

# Central Avenue Redevelopment Plan

DRAFT VERSION: 10-27-2015

As presented to the Planning Board:

Adopted                      – Ordinance                     



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## INTRODUCTION

The Central Avenue Redevelopment Plan contains nearly 35 acres and 356 individual parcels (including condominiums) stretching from Booraem Avenue to North Street along Central Avenue, as well as some adjacent lots fronting on east-west cross streets or parallel Cambridge Avenue. The land use of the corridor is mainly one- to four-story mixed use with ground-floor commercial, but also includes some 5-story buildings, one- and two-family residential homes, light industrial, a Masonic lodge, 2 city-owned parking lots, and a Catholic church.

The Heights district, until merging with Jersey City in 1869, was the independent municipality of Hudson City, with Central Avenue as its downtown commercial district. Continuing into the mid-20<sup>th</sup> century, Central Avenue was a vibrant commercial area where residents could do their daily shopping as well as find dress and shoe maker's shops, a movie theater, bakeries and salumerias, and more. With the citywide economic and population downturn of the 1960s and 70s, Central Avenue suffered the joint effects of a decreasing shopper base and competition from car-oriented big box stores. While the avenue retained its commercial zoning and factors including the 1983 UEZ program helped to keep Central Avenue afloat, the commercial strip has visibly struggled and is in need of new investment. With the Central Avenue Redevelopment Plan, the Central Avenue Special Improvement District seeks to harness Jersey City's renewed population growth and growing economy to bring new life to the district.

The Central Avenue corridor, as the main geographic and commercial artery of the Heights neighborhood, has a strong mixed-use tradition that makes it a viable candidate for increased density. The district's unique features, including a patchwork of historically significant buildings and storefronts, an intact 17-block commercial strip, and the ethnic and cultural diversity of the Heights, are reflected on Central Avenue. These have the potential to conserve the neighborhood's character and inform new development.

Transit options— including NJ Transit buses, private jitneys, the HBLR light rail, and Citi Bike— all serve the Heights area, which is also relatively close to PATH stations in Hoboken and Journal Square. The Central Avenue corridor can therefore support increased population density with reduced parking ratios that will support retail growth along the corridor.

The purpose of the Central Avenue Redevelopment Plan is to foster the rehabilitation of Central Avenue as a flourishing mixed-use main street by providing land use regulations tailored to existing land uses as well as existing social, economic and historic fabric.

## I) BOUNDARIES

The Central Avenue Redevelopment Plan contains nearly 35 acres of real property and 356 individual parcels (including condominiums) stretching from Booraem Avenue to North Street along Central Avenue. The northern end of the corridor is anchored by Washington Park at the Union City line, and the southern end is bordered by Pershing Field Park. Several minor ancillary corridors of primarily commercial and mixed-use functions on cross-streets and Cambridge Avenue are also included.

## II) TRANSPORTATION

Existing Infrastructure: The Heights area is served by 2 Hudson-Bergen Light Rail stations along the municipal border with Hoboken, to the east of Paterson Plank road: the 9<sup>th</sup> Street Station (reached via the Congress St. elevator) and the 2<sup>nd</sup> Street Station (reached via the 100 Steps/Franklin St.)

Bus routes to New York, Journal Square, Union City/Bergenline and the Hoboken PATH terminal are concentrated along Central and Palisade Avenues. These are operated both by NJ Transit as well as private jitneys. NJ Transit routes serving the Heights currently include:

Central Avenue:	119 to New York City
Palisade Avenue:	123 to New York City
	125 to New York City
	87 to Hoboken PATH terminal/Journal Square
	88c to North Bergen/Journal Square

As of September 2015 the Heights also has seven Citi Bike stations, located at Riverview Park, the Congress Street Elevator, Oakland Avenue, Christ Hospital, Washington Park, Pershing Field Park, and Lincoln Street. The last 3 are all located on Central Avenue within the Redevelopment Plan area.

## III) REDEVELOPMENT PLAN OBJECTIVES

Renewal activities for the Central Avenue plan area will be undertaken in conformity with, and will be designed to meet, the following objectives of the Redevelopment Plan:

1. Revitalize Central Avenue as a neighborhood commercial corridor and neighborhood destination.
2. Make sustainability and smart growth a theme of future development and redevelopment that guides land use and transportation decisions.
3. Make walking and biking easy, safe, desirable, and convenient modes of transport.
4. Encourage unique local quality retail sales and services that promote community character and distinctiveness.
5. 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.
6. Provide for and support existing urban amenities such as transit, open space, and entertainment that will attract new employers and a range of new residents to the area while sustaining existing neighborhoods.
7. Provide for a wide variety of housing types, sizes, and price points that meet the needs of Jersey City's diverse population.
8. Encourage the adaptive reuse of existing structures.
9. Encourage buildings to meet or exceed the US Green Building Council's LEED (Leadership in Energy and Environmental Design) Certification or equivalent.
10. The removal or rehabilitation of vacated, deteriorated and obsolete structures.

11. To promote balanced development in accordance with applicable State laws and City requirements regarding affordable housing.
12. Creation of new employment, housing, educational, recreational, commercial and retail opportunities for the residents of Jersey City.
13. Encourage and incentivize the reuse or removal of dilapidated or obsolete structures within the Area.
14. Leverage new transit facilities such as light rail and Citi Bike to accommodate housing and employment needs.
15. Establish minimum stormwater management requirements and controls for development in order to reduce pollution from municipal sewer systems, direct discharges to surface waters, and combined sewer overflows, and to reduce flooding and erosion, enhance groundwater recharge, and promote rainwater harvesting.
16. Reflect the goals and objectives of the New Jersey Municipal Land Use Law (M.L.U.L.).

#### IV) GENERAL ADMINISTRATIVE PROVISIONS

- A) No building shall be constructed over public rights-of-way in the project area with the exception of freestanding structures ancillary to public plazas and/or pedestrian walkways, which shall be subject to review by the Planning Board.
- 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 NJSA 40:55D-1 et. seq. Applications may be submitted for the entire project or in any number of phases.
- C) As part of any site plan approval, the Planning Board may require a developer to furnish performance guarantees pursuant to NJSA 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 guarantees 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 final site plan approval.
- D) 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.
- E) All residential redevelopment proposals and construction plans shall meet or exceed applicable FHA and building code minimum room size requirements prior to approval by the Planning Board.
- 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 (LDO) of Jersey City. A maximum shape factor may be listed to regulate minimum lot size. Shape factor is defined as the perimeter of the lot squared, divided by the lot area.

$$\frac{\text{Perimeter}^2}{\text{Lot area}} = \text{Shape Factor}$$

- 1) Example of how to calculate a shape factor for a standard 25' by 100' rectangular lot:

$$\frac{(25+25+100+100)^2}{2,500} = 25$$

- 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 buildings.

