Majestic Theater Redevelopment Plan

Adopted: July 21 1999 – Ord 99-090 Block & Lot Updates – September 1, 2012 Amended September 13, 2012 – Ord. 12-112 Amended May 13, 2015 – Ord.15-053 Amended May 8, 2019 – Ord. 19-038

> CITY OF JERSEY CITY DIVISION OF CITY PLANNING

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INTRODUCTION

The Majestic Theater Redevelopment Area (hereinafter referred to as the Area) consists of four parcels of land within the Van Vorst Park Historic District that are across from City Hall at the corner of Grove and Montgomery Streets.

It is the policy of the City of Jersey City to protect, enhance, and perpetuate the health, safety, prosperity, education, comfort and general welfare that are promoted and protected by the existence of the Van Vorst Park Historic District. In order to implement this policy, an aggressive strategy regarding the conservation of existing historic structures and the responsible development of new structures is mandated.

The process of preparing this Plan proposal included a review of the Jersey City Historic Preservation Commission guidelines, the Grove and Mercer Redevelopment Plan, and the Historic District provisions of the Municipal Zoning Ordinance. In addition, an analysis of existing bulk, setback and window coverage for structures that face Montgomery Street on the same block was performed. Comment on draft Plan proposals was solicited from the Jersey City Historic Preservation Commission and the Van Vorst Park Association. The resulting input from these bodies helped to shape various Plan provisions.

I. BOUNDARY DESCRIPTION

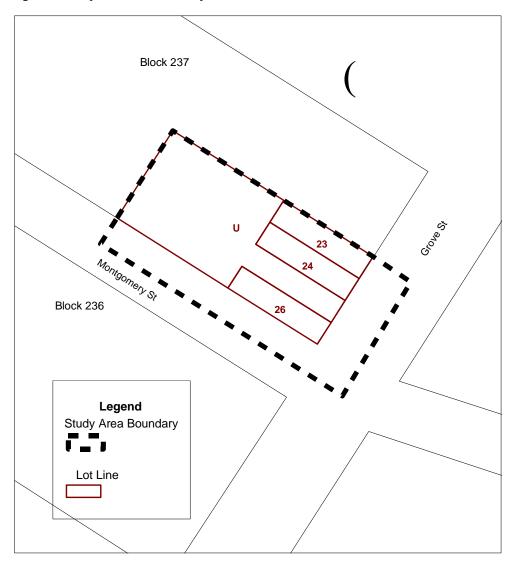
The boundary of the Redevelopment Area is presented in Map 1, and an inventory of each block and lot is presented in Table 1.

Table 1: Block and Lot

Block	Lot	Address
12905	21	273 Grove Street
12905	22	275 Grove Street
12905	20	277 Grove Street
12905	19	279 Grove Street

(fka Block 237 lots 26, U, 20, & 19)

Map 1: Study Area Boundary



II. GOALS

The goals are to preserve, protect, and enhance the historic character of the Area. These goals are to be achieved through conservation, restoration and rehabilitation of existing structures, and the development of new structures that are compatible in scale, design, and use with the character of the Van Vorst Park Historic District. The Area will be enhanced by increasing density and designing new structures in a manner that adds new residents to the street life, and increases the patronizing of local shops and restaurants.

III. OBJECTIVES

- A. Restore the Majestic Theater lobby, at 275 Grove Street, to resemble its original condition, and incorporate its use as the lobby to a new apartment building that is to be constructed on adjacent land.
- B. Restore the buildings at 273, 277 and 279 Grove Street to resemble their original condition, excluding the garages that are in the rear of 273 Grove Street at the time of adoption of this Plan.
- C. Develop an apartment building that meets strict design guidelines, blends with the historic character of the neighborhood, and provides internal, below grade parking.
- D. Create retail space of modest scale on Grove Street that meets strict design guidelines and blends with the historic character of the neighborhood.

IV. TYPES OF PROPOSED ACTIONS

It is proposed to substantially improve and upgrade the Area through a combination of redevelopment actions. These actions may include, but not be limited to:

- A. Acquisition of vacant and underutilized properties.
- B. Rehabilitation, restoration and renovation of all existing structures, excluding the garages that are in the rear of 273 Grove Street at the time of adoption of this Plan.
- C. Construction of a new apartment building and complementary facilities.

