space into the Area by incorporating a system of parks, plazas, and natural amenities.
- 4) Promote a pattern of mixed and multiple-use development. New buildings within the Area should appropriately combine residential, commercial, and entertainment uses and encourage a balance of jobs-to-housing.
- 5) Make walking and biking an easy, safe, desirable, and convenient mode of transport.
- 6) Encourage local quality retail within the greater Journal Square area.
- 7) Reduce automobile dependency by encouraging high density development in close proximity to mass transit with low automobile parking ratios and with bicycle parking requirements.
- 8) Provide for urban amenities such as transit, housing variety, open space, and entertainment that will attract new employers and a range of new residents to the area while sustaining existing neighborhoods.

- 12) The overall improvement of traffic circulation through the development of new and improved vehicular and pedestrian circulation systems which provide for separation of vehicular and pedestrian traffic and the maximum use of public transportation.
- 16) Provide for redevelopment without public acquisition or relocation of residents and business concerns.
- 17) Provide for an active "front door" plaza entry way where Magnolia Avenue accesses the Journal Square PATH station, at the existing kiss-and-ride area.
- 19) Creation of major new employment, housing, educational, recreational, commercial and retail opportunities for the residents of Jersey City.
- 21) To promote the principles of "Smart Growth" and "Transit Village" development, including a variety of housing choices, providing wider sidewalks, minimize automobile use by maximizing the appeal of mass transit, encourage reduced parking and shared use parking solutions, and creating a livable community with convenient access to commercial facilities.
- 22) Maintain and improve pedestrian access to the Journal Square PATH Station from the surrounding communities.
- 23) To maximize the use of rooftop open space for recreation and/or green roofs.
- 24) Utilize step backs, architectural design elements, and building massing regulation to maintained light and air to the street and adjacent properties.
- 25) All structures within the project area shall be designed and maintained so as to improve the visual impact of the Jersey City skyline as viewed from within and beyond the City's borders.

The proposed amended development promotes each one of these goals and objectives.

The requested deviation from Section III.A.11.b of the Redevelopment Plan, which requires that main entrances into buildings shall be located on all public streets, will permit the elimination of the previously approved entrance at Summit Avenue in Phase 3 in order to maximize the retail façade at Summit Avenue. In addition, the elimination of this entrance is beneficial because this will re-activate the corner of Pavonia and all of Summit Avenue to be a continuous retail hub without any intermittent breaks and will maximize the retail usage beneficial to both consumer and business owners.

The requested deviation from Section III.E.4.j. of the Redevelopment Plan, which

requires 90 degree, two-way aisle widths at a minimum of 22', will permit the majority of two-way aisle widths to be 22' with limited pinch points having 19'-9" aisle widths in Phase 3. This deviation is required due to structural necessity of the Phase 3 building. At pinch point locations, parking is not doubled loaded.

The requested deviation from Section III.A.18 and Section III.D.10.c of the Redevelopment Plan, which require that all ground floor storefront facades shall incorporate a minimum of 80% transparent glass and that glass shall constitute a minimum of 80% of the ground floor facade, will permit 59% transparent glass in Phase 3. This deviation will allow for egress stairs to be situated directly out to Pavonia and Summit Avenues in addition to mechanical requirements of the Phase 3 building.

The requested deviation from Section III.C.1 of the Redevelopment Plan, which requires that residential floor-to-ceiling heights must be a minimum of 9' and a maximum of 12', excepting drop ceilings in kitchens, bathrooms, corridors and other similar spaces, will permit the residential ceiling heights in living rooms and bedrooms for 8, two-bedroom units to be reduced to 8'-10.5" instead of 9' in Phase 3. This deviation is necessary due to structural requirements of the Phase 3 building.

The requested deviation from Section III.A.10.a of the Redevelopment Plan, which requires all mechanical equipment located on any roof of a building to be screened from view from all vantage points with a material complementary with the façade of the structure, will permit a rooftop maintenance unit/crane and lightening rod clad with a complementary material that cannot be screened on the Phase 3 building. This deviation is necessary in order to permit OSHA compliant façade maintenance that is mandated for a building of this height.