H) DEVIATION REQUESTS

The Planning Board may grant deviations from the regulations contained within this Redevelopment Plan, where, by reason of exceptional narrowness, shallowness or shape of a specific piece of property, or by reason of exceptional topographic conditions, pre-existing structures or physical features uniquely affecting a specific piece of property, the strict application of any area, yard, bulk or design objective or regulation adopted pursuant to this Redevelopment Plan, would result in peculiar and exceptional practical difficulties to, or exceptional and undue hardship upon, the developer of such property. The Planning Board may also grant such relief in an application relating to a specific piece of property where the purposes of this Redevelopment Plan would be advanced by a deviation from the strict requirements of this Plan and the benefits of the deviation would outweigh any detriments. Deviations from the required retail use as per Section VII shall be considered a design waiver, cognizable by the Planning Board. No relief may be granted under the terms of this section unless such deviation or relief can be granted without substantial detriment to the public good and will not substantially impair the intent and purpose of the Redevelopment Plan.

No deviations may be granted which will result in permitting:

- 1) A use or principal structure in a district which does not permit such use or principal structure;
- 2) An expansion of a non-conforming use;
- 3) An increase in height of more than ten feet or 10% of the height in feet, whichever is less.
- 4) An increase in the permitted floor area ratio;
- 5) An increase in the parking ratio of more than 10% above the maximum permitted;
- 6) Right-of-way width, and pavement width beyond normal adjustments encountered during survey synchronization;
- 7) Non-completion of minimum open space, parks, or other type of phased improvements required to be implemented;
- 8) Deviation from the Impact Fees provisions set forth in this Plan; or
- 9) Non-compliance with the specific goals and objectives enumerated in the Plan.
- 10) Planning Board may grant deviations from the required land use regulations in section VI to further the goals and objectives of this plan.

Any deviation in the above categories or any other deviation that would otherwise constitute a "d" type variance or deviation constitutes a request for a legislative plan amendment cognizable only by the Governing Body. The Jersey City Zoning Board of Adjustment's powers are strictly limited to "a" and "b" appeals (N.J.S.A. 40:53D-70A&B).

- I) Redevelopment shall provide adequate water, sewer and other necessary utilities to the site, to the satisfaction of the Municipal Engineer and the Municipal Utility Authority. All costs necessary for infrastructure improvements associated with a development project, off-site as well as on-site, are the responsibility of the developer or redeveloper.
- J) This Redevelopment Plan may be amended from time to time upon compliance with the requirements of law. A fee of \$1,000.00 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 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 may include surface parking provided there is no ingress or egress onto Central Avenue itself. 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 an interim use may be granted by the Planning Board, subject to the same interim period limitations specified above.

**V) NEIGHBORHOOD NOTICE REQUIREMENTS:**

- A) The Ward Councilperson(s) representing the Ward(s) within this redevelopment plan shall designate a single neighborhood organization, community group, SID, or other association to be designated for receiving notice of development applications. The Ward councilperson(s) shall send a memo to the Planning Board secretary informing the Planning Board of the designation. The designation shall be in effect until superseded by another memo. In the event councilpersons cannot agree on a single association, the council president shall decide.
- B) The designated association shall maintain registration, hold elections and file bylaws with the City of Jersey City.
- C) The designated association shall provide a designated agent with an email, address, and telephone number to the Division of City Planning. It shall be the responsibility of the designated association to maintain current contact information with the Division of City Planning.
- D) Within five (5) business days of filing an application for development with the Division of City Planning, all applicants must provide (via hand delivery, US Mail, or commercial delivery service) a copy of the application, along with all associated documents including architectural drawings, to the designated agent of the designated association. The applicant must submit an affidavit certifying notice to the designated association to the Division of City Planning.
- E) Failure to complete the required notice pursuant to this section shall deem an application incomplete.
- F) Upon receipt of notice of an application submittal, the designated association shall have 14 calendar days to review plans and submit any comments to the Planning Board.
- G) The designated association shall receive a copy of Planning Board agendas from the Division of City Planning.
- H) These requirements may be waived by the Planning Board for a specific redevelopment project if the designated association has submitted to the Planning Board, in writing, its approval of that project.

- I) No hearing for a development application shall be delayed due to lack of existence of a designated association, or due to failure of an agent of the designated association to register current contact information with the Division of City Planning.

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

- A) 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 project area sufficient to indicate:
  - 1) This Redevelopment Plan achieves the stated objectives of the Jersey City Master Plan by locating high density development in close proximity to mass transit facilities with low parking ratios to reduce the traffic impact of future high density development. Other uses such as retail and office uses compatible with a mixed use transit oriented station area are permitted.
  - 2) This Redevelopment Plan provides for a list of permitted principal uses, as well as accessory uses and prohibited uses in the redevelopment area. The plan also provides for density restriction through the use of lots sizes, maximum height limits, as well as setback and stepback requirements and various design controls.
  - 3) There will be no displacement of existing residents through the implementation of this plan through condemnation, as this is an area in need of rehabilitation and condemnation is not permitted. Any condemnation action already commenced by the Jersey City Redevelopment Agency may continue. The condemnation of easements in areas previously declared in need of redevelopment may be pursued by the Jersey City Redevelopment Agency.
  - 4) The Central Avenue Plan proposes no new acquisition or condemnation of private property for private redevelopment purposes, however the condemnation of easements in areas previously declared in need of redevelopment may be pursued by the Jersey City Redevelopment Agency.
  - 5) Jersey City is designated as a "Planning Area 1" in the State Plan and is at the center of the Hudson County "urban complex." 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) as well as the master plan of Hudson County and all contiguous municipalities.
  - 6) No affordable units are identified to be removed as part of the implementation of this redevelopment plan.