V. STRATEGIC PLAN

A. The strategic plan shall include the development of a new apartment building, parking garage, and rear courtyard complex on the portion of lot U that is vacant at the time of adoption of this Plan. The parking garage shall predominately be below sidewalk grade level.

The Majestic Theater lobby at 275 Grove Street shall be restored to resemble its original condition, linked internally with the new complex, and serve as the primary entrance to the new apartment building beyond. The floors above the theater lobby should be used as additional apartments, which may be accessed using elevators that are contained within the new structure.

In addition, the buildings at 273, 277 and 279 Grove Street shall be restored to resemble their original exterior condition, excluding the garages that are in the rear of 273 Grove Street at the time of adoption of this Plan. The yard behind 277 Grove Street shall be preserved.

VI. GENERAL ADMINISTRATIVE PROVISIONS

- A. This Redevelopment Plan shall supersede all provisions of the Jersey City Zoning Ordinance that are specifically addressed herein. No variance from the requirements herein shall be cognizable by the Zoning Board of Adjustment.
- B. All development, redevelopment, rehabilitation, construction or alteration shall comply with the regulations of the Jersey City Historic Preservation Commission, and with all pertinent state and federal historic preservation regulations.
- C. This Redevelopment Plan shall supersede the Grove and Mercer Redevelopment Plan for the properties that are specifically addressed herein.
- D. The regulations and controls in this Plan may be implemented, where applicable, by appropriate covenants, or other provisions, or through agreements for land disposition and conveyances executed thereto.
- E. Prior to commencement of (a) any exterior construction, reconstruction, and/or rehabilitation of an existing structure, (b) any change to the interior floor plan of any structure, or (c) any change in the use of any structure or parcel, a site plan for such shall be submitted by the developer or property owner to the Planning Board for review, so that compliance of such plans with this Plan can be determined.

F. Permitting

1. Prior to commencement of construction, architectural drawings and site plans with detailed specifications 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 requirements and 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. Final Site Plan approval for any phase shall entitle an applicant to building permits.

As part of any Final 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.

- 2. All rehabilitation phases must be completed prior to, or simultaneously with, completion of any phase involving a new structure.
- 3. Approval of the master plan, preliminary site plan application, and final site plan application by the Planning Board, shall be contingent upon review and approval by the Jersey City Historic Preservation Commission.
- 4. No Certificate of Occupancy (CO) of any type shall be issued for any construction until the Planning Board has given final site plan approval for the phase in which such construction is located. No CO of any type shall be issued for any new structure prior to issuance of a CO for all structures in the rehabilitation phases. As part of site plan approval, the Planning Board may require a developer to furnish performance guarantees pursuant to NJSA 40:55D-53. Such performance guarantees shall be in favor of the City of Jersey City, and be in a form approved by the Corporation Counsel or the Planning Board attorney. The amount of any such performance guarantees shall be determined by the City Engineer and shall be sufficient to assure completion of site improvements within one (1) year of final site plan approval.

G. Deviations

1. 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. 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, as defined in Section III Objectives. An application for a deviation from the requirements of this redevelopment plan shall provide public notice of such application in accord with the requirements of public notice as set forth in NJSA 40:55D-12.a. & b.

- 2. Any deviation granted by the Planning Board shall be contingent upon review and approval by the Jersey City Historic Preservation Commission.
- 3. No deviation shall be granted for the reason of high cost or expense of the project.
- 4. No deviation shall be granted from the requirement that the facades of the buildings at 273 Grove Street, 275 Grove Street, 277 Grove Street, and 279 Grove Street, excluding the garages that are in the rear of 273 Grove Street at the time of adoption of this Plan, be restored to resemble their original condition.
- H. **Severability** If any word, phrase, clause, section or provision of this Plan shall be found by a court of competent jurisdiction to be invalid, illegal or unconstitutional, such word, phrase, clause, section or provision shall be deemed severable and the remainder of the ordinance shall remain in full force and effect.
- I. **Duration** The provisions of this plan specifying the redevelopment of the project area and the requirements and restrictions with respect thereto shall be in effect for a period of forty (40) years from the original date of approval of this Plan by the Jersey City Municipal council. Subsequent amendments hereto shall not alter or extend this period of duration, unless specifically extended by such amendments.
- J. **Procedure for Amending the Plan** This Plan may be amended from time to time by the Planning Board upon compliance with the requirements of law. Amendments to this plan shall be contingent upon review and approval

by the Jersey City Historic Preservation Commission. A fee of five hundred dollars (\$500), plus all costs for copying and transcripts shall be payable to the City of Jersey City for any request to amend this Plan. If there is a designated developer, as provided for under NJSA 40A:12A-1 et. seq., said developer shall pay these costs. If there is no developer the appropriate agency shall be responsible for any and all such costs.

