

AMENDED PLAN KEY:

Proposed text that is new to the document is **bolded and highlighted in yellow**

Existing text that is proposed to be removed from the document is ~~*italicized and struck in grey*~~

CHANGES DATED 11.03.2023

## I. INTRODUCTION

In October 1980, the then existing Northern Waterfront Redevelopment Plan was amended to permit development of the blighted area as a high density, mixed-use Urban Center to be known as Harborside. The amendment substituted the Harborside Redevelopment Plan for the Northern Waterfront Redevelopment Plan. In 1985 the Harborside Redevelopment Plan was amended for the following reasons:

- A. To formalize the projects name change from Harborside to Newport City (name amended to Newport in 1988).
- B. To change the character of the development in order to meet the current commercial and residential market conditions.
- C. To take advantage of new planning information and techniques which have become available since the original plan was adopted.
- D. To change the descriptions of the project phasing and land use in keeping with sound land use planning standards.
- E. To introduce the flexibility required for a long-term redevelopment project.

## II. BOUNDARY DESCRIPTION

The Newport Redevelopment Area (hereinafter referred to as "the Area") is located in the extreme northeastern corner of Jersey City. The site is situated along the Hudson River and it straddles the Holland Tunnel and the Port Authority Trans Hudson (PATH) tubes. The Area is described as follows:

BEGINNING at a point at the intersection of the centerline of 6th Street and Luis Munoz Marin Boulevard; thence in an easterly direction along the centerline of 6th Street to **the easternmost point of** ~~a point at~~ its intersection with **Washington Blvd, thence in a due south direction to the southwestern most point of Block 7302, Lot 56, thence in an easterly direction along the southern line of Block 7302, Lot 56 to the southeasternmost point of that lot,**

thence in a southerly direction along the western line of Block 7302, Lot 55.01 to the southwestern most point of that lot, thence in an easterly direction along the southern line of Block 7302, Lots 55.01, 55.02, and 43.01, respectively, to the U.S. Pier head Line; thence in a northerly direction along the U.S. Pier head Line to a point at its intersection with the Jersey City/Hoboken City line; thence in a westerly direction along the Jersey City/Hoboken City line to a point at its intersection with the centerline of Luis Munoz Marin Boulevard; thence in a southerly direction along the centerline of Luis Munoz Marin Boulevard to a point at its intersection with the centerline of 6th Street, being the point and place of BEGINNING.

**The Harsimus Cove Station Redevelopment Plan provides 300 units per acre density in the East Waterfront District. The Newport Redevelopment Plan provides 200 units per acre density in the Residential District. In order to bring the entirety of block 7302, lots 56, 55.01, 55.02, and 43.01 within the boundaries of the Newport Redevelopment Area, the permissible density that governs each respective portion of property from the two plans will be merged in order to ensure that the Developer is not receiving additional density as an inadvertent result of this reconciliation. Accordingly, for the portion of land that is now being transferred from the Harsimus Cove Station Redevelopment Area (“Southern Newport Land”) to the Newport Redevelopment Area, the density and floor area ratio in the Southern Newport Land shall be limited to the density and floor area ratio in the Harsimus Cove Station Redevelopment Area on the date that the Southern Newport Land is added into the Newport Redevelopment Area.**

### **III. TRAFFIC, TRANSIT AND STREETS**

- a) The major traffic influence upon the Area is the Holland Tunnels exit and entrance toll plaza, which is located in the central part of the site. The New Jersey Turnpike Extension and Routes 1 & 9 are the primary approach routes to the Tunnel and the site.
- b) The secondary streets surrounding the site are arranged on a relatively constant grid pattern and are used for local circulation to gain access to the Tunnel.
- c) Marin Boulevard, which forms the western boundary of the site, is a major north/south route for local traffic. Christopher Columbus Drive, further to the south of the site, is a major arterial route for this portion of Jersey City. New arterial streets have been built to provide access to and from the Newport Redevelopment Area.
- d) The Area has access to a series of existing and well developed mass transit systems including New Jersey Transit (both bus and rail service), Port Authority Trans Hudson (PATH) subways and local bus service. The system of local highways and the Holland Tunnel link the Area to the regional road network.

- e) Traversing the project area is a branch of the PATH subway with the Pavonia/Newport Station located at the approximate center of the Area. This station provides direct access to both the Midtown and Lower Manhattan lines of the PATH System as well as to Newark's Penn Station via Journal Square. All areas of the site are within easy walking distance of the PATH rapid transit facilities.
- f) At the northern edge of the Area is the Hoboken Terminal, a major commuter transfer station. This terminal combines bus, rail and PATH subway service. Express bus lines provide shuttle service between Hoboken Terminal and the 42nd Street Port Authority Bus Terminal in New York City via the Lincoln Tunnel. Also originating from this terminal are New Jersey Transit trains to points throughout northern New Jersey.
- g) Local bus service also currently operates in the vicinity of the project area.