## VII) REQUIRED LAND USE REGULATIONS

- A) Retail and/or other permitted active storefront type uses, which activate the adjacent sidewalk, are required, except along Cambridge Avenue. Active storefront type uses include, but are not limited to: retail, storefronts, building lobbies, art galleries, bars and restaurants.
  - 1) Retail use shall occupy a minimum of 25% of the ground floor.
  - 2) Retail uses are required only on lots fronting on Central Avenue. In the case of through-lots, the 25% of the ground floor occupied by retail shall front on Central Avenue.

- B) Ground floor residential is only permitted if necessary to meet the requirements of the Americans with Disabilities Act, there is no elevator access, and provided the following conditions are met:
- 1) Must be situated behind the retail use.
  - 2) The building must maintain a minimum of 25% of ground floor area for retail space at the front of the building.
  - 3) The building must incorporate a cellar not less than 600 square feet or 50 percent of the building's footprint, whichever is greater, to provide storage space for the retail use and for the location of trash rooms, mechanical rooms, meters or other infrastructure needs of the building so as to maximize available retail space at the ground floor level. Additional space may be allocated to residential tenants. Renovation of existing structures at the time of adoption of this redevelopment plan shall be exempt from this cellar requirement.
- C) Affordable Housing Requirements: Buildings more than 5 stories shall provide moderate income affordable according to the following:
- 1) The developer shall dedicate 5% of all residential units constructed above the 5th floor as affordable housing available to households at or below 80% of Area Median Income (AMI) as promulgated by the U.S. Department of Housing and Urban Development for a period of 30 years from the issuance of the first certificate of occupancy,
  - 2) In lieu of constructing and dedicating 5% of all residential units above the 5th floor as required in paragraph (a), all required affordable units may be satisfied through a contribution to the Jersey City Affordable Housing Trust Fund at a rate of \$100,000 per required affordable housing unit.
  - 3) Zone 2 is exempt from these affordable housing requirements.

## VIII) SPECIFIC LAND USE REGULATIONS

### A) ZONE 1: Neighborhood Mixed Use

- 1) The purpose of this zone is to continue the existing pattern of main street type commercial buildings and retail uses along Central Avenue while providing for efficient modern new construction and increased density.
- 2) Permitted Uses:
  - a) Residential above the ground floor (see Sections VII.A and B for exceptions.)
  - b) Ground floor residential fronting on Cambridge Avenue.
  - c) Retail Sales of Goods and Services/Financial Services.
  - d) Offices.
  - e) Restaurants: category one and two.
  - f) Medical Offices.
  - g) Child and Adult Day Care Centers.
  - h) Cafes, Bars, and Night Clubs.
  - i) Art galleries.
  - j) Community or black box theaters.
  - k) Artist studio workspaces.
  - l) Community facilities/centers.
  - m) Business incubators.

- n) Health clubs.
- o) Any combination of the above.
- 3) Accessory Uses:
  - a) Structured parking and loading.
  - b) Enclosed surface parking.
  - c) Landscape features.
  - d) Improved Open Space.
  - e) Signs.
  - f) Sidewalk Cafe: where sidewalk width permits.
- 4) Prohibited Uses:
  - a) Surface parking as a principal use.
  - b) Drive-throughs pertaining to restaurants, banks, pharmacies, and other drive-through uses.
  - c) Gas stations, service stations, auto repair, auto body shops, and other automobile related uses (not including car share programs).
  - d) Billboards.
- 5) Lot Size and Dimension Requirements
  - a) All existing lots at the time of adoption of this plan are conforming lots but may not be reduced in size.
  - b) Any lots currently existing that do not have frontage on Central Avenue but are in common ownership with a lot fronting on Central Avenue must be consolidated (provided the conditions of Section c below are met).
  - c) Subdivisions or lot consolidations must conform to the following minimum standards:
    - i) Minimum lot area: 2,500 square feet.
    - ii) Minimum lot width: 25 feet.
    - iii) Minimum lot depth: 100 feet.
    - iv) Shape Factor Maximum: 30.
- 6) Density and Height Requirements:
  - a) Density is not regulated by floor area ratio or units per acre in this zone. Instead, a "building envelope" is defined, depending on the size and shape of the site. Minimum room and unit sizes are regulated by building code.
  - b) Minimum floor-to-ceiling height on the ground floor shall be at least ten (10) feet, but no more than fourteen (14) feet, excepting drop ceilings in kitchens, bathrooms, corridors, and other similar spaces. Alternately, the ground floor floor-to-ceiling height may match adjacent historic structures.
  - c) Minimum floor-to-ceiling height for upper floors shall be at least nine (9) feet, excepting drop ceilings in kitchens, bathrooms, corridors, and other similar spaces.
  - d) Maximum and minimum building height shall be calculated based on the lot size according to the following table provided the required standards in the table are met:

Lot Area up to (square feet):	Minimum Building Height (stories)/(feet)	Maximum Building Height (stories)/(feet)
0 to 4,999	2 / 25'	5 / 55'
5,000 and up	3 / 35'	7 / 75'

Table 1: Graduated Density Table for Zone 1

- a) Parking levels shall not extend above the floor height of the 3rd floor of the building. Interstitial parking levels and underground parking levels are not counted as stories toward the maximum building height.
- 7) Yard and Coverage Requirements:
- a) Required front yard setback shall match the predominant setback for the blockfront.
  - b) Required side yard setback: Zero within 10 feet of a right-of-way except where required by fire or building code to accommodate adjacent windows. A 4-foot gangway or side yard is permitted on one side to extend to the street.
  - c) Rear yard and building setbacks:
    - i) Ground floor level shall not extend greater than 95 feet from any right-of-way fronting the subject property.
    - ii) Ground floor level where residential is provided in the ground floor shall not extend greater than 90 feet from any right-of-way fronting the subject property.
    - iii) All floor levels above the ground floor shall not extend greater than 70 feet from any right-of-way fronting the subject property.
    - iv) All floor levels above the ground floor where parking is provided shall not extend greater than 95 feet from any right-of-way fronting the subject property.
    - v) For through lots, the ground floor level may cover 100% of the lot with no yards provided.
- 8) Automobile Parking Requirements:
- a) Curb cuts are prohibited on Central Avenue.
  - b) Parking is prohibited on any lots that have sole frontage on Central Avenue.
  - c) Curb cuts are only permitted to gain access to off-street parking facilities with a minimum of 6 parking spaces.
  - d) All off street parking areas including structured parking shall be screened from Central Avenue by another permitted use within a building with a minimum depth of at least 15 feet.
  - e) Where parking is permitted, parking is required on lots of 5,000 square feet or greater, according to the following:
    - i) Residential uses shall provide a minimum of 0.5 off-street parking spaces per dwelling unit, exempting studio and one bedroom residential units in structures greater than 4 stories.
    - ii) Retail and restaurant uses shall provide a minimum of 0.5 off-street parking spaces per 1,000 square feet of gross floor area, excluding the first five thousand (5,000) square feet of ground floor area.
  - f) Where parking is permitted, parking may be provided on corner lots and/or through lots less than 5,000 square feet, according to the following:
    - i) Residential uses shall provide a maximum of 1 off-street parking space per dwelling unit.
    - ii) Retail and restaurant uses shall provide a maximum of 1 off-street parking space per 2,000 square feet of gross floor area.
- 9) Retail Frontage Bonus for Block 2901 (in case of Zone 3: Open Space Option 1): Zone 3 of this Plan provides for a public plaza and pedestrian access-way on Block 2901 Lots 32

