

# CENTRAL AVENUE 2901

## Redevelopment Plan

Approved by Planning Board:



## **INTRODUCTION**

The Central Avenue Redevelopment Plan Area includes roughly three-quarters of a city block along the Central Avenue commercial corridor in the Heights neighborhood of Jersey City. The Central Avenue Redevelopment Plan (herein referred to as the “Area”) is within the Central Avenue commercial district, a main hub for neighborhood services and commercial activity for the Heights. The majority of the Area is comprised of a municipally owned, public parking lot. The remainder of the lots are developed as commercial, mixed-use or apartment buildings.

In the 1960's and 70's, Jersey City experienced some of the worst decades in its history, as large quantities of the City's population fled to newer suburbs while city neighborhoods experienced significant economic and social decline. Many long-established commercial corridors were considered outdated and unable to accommodate growing auto-dependency and demand for auto-oriented development patterns. During these decades, much of the commercial development in Jersey City went to newer areas such as Route 440, which encouraged residents to travel by car and shop outside of their neighborhood. Compared to other neighborhoods and main streets in Jersey City, the Heights and Central Avenue remained resilient. The significance of this Redevelopment Area for the Heights lies in the creation of off-street public parking. Since 1967, the Jersey City Parking Authority and the City has been purchasing and acquiring land for public parking within the Study Area as a strategy to curtail economic loss along the Central Avenue Corridor.

In total, it has taken the Parking Authority and City roughly 35 to 40 years to acquire or purchase the majority of lots in the Redevelopment Area. Over the years, the City parking lot has evolved from a coin meter operation at each space to two centralized pay stations. In 2014, by order of Municipal Council the Jersey City Parking Authority, an autonomous agency, was dissolved, consolidated and folded into Jersey City's Department of Public Safety by ordinance 14-107. As part of this process, the City assumed the Parking Authority assets, contracts and other obligations. In 2015, nighttime parking was permitted by ordinance 15-109 which amended chapter 332-58.1 of the municipal code. According to signage onsite, nighttime parking is free and only available to Zone 2 parking permit holders. The current configurations also has several informal access points for privately held lots, which front on Central Avenue. In total, the lot includes 164 parking spaces across all lots. The remainder of the Area appears to have many of the same buildings and structures since 1928, with some modifications over the decades.

The Central Avenue Redevelopment Plan seeks to revitalize the commercial corridor by leveraging the existing parking lot and city-owned parcels. The plan preserves existing mixed-use character and pedestrian orientation of the neighborhood and recognizes the potential for structured parking on the existing parking lot. The plan allows for height beyond what is currently permitted to increase the supply of public parking, promote efforts to revitalize the commercial corridor, and develop public open space.

## **I) BOUNDARIES**

The Central Avenue Redevelopment Plan consists of 2.68 acres and twenty-four (24) parcels located in Block 2901. The Plan Area is bounded by Central Avenue to the west, Griffith Street to the south, and Cambridge Avenue to the east. To the north are other parcels in Block 2901 which are not part of this Redevelopment Area. The Plan boundaries are formally set by *Map 1: Boundary Map*.

## **II) TRANSPORTATION ACCESS**

The Study Area is served by two (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 Street elevator) and the 2<sup>nd</sup> Street Station (reached via the 100 Steps/Franklin Street) 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 August 2019, the Heights also has six (6) CitiBike stations, located at Riverview Park, the Congress Street Elevator, Oakland Avenue, Christ Hospital, Pershing Field Park, and Leonard Gordon Park.

The Study Area is well connected for personal and commercial vehicles. Central Avenue is the main commercial corridor of the Heights neighborhood in Jersey City. The Heights is situated above Hoboken to the East and Tonnel Avenue to the West. The Study Area is conveniently located with easy access to Route 1/9, Pulaski Skyway, Route 3 and the Holland Tunnel. Other major thoroughfares include John F. Kennedy Boulevard, Palisade Avenue, Route 139, and Paterson Plank Road.