VII. DEVELOPMENT REQUIREMENTS

A. All lots shall be consolidated into a single lot by the city prior to disposition. No reduction in lot size shall be permitted subsequent to this consolidation.

VIII. PERMITTED USES

A mix of principal permitted uses (land and buildings) shall be designed as follows:

- A. Residential apartments (excluding the first floor frontage along Grove Street).
- B. Permitted accessory uses to residential apartments shall be as follows:
 - 1. Indoor bicycle storage.
 - 2. Indoor spa or exercise facilities (excluding space with Montgomery Street frontage).
 - 3. Below Grade Parking garage.
- C. The following principal uses shall be permitted to front along Grove Street, but shall not extend more than one-hundred (100) feet from the Grove Street right-of-way:
 - 1. Community Facilities.
 - 2. Cultural Centers.
 - 3. Health care facilities.
 - 4. Health clubs.
 - 5. Apartment Building Lobby (275 Grove Street only).
 - 6. Offices and financial institutions.
 - 7. Restaurants.
 - 8. Retail sales of goods and services.
- D. Permitted accessory uses shall be as follows:

- 1. Outdoor seating (on the portion of the property at 273 Grove Street that contains rear garages at the time of adoption of this Plan.)
- 2. Rooftop seating (on the portion of the property at 273 Grove Street that contains rear garages at the time of adoption of this Plan.).

IX. SITE REQUIREMENTS

"Shall" means mandatory. "Should" means recommended. "May" means permitted.

Item	Element	Provision
General		Air conditioning units Window air conditioner units shall be prohibited. In addition, air conditioning units shall not puncture any building façade or side.
General		Bicycle Rack An outdoor bicycle rack shall be provided for public use along Grove Street.
General		Bicycle Storage There shall be common area, indoor facilities for the storage of a minimum of one (1) bicycle per dwelling unit. Facilities shall be designed so that bicycles can be easily and properly secured, and access to the street shall be unimpeded by stairs or tight corners. It is recommended that the bicycle storage facility be contained within the parking garage; however, facilities may be divided up among multiple locations.
General		Billboards, telephones, and advertisements Billboards and exterior pay telephones shall be prohibited. No advertisements shall be placed upon street furniture, bus stops, or parking meters.
General		Flashing lights Flashing lights shall be prohibited, except for temporary seasonal holiday decorations.
General		Landscaping Any landscaping that is not resistant to the urban environment, or that dies within two (2) years of planting, shall be replaced by the developer.
General		Non-residential use size Maximum Gross Floor Area for any single level of a non-residential principal use shall be two-thousand five-hundred (2,500) square feet. Uses may increase in floor area by increasing in levels.
General		Refuse storage and collection Adequate facilities for storage of refuse shall be indicated on the site plan. The method of collection shall also be indicated on said plan. All such storage areas shall be screened from view from the street and from adjoining properties using opaque materials that are approved by the Historic Preservation Commission.
General		Residential unit design A maximum of one (1) master bedroom suite that includes proprietary access to a bathroom shall be permitted per dwelling unit. Additional bathrooms shall only be

Item	Element	Provision
		accessible from a common area within the unit, such as the living room or hallway.
General		Rooftop Mechanicals and Equipment Rooftop mechanicals, satellite dishes, television antennas, radio antennas and cellular phone antennas, shall be encompassed by opaque screening, or if part of a new structure, mechanicals and equipment may be disguised within the architecture.
General		Rooftop Screening All rooftop screening shall be opaque, consistent in materials and style with the structure below, placed at least ten (10) feet from the building facade, and shall not be visible from a neighboring public thoroughfare or right-of-way.
General		Utility meters Utility meters shall not be visible from the public right-of-way.
General	Façade	Awnings When applied to the storefront, awnings shall extend out from the building as much as possible, be a retractable type, triangular in shape, and the metal frame shall be covered with canvas fabric. Lettering, logos and designs on the awning shall be limited to the skirt, and the awning shall fit within the storefront opening. The sloped portion of the awning shall remain blank. When applied to other openings, awnings shall be retractable, the metal frame shall be covered with canvas fabric, shall fit within the window and/or door openings and have the same shape as the openings, and shall contain no lettering, graphic design, or illumination.
		All awnings shall be in a historically appropriate color and pattern for the Van Vorst Park Historic District. The placement of awnings on rehabilitated buildings shall conform with the preceding requirements and be subject to review and approval by the Historic Preservation Commission.
General	Façade	Outdoor equipment Antennas, satellite dishes, mechanical equipment, and ventilation piping shall not be mounted upon, nor puncture, any building façade or side that is visible from the public thoroughfare or right-of-way.
General	Façade	Security gates Security gates may be installed in the shop front. All security gates shall be installed in the interior of the storefront and shall be of the open-link variety.