and 9, respectively. It is a goal of this Plan to activate these spaces with retail frontage. Therefore, two additional stories and 22 feet of height beyond the maximum stories and height as regulated by lot size in Table 1 of this Zone are permitted when the following are provided:

- a) Retail frontage with a minimum depth of 10 feet on said plaza or access-way.
- b) A required minimum setback of 3' from the plaza or access-way to provide space for windows and door swings.

## B) ZONE 2: Historic Neighborhood Mixed Use

- 1) Although many early buildings have been razed along the corridor, much remains to give us an idea of the area's development: socially, economically, architecturally, historically and culturally. These buildings and the streetscapes they form give the area a unique sense of place not experienced elsewhere in the city.

Previous development, most recently, was sometimes undertaken without examination and appreciation of past cultural and architectural development. This plan seeks to preserve important resources which help to define the unique character of the Heights area. This Zone shall preserve a wide variety of buildings characteristic of the area's varied development.

The properties that have been selected for the Historic Neighborhood Mixed Use Zone have, paraphrasing the National Register Criteria for Evaluation:

- A. Been associated with events that have made significant contribution to the broad patterns of our history; or
- B. Are associated with the lives of persons significant in our past; or
- C. Embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
- D. Have yielded, or may be likely to yield, information important in prehistory or history.

To respect the special character that the Heights area has acquired and retained during its history, the buildings included in this Historic Neighborhood Mixed Use Zone shall be rehabilitated in accordance with the *Secretary of the Interior's Standards and Guidelines for the Treatment of Historic Properties* so that future generations can continue to be delighted by the history and architecture of the Heights Neighborhood.

- 2) Permitted Uses:
  - a) Residential above the ground floor (see Sections VII.A and B for exceptions), or where legal units at the time of adoption of this ordinance exist and/or historic evidence of ground floor residential use is provided.
  - b) Retail Sales of Goods and Services/Financial Services at ground floor.
  - c) Offices.
  - d) Restaurants: category one and two.

- e) Medical Offices.
  - f) Child and Adult Day Care Centers.
  - g) Cafés, Bars, and Night Clubs
  - h) Art galleries.
  - i) Community or black box theaters.
  - j) Artist studio workspaces.
  - k) Community facilities/centers.
  - l) Business incubators.
  - m) Health clubs.
  - n) Any combination of the above.
  - o) Houses of Worship and associated uses only on Block 4402 Lots 1-6 and 51-52 and Block 4401 Lot 12 (Saint Nicolas Church complex).
- 3) Accessory Uses:
- a) Structured parking and loading.
  - b) Surface parking.
  - c) Fences and seating walls.
  - d) Landscape features.
  - e) Improved Open Space.
  - f) Signs.
  - g) Sidewalk Cafe: where sidewalk width permits.
- 4) Prohibited Uses:
- a) Surface parking as a principal use.
  - b) Drive-throughs pertaining to restaurants, banks, pharmacies, and any and all other drive-through uses.
  - c) Gas stations, service stations, auto repair, auto body shops, and other automobile related uses (not including car share programs).
  - d) Billboards.
- 5) Lot Size and Dimension Requirements:
- a) All existing lots at the time of adoption of this plan are conforming lots, and shall not be reduced in size. However, flag lots may be eliminated through acquisition of property by the adjacent owner.
- 6) Height and Bulk Requirements:
- a) The existing building height, floor area, established setbacks and the exterior building envelope as of the adoption of this Plan shall constitute the development standards of each building. Any change to the above standards shall constitute a deviation from this plan excepting additions as permitted by Sections c and d below and in the accordance with design requirements of Section 7 for this zone.
  - b) Minor alterations in site plan and façade characteristics may be permitted by the Planning Board provided such alterations are consistent with the standards for this zone. Any changes not consistent with this Plan are cognizable under a deviation application, and will be judged on their merits.
  - c) Vertical additions are permitted, provided that a written report by the City's Historic Preservation Officer is provided to the Jersey City Planning Board concurring that the addition is in conformance with the Secretary of the Interior's Standards for Rehabilitation. Vertical additions are only permitted on structures pre-existing at the time of this Plan's original adoption.

- i) Maximum height: 5 stories and 55 feet.
- ii) Vertical additions of no more than 2 stories are permitted.
- iii) Maximum/minimum front yard: existing.
- iv) Maximum/Minimum side yard: as existing, except where required by fire or building code to accommodate adjacent windows
- v) Maximum/Minimum rear yard: existing.
- vi) Building setbacks:
  - a. Vertical additions shall step back from the front façade or parapet wall in accordance with the following scheme.

Additional Stories	Minimum Stepback (feet)
1	5'
2	10'

- d) Rear additions are permitted, provided that a written report by the City’s Historic Preservation Officer is provided to the Jersey City Planning Board concurring that the addition is in conformance with the Secretary of the Interior’s Standards for Rehabilitation and complies with the following bulk standards:
  - i) Maximum height: existing
  - ii) Maximum/minimum front yard: existing
  - iii) Maximum/Minimum side yard: as existing, except where required by fire or building code to accommodate adjacent windows
  - iv) Rear yard and building setbacks:
    - a. Ground floor level shall not extend greater than 95 feet from any right-of-way fronting the subject property.
    - b. Ground floor level where residential is provided in the ground floor shall not extend greater than 90 feet from any right-of-way fronting the subject property.
    - c. All floor levels above the ground floor shall not extend greater than 70 feet from any right-of-way fronting the subject property.
    - d. For through lots, the ground floor level may cover 100% of the lot with no yards provided.