## **III) REDEVELOPMENT PLAN OBJECTIVES**

Redevelopment activities for the Central Ave Block 2901 plan area will be undertaken in conformity with, and will be designed to meet, the following objectives of the Redevelopment Plan:

- 1) Development of the Area as a mixed-use area with ground floor commercial uses along Central Avenue and residential uses where appropriate.
- 2) To enhance the existing municipal surface parking lot on Cambridge Avenue to facilitate the development of multiple levels of structured parking to better manage public parking and future residential parking.
- 3) Allow greater housing opportunity to support retail and employment in the corridor by increasing the potential customer base.
- 4) Provide for increased variety and opportunity of housing types, sizes, and price points that meet the needs of Jersey City's diverse population.

- 5) To provide for new open space opportunities, including a public plaza space along Central Avenue, and enhance the pedestrian experience.
- 6) Make sustainability and smart growth a theme of future development and redevelopment that guides land use and transportation decisions.
- 7) To maximize the use of rooftop open space for recreation and/or green roofs.
- 8) Encourage unique local quality retail sales and services that promote community character and distinctiveness.
- 9) Encourage buildings to meet or exceed the US Green Building Council's LEED (Leadership in Energy and Environmental Design) Certification or equivalent.

#### **IV) GENERAL ADMINISTRATIVE PROVISIONS**

- A) Any developer or applicant that utilizes the Zone 1 or Zone 1 Overlay Zoning shall be required to become a Designated Redeveloper and will be subject to a Redeveloper's Agreement ("RDA") with the Jersey City Redevelopment Agency ("JCRA").
- B) Designated Redevelopers are required to fulfill certain community benefits and performance standards for the successful implementation of the objectives of the Redevelopment Plan. These community benefits and performance standards shall be memorialized in a Redeveloper's Agreement, which shall be fully executed prior to site plan approval and which shall be in recordable form. Nothing herein shall be construed to deprive or dispossess the Redevelopment Agency of the discretionary exercise of its redevelopment powers enumerated in N.J.S.A. 40A:12A-1 et seq., including the designation of a redeveloper under the Act. Community benefits and performance standards are required as a part of any Redevelopers Agreement. 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) Split Zoned Development Sites: For any consolidated development site which overlaps multiple zone districts, the zone that covers the largest portion of the site shall govern the entire development site.
- D) All traffic impact studies shall incorporate, as part of the study, all projects approved or proposed in the immediate area. A listing of the projects may be obtained from the Division of City Planning.
- E) In order to maximize foot traffic and calm traffic on Central Avenue, no vehicular access to parking and/or loading areas shall be provided from Central Avenue.
- F) 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.
- G) All residential redevelopment proposals and construction plans shall meet or exceed applicable FHA minimum room size requirements prior to approval by the Planning Board.

H) 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.

I) 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.

J) **DEVIATION/VARIANCE REQUESTS**

No relief may be granted if a deviation request is cognizable under N.J.S.A. 40:55D-70d. Any deviation/variance pursuant to N.J.S.A. 40:55D-70(d) shall be required to seek a plan amendment.

K) **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 \$10,000.00 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.

L) **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 an interim use may be granted by the Planning Board, subject to the same interim period limitations specified above.

**V) 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 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 acknowledging distinct characteristics of residential neighborhoods through design standards. The plan also seeks to strengthen and improve City-wide and neighborhood commercial districts as centers of employment, shopping, services, entertainment, and education. The plan acknowledges the City's historic resources and seeks to preserve the historic character of significant structures and promote adaptive reuse.
- 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) 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.