The requested deviation from Section IV.B of the Redevelopment Plan, which requires along all rights of way where retail/similar uses are not now but were previously mandatory that such retail uses fronting on a public street be permitted only 1 exterior

sign per store front bay on each street frontage, to allow multiple signs per proposed use consisting of 43 retail awning/blade signs in Phase 3, where 40 retail awning/blade signs were previously approved for Phase 3. The proposed additional signage will promote the retail users within the building, while at the same time allowing for a consistent and uniform appearance to the building.

The requested deviation from Section IV.B.3.b.ii of the Redevelopment Plan, which requires along all rights of way where retail/similar uses are not now but were previously mandatory that other uses be permitted total exterior sign area not to exceed 5% and in no case greater than 20 square feet, will permit an entry sign for Phase 3 that is 13% of the first story wall and 100 s.f., where 27% and 85 s.f. were previously approved. The proposed entry sign will appropriately identify the residential entry, particularly given the size of the project.

The requested deviation from Section III.G.6 of the Redevelopment Plan, which requires that street trees be planted along curb lines of streets in a regular pattern, will permit one street tree along Summit, due to the constraints from utility vaults, underground utility lines, and existing street lights.

Accordingly, the benefits of granting the deviations substantially outweigh any detriments.

The proposed development and requested deviations are appropriate for the development of the property and will benefit the immediate neighborhood and will promote the general welfare and the objectives and policies of the Redevelopment Plan. The development will also promote a desirable visual environment by providing for an active "front door" plaza entry way where Magnolia Avenue accesses the Journal Square PATH station at the existing kiss-and-ride area and by providing a project that is designed and maintained so as to improve the visual impact of the Jersey City skyline as viewed from within and beyond the City's borders, which are appropriate and desired for the neighborhood. Lastly, the proposed deviations, most of which would otherwise be

considered only design waivers if part of a traditional site plan ordinance, will not cause substantial detriment to the public good, or impairment to the intent and purpose of the Redevelopment Plan, the Jersey City Zone Plan, or the Jersey City Land Development Ordinance. Indeed, to the contrary, the project as proposed promotes several goals of the Master Plan as follows:

Specifically, the proposed development and necessary deviations will promote the objectives and policy standards set forth in Section 3.1, Vision Statement, of the Master Plan:

Goal 1: Provide unique, attractive and high quality residential areas that will serve existing residents and attract new residents with a wide range of housing and life-style choices.

The proposed project will develop new unique, attractive and high quality residential units to attract new residents to the Journal Square neighborhood.

Goal 4: Enhance connections between residential areas, activity districts, and community resources in the City through an attractive and pedestrian-friendly community access system incorporating a wide range of mode choices (mass transit, personal automobile, bicycle, and pedestrian).

The project will provide a covered pedestrian walkway leading from Pavonia Avenue to a new pedestrian plaza along Magnolia Avenue, which will become a new “Front Door” to the Journal Square Transportation Center, and benefit the entire Journal Square area and especially the existing communities located north and west of Journal Square.

The project and necessary deviations also comply with the Circulation Element to the Jersey City Master Plan, adopted by the City of Jersey City in 2009 and amended in 2011. The proposed development will promote the goals and objectives set forth in Section 3.2 Goals, Objectives, Strategies and Actions, of the Circulation Element:

Objective G1-1: "Develop and implement smart growth strategies that locate new residential development within walking distance of bus stops and passenger rail stations, with the highest density zones located within walking distance of passenger rail stations; that mixes residential land use with commercial land use"....

This proposed high-density mixed-use project is adjacent to and integrated with the Journal Square Transportation Center and substantially upgrades the pedestrian access to this regional transportation facility.

Goal 4: Create a city-wide pedestrian-friendly environment

The project will significantly upgrade the pedestrian realm by expanding sidewalks, providing new pavement treatments, decorative lighting, and street trees and landscaping. The project will also create a covered walkway leading from Pavonia Avenue to a new Pedestrian Plaza along Magnolia Avenue. This important new public open space will become a new "Front Door" to the Journal Square Transportation Center.

The Applicant reserves the right to supplement the foregoing with testimony at the hearing.