7) Building Design Requirements:

- a) Since original and historic building fabric gives integrity to the buildings on Central Avenue, all visible façades in Zone 2 must retain historic building fabric. Architectural elements must be fully retained, preserved, restored, or recreated as necessary if the original has deteriorated beyond repair, based on site evidence, photographic evidence, or period documentation.
- b) Any rehabilitation is to be done in compliance with the *Secretary of the Interiors Standards and Guidelines for the Treatment of Historic Properties*.

**C) ZONE 3: MIXED USE CENTER**

- 1) This zone seeks to better utilize the Jersey City Parking Division parking lot at 81-109 Cambridge Avenue (Block 2901 Lots 10-16) through the addition of mixed uses, including commercial, multi-family residential, multi-story parking facilities and a

public plaza.

2) Open Space Requirement

- a) Option 1: At the time of original adoption of this plan, all property located in Zone 3 is part of the Jersey City Parking Division site for the parking lot located at 81-109 Cambridge Avenue. The land within Zone 3 may only be consolidated and the density and bulk standards of this zone may only be applied, subject to a Developer Agreement between the developer, the City of Jersey City, and the Jersey City Redevelopment Agency. The Developer Agreement shall require the developer to develop and maintain a public plaza of at least 8,700 square feet on Block 2901 Lot 32 and a public pedestrian access way on Block 2901 Lot 9 of at least 20 feet wide that is activated with ground floor commercial extending from Block 2901 Lot 32 to Cambridge Avenue. The open space shall be constructed and maintained by the developer. The open space shall be open to the public at a minimum of from dawn to dusk daily. The specifics of the access, construction schedule, maintenance responsibilities, hours of public access, shall be as set forth and subject to a Developer Agreement. The required open space area described in this section shall be maintained as publicly accessible open space in perpetuity. Ownership of the required open space may be transferred to the developer, the City of Jersey City, the Jersey City Redevelopment Agency, a third party designated by the City of Jersey City, or remain with the Jersey City Parking Division. The open space shall be included in the site plan application for any building constructed in Zone 3 and shall be subject to site plan review by the Planning Board. Designs for the open space shall include space and provisions to accommodate food trucks, farmers markets or other similar events. The remainder of the open space shall provide visual and functional elements such as bicycle parking, benches, seating walls, drinking fountains, decorative lighting and detailing, and active play structures for children. Paving, where employed, should be permeable. The construction of the open space shall be completed within one year of the issuance of the first Certificate of Occupancy in Zone 3. The existing parking in Zone 3, currently existing public parking (135 spaces) at 81-109 Cambridge Avenue shall be replaced one for one at minimum on agreed terms with the City of Jersey City Parking Division.
- b) Option 2: If Block 2901 Lots 27.01 and 27.02 are incorporated into any Zone 3 development, the Developer Agreement shall require the developer to develop and maintain a public plaza of at least 15,000 square feet on Lots 27.01 and 27.02. The plaza must front directly on Central Avenue. The perimeter of the open space apart from Central Avenue shall be activated with retail frontage. The average depth of retail frontage on the plaza shall be at least 20 feet. Provided retail shall conform to the design requirements under Section IX of this plan. The open space shall be constructed and maintained by the developer. The open space shall be open to the public at a minimum of from dawn to dusk daily. The specifics of the access, construction schedule, maintenance responsibilities, hours of public access, and relocation of existing tenants, shall be as set forth and subject to a Developer Agreement. The required open space area described in this section shall be maintained as publicly accessible open space in perpetuity. Ownership of the required open space may be transferred to the developer, the City of Jersey

City, the Jersey City Redevelopment Agency, a third party designated by the City of Jersey City, or remain with the Jersey City Parking Division. The open space shall be included in the site plan application for any building constructed in Zone 3 and shall be subject to site plan review by the Planning Board. Designs for the open space shall include space and provisions to accommodate food trucks, farmers markets or other similar events. The remainder of the open space shall provide visual and functional elements such as bicycle parking, benches, seating walls, drinking fountains, decorative lighting and detailing, and active play structures for children. Paving, where employed, should be permeable. The demolition of structures on lots 27.01 and 27.02 shall occur before the issuance of the first Certificate of Occupancy for any new building in Zone 3. The construction of the open space shall be completed within one year of the issuance of the first Certificate of Occupancy in Zone 3. If Block 2901, Lots 27.01 and 27.02 are not included into any Zone 3 development, they shall be incorporated in Zone 1 of this plan. The existing parking in Zone 3, currently existing public parking (135 spaces) at 81-109 Cambridge Avenue shall be replaced one for one at minimum on agreed terms with the City of Jersey City Parking Division.

- 3) Permitted Uses:
  - a) Residential above the ground floor (see Sections VII.A and B for exceptions)
  - b) Retail Sales of Goods and Services/Financial Services.
  - c) Offices.
  - d) Restaurants: category one and two.
  - e) Medical Offices.
  - f) Child and Adult Day Care Centers.
  - g) Cafes, Bars, and Night Clubs.
  - h) Art galleries.
  - i) Community or black box theaters.
  - j) Artist studio workspaces.
  - k) Community facilities/centers.
  - l) Business incubators.
  - m) Health clubs.
  - n) Any combination of the above.
- 4) Accessory Uses:
  - a) Structured parking.
  - b) Underground parking.
  - c) Landscape features.
  - d) Signs.
  - e) Rooftop recreation and amenity space, including but not limited to: recreation rooms, exercise rooms, resident meeting rooms, and other similar rooms and facilities for the use of building residents and/or tenants.
- 5) Prohibited Uses:
  - a) Surface parking as a principal use.
  - b) Drive-throughs pertaining to restaurants, banks, pharmacies, and other drive-through uses.
  - c) Gas stations, service stations, auto repair, auto body shops, and other automobile related uses (not including car share programs).