## **VI) SPECIFIC LAND USE REGULATIONS**

### **A) ZONE 1: NEIGHBORHOOD MIXED USE AND ZONE 1 OVERLAY**

- 1) The purpose of this zone is to continue the existing pattern of main street type commercial buildings and ground floor retail uses throughout the Central Avenue corridor, while providing for new construction, employment opportunities, and structured parking.
- 2) Any lots to be incorporated from the Zone 1 Overlay, as depicted on Map 2, shall be consolidated into a single Zone 1 development project.
- 3) Community Benefit Requirements  
The community benefits shall include, but not be limited to the following requirements:
  - a. Minimum of 300 public parking spaces shall be provided at a rate that is comparable with City rates for zoned parking and commercial parking.
    - i. Parking shall be monitored by the same management company for the larger residential project and provide security cameras at all external access points and for all internal circulation of the public garage.
    - ii. Parking maintenance – snow removal, trash removal, and repairs shall be provided by the same management company for the larger residential project.
  - b. 10,000 square feet of dedicated usable open space to be accessible by the public. Programming of the open space shall be done in coordination with the Central Avenue SID. The developer shall be required to provide maintenance in perpetuity.
  - c. Any development that occurs pursuant to Zone 1 is considered to trigger Chapter 187 of the Municipal Code also known as the Inclusionary Zoning Ordinance (“IZO”), which shall result in the creation of affordable housing no less than 20% of the total units of a project. Alternatives to the 20% onsite affordable housing are permitted pursuant to the IZO and are subject to approval by the Approving Authority.
  - d. Any development that occurs shall comply with Chapter 188 of the Municipal Code and coordinate as necessary with the Jersey City Division of Affordable Housing.
- 4) Principal Permitted Uses
  - a. Residential
  - b. Retail Sales of Goods and Services
  - c. Structured Parking/Loading
  - d. Financial Services
  - e. Offices
  - f. Restaurants: Category one, two and three
  - g. Bars
  - h. Cafés
  - i. Child and Adult Day Care Centers
  - j. Improved Open Space
  - k. Art Galleries
  - l. Artist studio workspaces
  - m. Community facilities/centers
  - n. Business incubators

- o. Health clubs
  - p. Any combination of the above
- 5) Accessory Uses
- a. Structured Parking/Loading
  - b. Landscape features
  - c. Improved Open Spaces
  - d. Signs
  - e. Sidewalk café – where sidewalk width permits
  - f. Resident amenity areas such as gymnasium and exercise rooms, meeting rooms, indoor and outdoor recreation areas, etc.
- 6) Lot Size and Dimension Requirements
- a. All existing lots of record at time of the adoption of this Plan are considered conforming.
- 7) Height Requirements
- a. Maximum Building Height: seven (7) stories and seventy-four (74) feet with a minimum fifteen (15) foot setback above the fifth (5<sup>th</sup>) story.
  - b. Minimum Floor to Ceiling Heights:
    - i. Ground floor minimum floor to ceiling height is eleven (11) feet.
    - ii. Upper floors minimum floor to ceiling height shall be nine (9) feet for all floors except those devoted to parking.
    - iii. Drop ceilings for bathrooms, kitchens, corridors and other similar spaces are exempt from floor to ceiling minimums.
- 8) Sidewalk requirements: Setback shall be sufficient to provide a fifteen (15) foot sidewalk along Central Avenue, Griffith Street and Cambridge Avenue as measured from the ground floor building façade to the existing curb-line
- 9) Front Yard Setback: No requirement.
- 10) Side Yard Setback: No requirement.
- 11) Rear Yard Setback: No requirement.
- 12) Automobile Parking Requirements
- a. Minimum required Public Parking: 300 spaces. Public parking requirement can be met through the use of mechanical parking, provided that 24-hour access is available for all residential parking.
  - b. Minimum required Residential Parking: 0.2 spaces per bedroom; bicycle parking per LDO.
  - c. Structured Parking shall be setback a minimum of sixty (60) feet from Central Avenue.
  - d. If feasible, parking levels should be located below grade.
  - e. Minimum Vertical Clearance: 14 feet for the first level (grade level) of structured parking.
  - f. Developers shall demonstrate in their Traffic Impact Assessment that sufficient off-street loading will be provided to meet the needs of the proposed use. Loading operations shall be conducted so as to minimize conflicts with traffic circulation.
- 13) Sustainable Design Requirements: In addition to the above, all buildings, structures and/or sites to be developed within the area shall incorporate at least **five (5)** of the following sustainable design features:

- a. Performative Roof Area: At least 30% of the exposed roof area shall be comprised of Green roof, Blue roof, Solar panel roof, or a combination of at least 50% either Green, or Solar, with White/Cool roof remainder
- b. Reservation of parking spaces for the hourly rental of cars (such as Zipcars, Hertz on Demand, or comparable service): at least 3 spaces.
- c. Electric car charging station(s): at least 5% of spaces shall have Electric Vehicle (EV) charging stations and at least 10% of spaces shall be EV charger ready (have electricity and future hook-up or plug-in capabilities for EV)
- d. Gray water recycling
- e. Use of at least 50% recycled and/or locally produced construction materials (within 500 miles)
- f. Energy Star rating of 75 or higher for entire building
- g. Installation of geo-thermal (heating/cooling) systems
- h. Use of rain gardens and/or swales in surface landscaping design. Minimum 5% of total lot area required.