Item	Element	Provision
General	Façade	Signage Signage shall be prohibited from all building façades and sides, except where part of the shop front design, or integral to the restored Majestic Theater lobby front. Neon signs shall be prohibited.
New Construction		Building height Minimum building height shall be forty-five (45) feet, except on the footprint of the garages that are in the rear of 273 Grove Street at the time of adoption of this Plan. Should these garages be removed, the maximum building height on the footprint of the garages shall be one story. Excluding the aforementioned garages, maximum building height shall be sixty (60) feet, including the façade, and excluding rooftop screening and penthouses. Rooftop screening and penthouses shall be subject to additional requirements that are contained within this Plan. The Montgomery and Grove Street facades shall extend above the roofline to a point that is at least eight (8) feet above the top of the highest window opening, but which shall not exceed the maximum permitted building height.
New Construction		Interior Corridors Interior corridors that exceed fifty (50) feet in length shall contain at least one (1) jog in the direction of the corridor.
New Construction		Penthouses All penthouses shall be stepped back at least ten (10) feet from all building facades and sides, and shall be placed such that they not visible from a neighboring public thoroughfare or right-of-way. The exterior of all penthouses shall be brick.
New Construction		Rear Courtyard There shall be a common area rear courtyard between the new residential structure and the lot line, which shall be minimum contiguous area of five-thousand (5,000) square feet. The courtyard shall be directly accessible from a highly trafficked corridor of the new residential structure. Part or all of the courtyard may be constructed as a patio atop the parking garage. The courtyard shall contain a minimum of thirty (30) percent landscaping coverage, consisting of a variety of species. Landscaping coverage may utilize brick, stone, or poured in place concrete planters. A minimum of fifty (50) percent of the portion of the rear courtyard that does not contain landscaping coverage shall be covered with decorative brick or concrete pavers. A perimeter fence may be constructed; however, fence height, materials and design shall be subject to site plan review.
New Construction	Facade	Cornice Where feasible, a cornice shall be required along all building facades and sides. Cornice shall be sympathetic in scale and design to the historic district.