- d) Billboards.
- 6) Density, Height and Building Form and Stepback Requirements:
  - a) Density is not regulated by floor area ratio or units per acre in this zone. Instead, a "building envelope" is defined, depending on the size and shape of the site. Minimum room and unit sizes are regulated by building code
  - b) Maximum building height: 14 stories and 150 feet.
  - c) Ground floor floor-to-floor height minimums for a commercial use are regulated by the following table:

Building Height (stories)	Minimum First Floor Height	Maximum First Floor Height	Maximum First Floor Height within 30' of a rear lot line
1 to 4	12'	16'	12'
5 to 8	14'	18'	12'
9 to 14	16'	20'	12'

- d) All buildings shall have a base. The base of all buildings shall be a minimum of 20 feet in height and a maximum of 60 feet. Interstitial parking levels and underground parking levels are not counted as stories toward the maximum building height.
- e) The maximum permitted diagonal measurement between the furthest corners of any new tower is 125 feet.
- f) Any portion of the building constructed over a base shall be separated by at least 50 feet as measured from corner to corner of the respective buildings and/or towers.
- g) Required Building Stepbacks: to provide light and air to adjacent lots, buildings must provide a "stepback" from property lines at the following intervals:

Story Level:	Minimum Front Stepback:	Minimum Side Stepback:	Minimum Rear Stepback:
1	None	None	5'
2 to 4	None	None	5'
5 to 7	None	5'	30'
8 to 14	15'	10'	30'

- 7) Yard and Coverage Requirements:
  - a) Required Front yard Setback shall be sufficient to provide a minimum sidewalk width of 15 feet measured from the ground floor building facade to the existing curb-line at the time of adoption. Example: If the existing sidewalk width is 10 feet, and the required sidewalk is 15 feet, then the front yard setback shall be 5 feet.
  - a) Required side yard setback: Zero within 10 feet of a right-of-way except where required by fire or building code to accommodate adjacent windows.
- 8) Automobile Parking Requirements:

- a) Parking is not permitted to front along any right-of-way at grade level. All parking uses must be screened from view through the use of wrap units. Any non-parking permitted use must occupy the first floor along all right-of-ways to an average depth of a minimum of 25 feet. Parking may only be exposed on or above the second story.
  - b) Residential uses shall provide a minimum of 0.2 off-street parking spaces per dwelling unit, exempting studio and one bedroom residential units in structures greater than 7 stories.
  - c) In order to provide for convenient shopper parking, the required parking for retail uses shall be located nearest to the garage entrance to the greatest degree practical and shall be limited to retail users of the on-site retail and neighboring retail uses during normal retail hours. Parking facilities shall also provide a convenient exit to any public plazas created on Lot 2901. Consistent with the concept of shared use of parking facilities, these parking spaces may be used for other purposes during off-hours and other parking spaces within the parking facility may also be used for shopper parking when available.
- 9) Office Space Bonus: In order to encourage more daytime use of the Central Avenue Business District through increasing office space on the Avenue, developers in this Zone are encouraged to incorporate office space above the ground floor. Therefore, an additional story and 11 feet of height for each floor of office space created, up to 2 stories and 22 feet of height beyond the maximum height for this Zone, is permitted when the following are all provided:
- a) All office floors shall be located below any residential floors.
  - b) To be considered a “floor of office space,” the square footage of office space provided per floor must equal or exceed the square footage of the building’s average residential floor (excluding common areas). Office space on the ground floor is not included in these calculations.

## IX) DESIGN REQUIREMENTS FOR ALL ZONES

### A) GENERAL REQUIREMENTS

- 1) All structures within the project 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, access to public rights-of-way and off-street parking, height, bulk, and street alignment.
- 2) All lots at the time of adoption of this plan are conforming lots for development.
- 3) Groups of related buildings shall be designed to present a harmonious appearance in terms of architectural style and exterior materials and shall be encouraged to incorporate historic elements found throughout the surrounding area.
- 4) 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. Front façades, façades which are visible from a public right-of-way, and all façades that are significantly taller than adjacent buildings or are visible as part of the Central Avenue skyline shall be treated with equal importance in material selection and architectural design.
- 5) Large blank walls without fenestration surrounding large residential or commercial uses such as theatres, parking garages, big box retail, or similar uses must incorporate

- façade relief, an expressed structural system, sculpted, carved or penetrated wall surfaces, architectural lighting, or other architectural techniques to provide visual interest.
- 6) 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.
  - 7) 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.
  - 8) Roof treatment, Mechanical Screening and Electrical Equipment
    - a) All mechanical equipment located on any roof of a building shall be screened from view from all vantage points, with a material complementary with the façade of the structure. The screening shall not resemble a utility or rooftop elevator or stair tower.
    - b) A roof plan must be developed and submitted for approval. Roof plans shall include mechanical equipment, trellises to obscure view, colored roof patterns and landscaping. Parking deck roofs shall be designed to maximize recreational amenity space and all remaining rooftop areas shall be developed as a green roof.
    - c) All electrical communication equipment shall be located in such a way that it does not negatively impact the appearance of the building nor create objectionable views as seen from surrounding structures.
    - d) Transformers and primary and back-up generators shall be located interior to the building or vaulted underground within the pavement area of an adjacent street. Location upon the sidewalk, between the sidewalk and the building, or anywhere outside at grade is not permitted.
    - e) The placement of all new or reconstructed signal boxes is required to be below grade.
  - 9) Streetscape
    - a) All buildings shall be designed to front on a public street to create a street wall and a pedestrian environment at a human scale.
    - b) Main entrances into buildings shall be located on all public streets. Secondary entrances shall also be provided from parking areas and/or as necessary according to the design of the structure.
    - c) 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 character of the surrounding area shall be provided.
    - d) Automobile parking between the building line and a public right-of-way is expressly prohibited, even where surface parking is a permitted use. Parking is not permitted in any front yard.
    - e) Porte-cocheres and drop-off lanes are prohibited.
  - 10) All façade 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. This is best achieved by lining up vent grills with the vertical or horizontal edge of the adjacent window and matching the window's length or width or using a spandrel panel to fill any voids.