## **B) ZONE 2: COMMERCIAL CORRIDOR**

- 1) The purpose of this zone is recognize the existence and importance of neighborhood business districts and promote continued efforts to strengthen and continue the existing main street type commercial buildings and ground floor retail uses along Central Avenue while providing for improved public space and housing opportunities. All lots that are not utilizing the Zone 1 Overlay are subject to the following requirements:
- 2) Principal Permitted Uses
  - a. Residential apartments above the ground floor
  - b. Retail Sales of Goods and Services
  - c. Financial Services
  - d. Offices
  - e. Restaurants: category one and two
  - f. Bars
  - g. Cafes
  - h. Child and Adult Day Care Centers
  - i. Parks and Playgrounds
  - j. Art galleries
  - 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. Landscape features
  - c. Improved Open Space
  - d. Signs
  - e. Sidewalk Cafe: where sidewalk width permits

- 4) Prohibited Uses
  - a. Surface parking
  - b. Drive-through 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) Bulk Standards
  - a. All existing lots are conforming lots but may not be reduced in size.
  - b. Subdivisions or lot consolidations must conform to the following minimum standards:
    - i. Minimum lot area: 2,500 square feet.
    - ii. Minimum lot width: Twenty-five (25) feet.
    - iii. Minimum lot depth: 100 feet.
  - c. Front Yard Setback: No Requirement.
  - d. Side Yard Setback: No Requirement.
  - e. Rear Yard Setback: Fifteen (15) feet, provided, however, that where lot depth exceeds one hundred (100) feet, the minimum rear yard shall be increased by five linear feet for every ten (10) linear feet of increase in lot depth.
- 6) Minimum Floor to Ceiling Heights
  - a. Ground floor minimum floor to ceiling height is eleven (11) feet.
  - b. Upper floors minimum floor to ceiling height shall be nine (9) feet for all floors except those devoted to parking.
  - c. Drop ceilings for bathrooms, kitchens, corridors and other similar spaces are exempt from floor to ceiling minimums.
- 7) Maximum Building Height
  - a. Five stories and sixty-four (64) feet for buildings without residential apartments above the ground floor.
  - b. Five stories and fifty-five (55) feet for buildings with residential apartments above the ground floor.
- 8) Automobile Parking Requirements
  - a. Curb cuts are prohibited along Central Avenue. This shall result in zero parking permitted on lots with no other access to alternative rights-of-way.
  - b. Curb cuts are only permitted to gain access to off-street parking areas with five parking spaces or more. This shall result in zero parking required where the minimum parking required is less than five spaces as per the parking standards and requirements of this zone.
  - c. Residential uses shall provide a minimum of two-tenths (0.2) space per bedroom. For the purpose of calculating this requirement studio apartments shall be counted as one-bedroom apartments.
  - d. For non-residential uses when the gross floor area of non-residential uses is greater than five thousand (5,000) square feet: one space per one thousand (1,000) square feet.

### **C) ZONE 3: LOW-RISE HOUSING AND MIX-USE**

- 1) The purpose of this zone is to maintain the low-rise character of the neighborhood and preserve the streetscape.
- 2) Block 2901 Lots 17, 18, and 19:
  - a. All uses and lots at the time of the adoption of this plan are permitted.