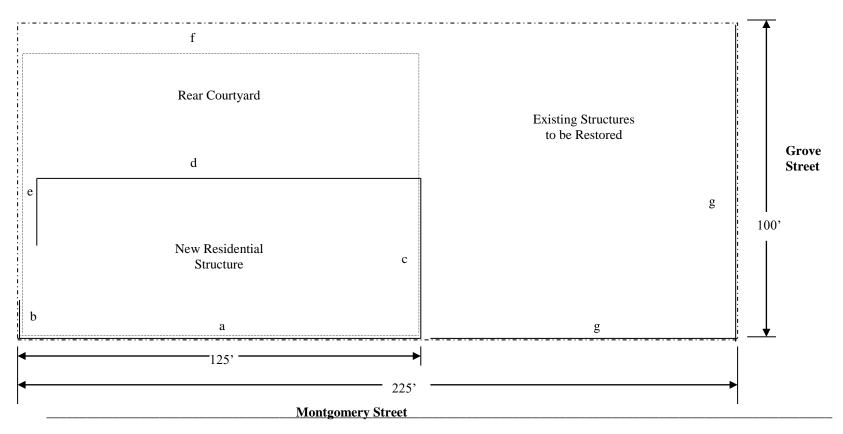
Item	Element	Provision
New Construction	Facade	Façade materials Façade, sides and rear shall be brick, and of a color that is consistent with the surrounding environment. Materials, design and color for all façade ornamentation (such as cornice, soffit, dentils, lintels, and shutters) shall be subject to review and approval by the Jersey City Historic Preservation Commission.
New Construction	Facade	Story height Mandatory: Story height for residential use shall be a minimum of nine (9) feet from floor to ceiling, but shall not exceed twelve (12) feet from floor to ceiling. First floor story height for a non-residential use shall be a minimum of twelve (12) twelve feet from floor to ceiling. Recommended: The lower residential levels should be taller than the upper levels.
New Construction	Facade	Window construction Windows shall be double hung and functionally operable. Color and materials of window frame, sash, sill and lintels shall be subject to review and approval by the Historic Preservation Commission.
New Construction	Facade	Window coverage and placement Mandatory: Minimum window coverage on any one side shall be twenty (20) percent. Maximum window coverage on any one side shall be thirty-five (35) percent. The width and height of windows, doors and entries must harmonize in scale and proportion with the width and height of windows, doors, and entries of buildings and structures of historic significance in the surrounding environment. Windows shall be taller in vertical height than in width. The tops of windows and doors shall be aligned horizontally, and the bottoms shall be aligned horizontally where feasible. The sides of windows shall be aligned vertically, and the sides of doors shall align with the windows where feasible. Recommended: Windows on the second and third floor should be taller than windows on other levels, with the exception of shop front windows. The sill of first story apartment windows should be above the eye level of the passing pedestrian.
New Construction	Parking Garage	Decking All areas of the parking garage shall be covered. In certain areas the parking garage will be covered by the residential structure. In areas where the parking garage is not covered by the

Item	Element	Provision
		residential structure, the parking garage shall be covered by decking that supports part of a common area rear courtyard for building residents. Refer to the rear courtyard provision of this section for rear courtyard design requirements.
New Construction	Parking Garage	Location The build-to lines of the parking garage shall be according to the Plan of Site Requirements. Parking garage ceiling shall be a maximum of three (3) feet above sidewalk grade level.
New Construction	Parking Garage	Parking garage access Vehicular: Vehicular entry and exit to and from the parking garage shall be from a single point of vehicular egress onto Montgomery Street, and shall be in the area that is between one-hundred (100) feet and one-hundred twenty-five (125) feet of the Grove Street right-of-way. The opening shall be a maximum of ten (10) feet wide. An internal automatic signaling system shall be installed that directs outgoing vehicles to yield to incoming vehicles. A garage door may be installed, however, the design and materials of any garage door shall be subject to review and approval by the Historic Preservation Commission. Pedestrian: Use of the public street by building tenants will add to the vibrancy of the street. The Parking garage shall have pedestrian friendly access directly to the Montgomery Street public right-of-way.
New Construction	Parking Garage	Parking garage vertical openings Placement and shape of all parking garage vertical openings shall be designed to accentuate the rhythm and style of the dwelling unit windows above. Grillwork shall be painted black or gray and recessed behind the façade. No unfinished surfaces shall be visible to the casual passerby.
New Construction	Parking Garage	Parking requirement The minimum number of vehicular parking spaces shall be one-half (1/2) spaces per dwelling unit, as applied to the complete project, including both new structures and renovated structures. The maximum allowable number of vehicular parking spaces shall be one (1) space per dwelling unit, as applied to the complete project, including both new structures and renovated structures. Stalls shall be a minimum eight and one-half (8½) feet in width. A minimum of seventy (70) percent of stalls shall be a minimum of sixteen (16) feet in length. For compact