- 11) All new sidewalk concrete shall be tinted charcoal grey or equivalent. The Planning Board may grant a waiver for superior design which relates to adjacent architecture or other public purpose.
  - 12) All storefronts shall incorporate a cornice element or horizontal projection above the storefront glazing separating ground floor uses from the building above.
  - 13) Ground floor storefront bulkheads below the display windows shall be a maximum of 18 inches in height above sidewalk grade.
  - 14) All storefront façades shall incorporate a minimum of 70% transparent glass.
  - 15) All ground floor entryways shall be recessed or designed to avoid door swings into any public right-of-way.
  - 16) Security gates, if installed, must be behind the storefront façade when pulled down.
- B) BUILDING REQUIREMENTS: Neighborhood Mixed Use District
- 1) For all new construction more than 20 feet taller than the average of adjacent buildings, a building stepback, change in facade materials, change in glazing ratio or pattern, cornice line, or other architectural feature shall be utilized in line with adjacent buildings heights to contextualize the massing of new construction.
  - 2) Properties adjacent to plaza in Zone 3 are encouraged to have secondary entrances fronting on the plaza.
- C) BUILDING REQUIREMENTS: Historic Neighborhood Mixed Use District
- 1) Buildings in the Historic Center Zone shall be rehabilitated in accordance with the *Secretary of the Interior's Standards and Guidelines for the Treatment of Historic Properties*.
  - 2) Existing buildings shall implement rehabilitation that restores the building's exterior façade to its original profile to the extent possible within reasonable engineering methods and cost. Restoration of original window and door openings is encouraged to the extent feasible.
  - 3) The distinguishing original qualities or character of a building, structure or site and its environment shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features should be avoided when possible.
  - 4) All buildings, structures and sites shall be recognized as products of their own time. Alterations which have no historical basis and which seek to create an earlier appearance shall be discouraged.
  - 5) Deteriorated architectural features shall be repaired rather than replaced wherever possible. In the event that replacement is necessary, the new material should match the material being replaced in composition, design, color, texture and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications of features, substantiated by historical, physical or pictorial evidence rather than on conjectural design or the availability of different architectural elements from other buildings or structures.
  - 6) The surface cleaning shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historic building materials are strictly forbidden as they destroy the essential water resistant glazing on the exterior of brick and masonry, and scour, scar and obliterate the surface.
  - 7) For rear and vertical additions to the existing buildings, the following shall apply:
    - a) Constructing a new addition so that there is the least possible loss of historic materials and so that character-defining features are not obscured, damaged, or

destroyed.

- b) Locating the attached exterior rear addition at the rear or on an inconspicuous side of a historic building; and limiting its size and scale in relationship to the historic building.
  - c) Designing new additions in a manner that makes clear what is historic and what is new.
- D) BUILDING REQUIREMENTS: Mixed Use Center
- 1) Building towers shall be constructed of durable material of high quality, including, but not limited to glass, stone, textured concrete, brick, metal paneling, etc. Glass shall constitute a minimum of 40% of the facade.
- E) FLOOR HEIGHT REQUIREMENTS
- 1) Residential floor-to-ceiling heights must be a minimum of 9 feet and a maximum of 12 feet, excepting drop ceilings in kitchens, bathrooms, corridors, and other similar spaces.
  - 2) Ground floor residential uses (where permitted) must be 3 feet above sidewalk grade or set back from a front property line by 3 feet and screened with raised landscaping enclosed by a minimum 6x6 inch masonry curb. Building lobbies may be at grade for ADA accessibility.
- F) PARKING STANDARDS
- 1) Bicycle Parking Provisions: Bicycle parking shall be provided pursuant to the requirements found in the Jersey City Land Development Ordinance.
  - 2) Automobile Parking requirements:
    - a) As required per zone in Article VI of this plan.
  - 3) Design Standards for off-street parking facilities:
    - a) Driveways and curb cuts are not permitted along Central Avenue.
    - b) To the greatest extent practicable, all ground floor parking must be wrapped by active uses, such as residences, retail, or other principal uses.
    - c) 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.
    - d) The façade 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.
    - e) 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.
    - f) Exterior lighting of the screening materials on a parking structure façade may be required by the Planning Board in order to provide additional visual interest in terms of light and shadow and to further mask the interior lighting of the parking structure and headlight glare.
    - g) All pedestrian access points shall be provided at street level and designed to encourage street activity. Overhead or elevated pedestrian or vehicular connections are prohibited.

- h) Parking stall and aisle size requirements are pursuant to the regulations found in the Jersey City Land Development Ordinance.
  - i) Off-street parking and loading areas shall be coordinated with the public street system serving the project area in order to avoid conflicts with through traffic or obstruction of pedestrian walks and thoroughfares.
  - j) Surface parking lots (where permitted) and all loading areas shall provide a screen planting of dense evergreens along any street line and along all property lines except those instances where a building intervenes or where the proposed planting may interfere with sight triangles. Within the parking area, a minimum of three percent (3%) of the parking area shall be landscaped and maintained with shrubs no higher than three (3) feet and trees with branches no lower than six (6) so that the landscaping is dispersed throughout the parking area.
  - k) The number and design of off-street loading spaces shall be demonstrated by an applicant according to an anticipated need. All freight loading activities are encouraged to be restricted to early morning and/or late evening hours. The design and number of off-street loading shall be regulated by the Jersey City Land Development Ordinance.
  - l) For parking facilities with 30 spaces or less, driveway widths shall be a maximum of 12 feet. For all other parking facilities, driveway widths shall be a maximum of 18 feet.
  - m) For lots with 100 feet of street frontage or less, there shall be no more than one vehicular egress point per lot. For lots with 101 feet of street frontage or more, there may be one egress point for every hundred feet of frontage or portion thereof.
  - n) All site plan applications for parking structures should demonstrate the ability to provide for electric vehicle charging stations in the future.
- 4) All developments which propose valet parking shall submit a parking management plan. Such plan shall include but not be limited to: number of vehicles to be parked, number of rows of cars to be stacked, all parking stall and aisle widths and any other information deemed necessary to effectively evaluate the management plan. All parking management plans shall be subject to review and approval of the Division of Traffic Engineering, the Division of City Planning and the Planning Board. Valet parking schemes shall not be permitted to increase the total number of parked cars above the maximum number of permitted spaces.
- G) LANDSCAPING AND LIGHTING REQUIREMENTS**
- 1) Landscaping shall be required for any part of any parcel not used for buildings or off-street parking. The developer's plan shall include proposals for landscaping indicating the location, size and quantity of the various species to be used.
  - 2) All plant material used must be able to withstand an urban environment. All screen planting shall be a minimum of 4 feet high and shall be planted, balled and burlapped as established by the American Association of Nurserymen. A planting schedule shall be provided by the developer and approved by the Planning Board. Ground cover shall be used in place of mulch.
  - 3) The removal of existing, mature street trees—even with the intent to replace them—should be actively avoided wherever feasible to minimize negative streetscape impact.