- b. The existing building height, setbacks, and coverage existing at the time of the adoption of this plan are permitted.
  - c. Any rehabilitation or new construction done on these lots shall be done in compliance with the recommendations of the Historic Preservation Officer, who will be guided by the Secretary of Interior Standards for the Treatment of Historic Properties.
  - d. Newly created parking is not permitted on these lots
- 3) Principal Permitted Uses for lots not listed in number 2 above:
- a. One family dwellings
  - b. Dwellings with two or three dwelling units
  - c. Ground floor commercial
  - d. Parks and playgrounds
- 4) Accessory Uses
- a. Meeting rooms
  - b. Home occupations
  - c. Landscape features
  - d. Improved open space
- 5) Prohibited Uses
- a. Surface parking
  - 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) Bulk Standards
- a. All existing lots are conforming lots but may not be reduced in size
  - b. Subdivisions or lot consolidations must conform to the following minimum standards:
    - i. Minimum lot size: Two thousand and five hundred (2,500) square feet
    - ii. Minimum lot width: Twenty-five (25) feet.
    - iii. Minimum lot depth: One hundred (100) feet.
  - c. Maximum Building Heights:
    - i. Three (3) stories and thirty-six (36) feet.
  - d. Floor to Ceiling Heights:
    - i. Ground floor: minimum floor to ceiling height is 11 feet except those devoted to parking
    - ii. Upper floors: Minimum floor to ceiling height shall be nine (9) feet for all floors except those devoted to parking
    - iii. Maximum floor-to-ceiling height for residential floors shall be twelve (12) feet.
    - iv. Maximum floor-to-ceiling height for commercial floors shall be fourteen (14) feet.
    - v. Drop ceilings for bathrooms, kitchens, corridors and other similar spaces are exempt from floor to ceiling minimums
  - e. Minimum Front Yard Setback: 5 feet.
  - f. Side Yards:
    - i. Detached Buildings: Zero (0) minimum side yard. Attached Buildings:
      - a. If adjacent building has zero side yard setback (i.e., is built to the side lot line), a zero feet side yard may be permitted (i.e., new house may also be built to the side lot line).

- b. In the instance the adjacent building has a zero side yard setback but also has an existing window that is either directly on the side lot line or setback less than three feet, the new building may still build to the zero side lot line, starting at the front building line, but shall be required to setback the new building three feet, starting from one foot in front of the existing window, to the rear building line.
    - ii. All side yard setback three feet or greater: The side yard starting at the front of the building shall be enclosed with a fence constructed in compliance with the design standards in 345-67.B.
  - g. Minimum Rear Yard:
    - i. Thirty-five (35) feet
  - h. Maximum Building Coverage: Sixty percent (60%)
  - i. Maximum Lot Coverage: Eighty-five percent (85%)
- 7) Parking Standards:
- a. Off-street parking is not permitted for lots less than 3,500 square feet
  - b. No parking shall be permitted between the building line and the street line

## **VII) GENERAL REQUIREMENTS FOR ALL ZONES**

### **A) GENERAL DESIGN 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) Proposed buildings or additions along Central Avenue shall mimic existing façades in terms of height.
- 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 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 deck enclosures: Twenty percent (20%) of ADA accessible roof deck areas may be an enclosed amenity space. Enclosed roof deck amenity space must be a minimum of ten (10) feet from the edge of the roof or parapet and be centered on the roof to minimize view of the enclosure to the greatest extent practical. Enclosed roof deck

amenity space may extend to the edge of a building with the minimum area necessary to gain access to an elevator or stair entry. All walls of the enclosed amenity space greater than ten (10) feet from the edge of roof or parapet shall be a minimum of eighty percent (80%) glazing. Maximum floor to top of roof structure shall be ten (10) feet.

- 9) 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 or 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.
- 10) 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.
  - e) Porte-cocheres and drop-off lanes are prohibited.
- 11) 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.
- 12) Façade Composition Requirement: Windows or "window design units" (a definable shape within the facade composition which includes a window plus surrounds, including vents, grills, mullions, frames, sills, and which may include portions of the exterior wall) shall be sized, aligned, and spaced apart such that the facade area between windows or "window design units" form visual columns and spandrels. The Planning Board may grant a waiver from this method for superior design.