Item	Element	Provision
		cars, a maximum of thirty (30) percent of stalls may be a minimum of fourteen (14) feet in length. No stalls shall be less than fourteen (14) feet in length. A minimum aisle width of twenty-two (22) feet shall be required, although a minimum aisle width of twenty-four (24) feet shall be recommended.
New Construction	Parking Garage	Soundproofing The ceiling of the parking garage shall be sufficiently soundproofed such that vehicle noises, including horn blowing, cannot be discernible from the dwelling units above.
New Construction	Shop front Design	Optional protrusion Shop front display window may protrude from the façade and into the public right of way a maximum of twelve (12) inches.
New Construction	Shop front Design.	Fenestration A minimum of seventy-five percent (75%) of the shop front shall be window and door area.
New Construction	Shop front Design.	Signage Lettering and logos shall be contained within a sign band or on blade signage. Sign bands shall be flat against the shop front and shall not protrude more than six (6) inches from the shop front. Signage shall be externally lit, and shall not exceed twenty-four (24) inches in height when applied to the building facade. Blade signage shall not exceed four (4) square feet, and shall not project from the building surface more than four (4) feet. Signs shall not be translucent. Flashing lights shall be prohibited, except for temporary seasonal holiday decorations.
Rehabilitation		Building height Existing buildings may not have their height increased, except for the purpose of restoring or recreating original architectural elements.
Rehabilitation		Façade Restoration All existing building facades shall be restored to resemble their original condition. Such restoration shall specifically include the restoration of the facades of the buildings at 273, 275, 277 and 279 Grove Street. The restoration of the Majestic Theater façade at 275 Grove Street shall include the marquee.
Rehabilitation		Signage Where feasible, signage that resembles the original building signage shall be produced. However, signs shall not be translucent, and flashing lights shall be prohibited, except for temporary seasonal holiday decorations. Where it is not feasible to configure signage to resemble the original building signage, the shop front signage requirements for new construction shall apply.

Item	Element	Provision
Rehabilitation		Windows and doors Existing windows and doors shall be preserved wherever possible. All changes to windows or doors shall be subject to review and approval by the Jersey City Historic Preservation Commission. There shall be no changes to the rhythm of the windows on the public street facades. Replacement windows and doors may be installed, but they shall be consistent with the historic character of the building.
Streetscape		Lighting Period lamppost fixtures, available from the PSE&G company catalog, shall be provided along Grove and Montgomery Streets.
Streetscape		Sidewalk The sidewalk shall be trowel finished concrete, French grey in color, with mica chips on Grove Street.
Streetscape		Trees Street trees shall be set at a rate of one (1) tree every twenty-five (25) feet, in a straight line that is located within four (4) feet of the curb, and shall be installed at a minimum caliper of three and one-half to four (3 1/2 - 4) inches. Tree wells shall be a minimum of fifteen (15) square feet, and be fitted with a decorative brick walking surface set in sand or dust, or decorative metal grates. Any trees that are not resistant to the urban environment, or that die within two (2) years of planting, shall be replaced by the developer.

X. PLAN OF SITE REQUIREMENTS



NTS

Building build-to line:

Parking Garage build-to line:

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Lot Line (after lot consolidation):

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a. Building and parking garage build-to line shall be at lot line.

- b. Building build-to line shall be as close to lot line as technically feasible; parking garage build-to line may be up to lot line.
- c. Building build-to line shall be 100' from Grove Street right-of-way; parking garage build-to line shall be no closer than 100' from the Grove Street right-of-way.
- d. Building build-to line shall be set back at least forty (40) feet, and no greater than fifty (50) feet, from rear lot line. Rear Courtyard shall be constructed between building and lot line.

- e. Building build-to line may be set back up to ten (10) feet from lot-line; Parking garage build-to line may be up to lot line.
- f. Parking garage build-to line may be up to lot line.
- g. Build-to line shall be at lot line; no parking garage permitted.

XI. ACQUISITION SCHEDULE

All property contained within the Area is to be acquired.

XII. OTHER PROVISIONS TO MEET STATE REQUIREMENTS

In accordance with NJSA 40A:12A-1 et seq., Chapter 79, Laws of New Jersey 1992, known as the "Local Redevelopment and Housing Law", the following statements are made:

- A. The description of the relationship of the Plan herein to definite local objectives is inherent to the Introduction, Goals, and Objectives sections of this Plan.
- B. Proposed land uses and building requirements are contained within the Plan herein.
- C. None of the residential units within the redevelopment are occupied; therefore, an estimate of the extent to which decent, safe and sanitary dwelling units affordable will be available to displaced residents in the existing local housing market is not required. For non-residential occupants that may be displaced, relocation assistance shall be provided as required by law.
- D. The Plan herein has a significant relationship to the State Development and Redevelopment Plan, adopted pursuant to the "State Planning Act," P.L. 1985, c.398(C.52:18A-196 et al.). The historic preservation goals and strategies of this Plan are consistent with the state plan's policy of protecting, enhancing, and rehabilitating historic and cultural resources. In addition, by enabling investment for residential and mixed use development to occur in an area of existing urban infrastructure, this Plan advances the state plan's policy of promoting investment in urban areas and urban revitalization.

XIII. CIRCULATION MAP

Map 2: Circulation