- 4) Tree pits which incorporate seating walls are encouraged where sidewalk width permits.
  - 5) New or renovated tree pits should incorporate curbcut inlets to allow water infiltration from street runoff. Each pit should have at least two inlet cuts to allow overflow. Where soils do not accommodate a reasonable rate of percolation, drain pipes or new soil to accommodate stormwater infiltration may be necessary. The use of right-of-way bioswales for this purpose is encouraged. A filter screen or cleanout device must be provided to capture trash or litter.
  - 6) All new trees shall be of a species and gender so as to minimize fruit and pollen.
  - 7) Any landscaping which is not resistant to the environment or dies within 2 years of planting shall be replaced by the developer.
  - 8) Street trees shall be planted along curb lines of streets in a regular pattern, spaced at one-half the mature spread of the tree canopy to further enhance the aesthetic quality of the redevelopment area. All trees shall be a minimum of three (3) inches in caliper. Street trees shall be planted along all street frontages.
  - 9) Lighting within the site shall sufficiently illuminate all areas, including those areas where buildings are setback or offset to prevent dark corners.
  - 10) All lighting sources must be adequately shielded to avoid any off-site glare. The area of illumination shall have a uniform pattern of at least one-half (0.5) foot candles.
- H) All landscaping must be fully enclosed by curb or seating wall constructed of a masonry or metal material with a minimum of 6 inch in height. Landscaping shall be elevated to match the height of the curb or seating wall.
- I) **BUILDING MATERIALS REQUIREMENTS**
- 1) Synthetic stucco materials such as EIFS is prohibited. Any stucco material used must be fine grained with a smooth stipple finish to reflect a more stone like appearance and qualities of light reflection.
  - 2) Concrete block may not be used as a decorative finish on any façade.
  - 3) Front cantilevered balconies may project no more than 12 inches from the façade.
  - 4) Use of chain link fencing, razor wire, barbed wire, or other similar security devices is expressly prohibited. Chain linked fencing may be temporality utilized during construction only.
  - 5) Security Gates: All front 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.

## **X) 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 considered as an interim use.
  - 3) All new signage that complies with the redevelopment plan shall not require site plan approval.

- 4) Minor Site Plan application with deviation must be submitted to the Planning Board for all non-conforming sign proposals.
  - 5) During construction, one (1) temporary sign indicating: the name of the project or development, general contractor, subcontractor, financing institution and public entity officials (where applicable) shall be permitted. The sign area shall not exceed forty (40) square feet.
- 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 at a maximum font height of 10 inches.
  - 2) Sign requirements for retail, restaurant and other similar ground floor uses:
    - a) Each use fronting on a public street may be permitted one (1) exterior sign per store front bay on each street frontage.
    - b) Maximum sign height shall be 32 inches or the height of the architectural sign band in the building's facade or transom window.
  - 3) Sign requirements for all other uses:
    - a) Each such use fronting on a public street may be permitted one (1) exterior sign per entryway per street frontage. Buildings with multiple uses shall have no more than one (1) sign per use.
    - b) The total exterior sign area shall not exceed the equivalent of 5 percent of the first story portion of the wall to which it is attached. In no case shall a sign on any structure exceed 20 square feet.
- C) Sign Design Requirements
- 1) All signs shall be attached to the first floor level of the building only.
  - 2) All wall signs shall be flush mounted.
  - 3) All blade signs shall project no more than 30 inches from the façade and the bottom of the sign must be a minimum of 9 feet above the sidewalk.
  - 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) Permitted signage material includes:
    - a) Painted wood.
    - b) Painted metals including aluminum and steel.
    - c) Brushed finished aluminum, stainless steel, brass, copper, or bronze.
    - d) Carved wood or wood substitute.
    - e) Channel letters.
  - 6) Permitted lettering material includes:
    - a) Lettering forms applied to the surface of the sign.
    - b) Single colored lettering forms applied to the surface of the sign.
    - c) Metallic solid body letters with or without returns.
    - d) Painted acrylic or metal letter.
    - e) Vinyl lettering attached permanently to a wood, wood substitute or metal signboard.
  - 7) Signs may be lit from backlit halo and up-lights.

- 8) Storefront windows shall not be blocked by any interior display case or other form of barrier. Pedestrians on the street shall have the ability to see into the shop and view the activity within.
  - 9) Signs may include the name of the store only. Building address, phone number, operating hours and other additional information may be stenciled on the door.
- D) Parking Garage Signage
- 1) One (1) sign shall 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.
  - 2) Portable signs are not permitted for parking garages.
- E) Prohibited Signs
- 1) Billboards.
  - 2) Portable advertising signs not associated with use within 10 feet are strictly prohibited.
  - 3) Internally or externally illuminated box signs
  - 4) Flashing or animated signs, spinners, pennants, reflective materials that sparkle or twinkle.
  - 5) Window signs, posters, plastic or paper that appear to be attached to the window.
  - 6) Pole signs.
  - 7) Waterfall style or plastic awnings.

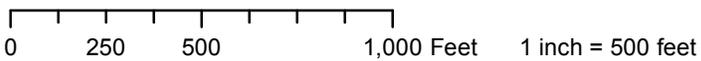
## XI) MAPS

- 1) Boundary Map
- 2) Zone Districts Map



**CENTRAL AVENUE REDEVELOPMENT PLAN**  
**MAP 1: PLAN AREA BOUNDARY**

OCTOBER 9, 2015



**LEGEND**

-  study\_parcels
-  Plan Area Boundary



**CENTRAL AVENUE RDP  
LAND USE MAP DRAFT**  
SEPTEMBER 9, 2015

0 250 500 1,000 Feet 1 inch = 500 feet



**ZONE**

- Zone 1: Neighborhood Mixed Use
- Zone 2: Historic Neighborhood Mixed Use
- Zone 3: Mixed Use Center



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