- 13) 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.
- 14) All storefronts shall incorporate a cornice element or horizontal projection above the storefront glazing separating ground floor uses from the building above.
- 15) Ground floor storefront bulkheads below the display windows shall be a maximum of sixteen (16) inches in height above sidewalk grade.
- 16) All storefront façades shall incorporate a minimum of seventy percent (70%) transparent glass.
- 17) Storefront windows are prohibited from displaying scrolling, blinking, flashing, or bright lights which are not part of approved signage.
- 18) All ground floor entryways shall be recessed or designed to avoid door swings into any public right-of-way.

**B) PARKING DESIGN STANDARDS**

- 1) Curb cuts are prohibited along Central Avenue
- 2) Parking structures 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.
- 3) 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.
- 4) 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.
- 5) 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.
- 6) Parking stall and aisle size requirements are pursuant to the regulations found in the Jersey City Land Development Ordinance.
- 7) 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.
- 8) Pedestrian access points shall be provided at street level from Central Avenue and Cambridge Avenue.
- 9) A loading area with access on Cambridge Avenue shall be included in the site design.
- 10) 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.
- 11) For through lots there shall be no more than two vehicular access points, one from each right-of-way. All other lots shall have no more than one vehicular access point.
- 12) 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.

- 13) Bicycle Parking Provisions: Bicycle parking shall be provided pursuant to the requirements found in the Jersey City Land Development Ordinance.

#### C) 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) A green roof is required at the top of all structures in order to detain and/or retain storm water. The green roof may also function as a landscaped recreation area.
- 3) 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.
- 4) All new trees shall be of a species and gender so as to minimize fruit and pollen.
- 5) Any landscaping which is not resistant to the environment or dies within two (2) years of planting shall be replaced by the developer.
- 6) A maintenance plan shall be provided by plan preparers to both the City and the property owner. This maintenance plan serves as guidance for the property owner to ensure all landscaping features are maintained by the owner and informs all property owners in perpetuity that they are obliged to maintain said features.
- 7) 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 conform to the City's Forestry Standards.
- 8) Sidewalk areas shall be attractively landscaped and durably paved, where feasible with permeable materials, and shall be provided with adequate lighting.
- 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.
- 11) All landscaping must be fully enclosed by curb or seating wall constructed of a masonry or metal material with a minimum of six (6) inches in height. Landscaping shall be elevated to match the height of the curb or seating wall.

#### D) BUILDING MATERIALS REQUIREMENTS

- 1) Synthetic stucco materials such as EIFS is prohibited on any façade along a public right-of-way. 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) Split face concrete block or other concrete masonry units may only be used as an accent material, not to exceed 15% of any façade.
- 3) Front cantilevered balconies may project no more than twelve (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.

## **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 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 ten (10) inches.
- 2) Sign requirements for 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 thirty-two (32) inches or the height of the architectural sign band in the building's façade or transom window.
- 3) Sign requirements for all other uses:
  - a) Each 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 five (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 twenty (20) square feet.

### **C) SIGN DESIGN REQUIREMENTS**

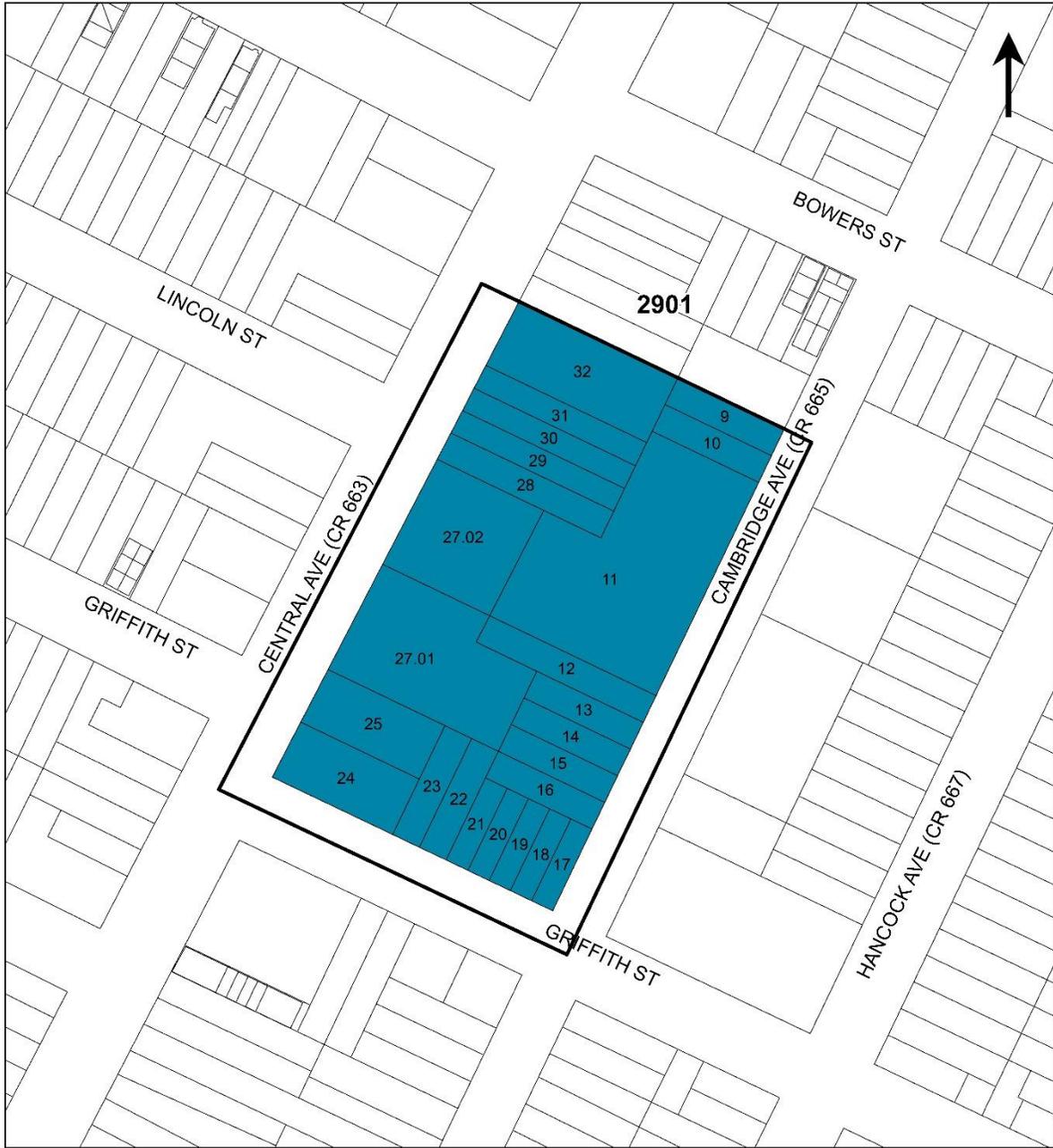
- 1) All signs shall be attached to the first floor level of the building only.
- 2) All wall signs shall be flush mounted.
- 3) All blade signs shall project no more than thirty (30) inches from the façade and the bottom of the sign must be a minimum of nine (9) feet above the sidewalk.
- 4) Window 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) percent 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.
- f) Neon 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. Sign shall not be internally lit but can be lit by external sources in such a manner to avoid any glare on adjacent property.
  - 2) No garage sign shall be lighted by means of varied illuminated light, nor shall any sign be in whole or any part moving, mobile, revolving and/or electrically or mechanically activated
  - 3) Portable signs are not permitted for parking garages.
- E) PROHIBITED SIGNS
  - 1) Billboards.
  - 2) Portable advertising signs not associated with use within ten (10) feet are strictly prohibited.
  - 3) Internally or externally illuminated box signs
  - 4) Flashing or animated signs, spinners, and 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.

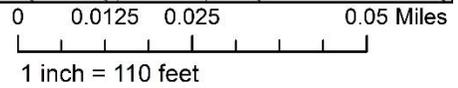
## **IX) MAPS**

Map 1: Boundary Map

Map 2: Zone Boundaries



**CENTRAL AVE 2901 RDP  
MAP 1: BOUNDARY**

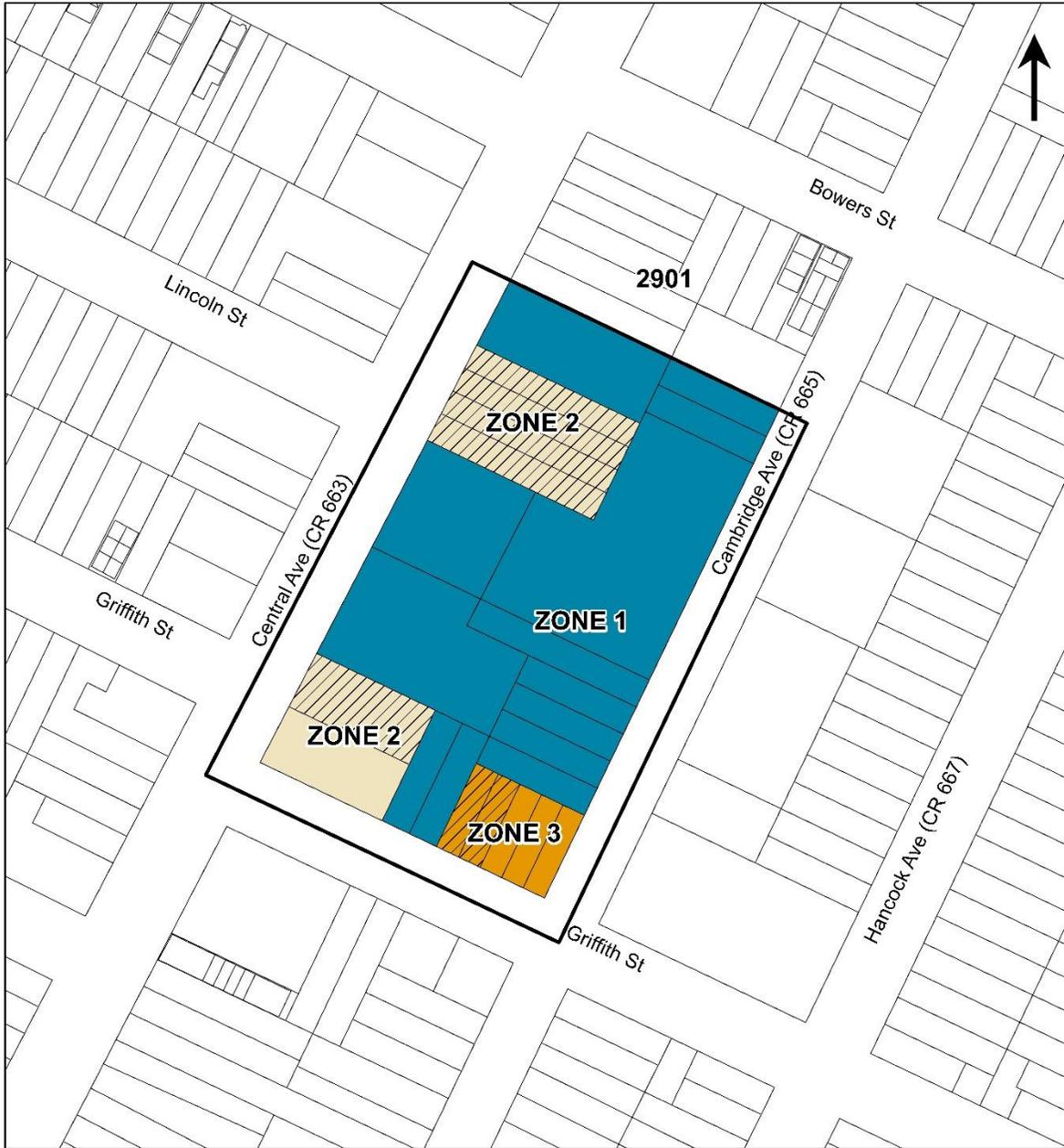


 Plan Boundary

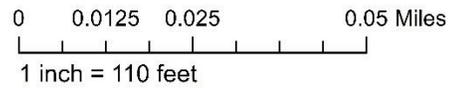
August 23, 2019



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**CENTRAL AVE 2901 RDP  
MAP 2: ZONE BOUNDARIES**



-  Plan Boundary
-  Zone 1 Overlay
-  Zone 1
-  Zone 2
-  Zone 3

March 4, 2021