#### **IV. REDEVELOPMENT GOALS**

- A. Successful redevelopment of this large blighted area requires the creation of a large scale, essentially new, physical environment. Such a large-scale redevelopment project must derive initially from an existing strong market area.
- B. Carefully planned and implemented redevelopment can reverse a trend of deterioration and can serve as a catalyst for major renovation and improvements beyond the projects boundaries and have a positive impact upon the entire region.
- C. The redevelopment of the Area will provide for the functional and physical improvement of the Area as well as provide a uniform and coordinated attack on blighted conditions.
- D. The successful redevelopment plan for this particular site must make good use of the following features:
  - 1. The unique and dramatic location along the Hudson River waterfront across from Lower Manhattan, New York City.
  - 2. The existing regional transportation facilities of:
    - a) The PATH System including the Pavonia Avenue Station within the central portion of the site, the Hoboken Station at the northern boundary and the Exchange Place and Grove Street stations just south of the site.
    - b) The New Jersey Transit System at the northern boundary.
    - c) The major approach roads for the Holland tunnel from the New Jersey Turnpike and Routes 1 & 9.

3. The strong market, which exists for a new regional commercial shopping facility to serve Hudson County and nearby New York City. This market is well identified but until now the absence of a large site with suitable access has prevented that market from being fully utilized.
  4. An existing market for modern hotel/convention facilities in close and convenient proximity of New York City.
  5. An existing market for apartments, townhouses and condominium units within the metropolitan area and within walking distance of mass transit into New York City.
  6. An expanding market for new high quality energy efficient major office space with direct access to mass transit.
  7. Additional open green space and active parks.
- E. The redevelopment of the Area will allow for a carefully orchestrated balance of land uses where commercial, residential and recreational areas are systematically designed to provide a cohesive community structure.
- F. The redevelopment project affords an excellent opportunity for the application of this type of comprehensive planning concept. Its location has definite advantages, which make it particularly well suited to varied land uses. One of the most important assets is the potential for a variety of new waterfront uses and amenities, all with a spectacular view of the Manhattan skyline, Statue of Liberty, and the Upper Bay.

## **V. OVERALL REDEVELOPMENT OBJECTIVES**

- A. The overall objectives of this Redevelopment Plan will be to provide for:
1. The construction of a regional shopping mall to serve Hudson County municipalities and adjoining communities.
  2. The development of apartments, townhouses and condominiums.
  3. The creation of thousands of construction jobs and a comparable number of permanent within the retail and office space after construction is completed.
  4. The establishment of a commercial, office and residential development, which will stabilize and revitalize Jersey City's tax base.
  5. The reconstruction and revitalization of a portion of Jersey City's Waterfront long dormant due to its former ownership by bankrupt railroads.

- B. With residential development making good use of the panoramic view, commercial enterprises shall be blended to make the community a prosperous and viable urban unit. Provisions for open space and public facilities will complete this civic entity.
- C. Successful redevelopment will necessitate:
  - 1. Major improvements to the site's PATH Station.
  - 2. Improved vehicular access to the site.
  - 3. Continued, gradual improvements to the regional mass transit and road networks.
  - 4. Completion of the Hudson-Bergen Light Rail tracks and station.
  - 5. Completion of the Hudson River Waterfront Walkway.
- D. The implementation of the redevelopment plan will help to restore the economic and social viability of the most densely populated area in New Jersey and will integrate the area into the physical and social fabric of Jersey City.

## **VI. SPECIFIC REDEVELOPMENT PLAN OBJECTIVES**

### **A. Land Use**

The land use plan has been developed through blending of the redevelopment objectives, the physical features of the site and an analysis of market conditions. The ability of the development to maintain a responsive approach to market conditions through flexibility in land uses and intensities of development is a key element of the plan.

In planning for the redevelopment of the Area, a special emphasis has been placed on the distinctive character of the neighborhoods (existing and newly developed), the needs of the surrounding community and the unique character of the Hudson River waterfront. This emphasis will be apparent through the careful design and implementation of improved open spaces, waterfront recreation areas and marinas. The ease of access to the other areas of Jersey City and to New York City will complement the neighborhood character.

The unifying theme in the arrangement of land uses is the intensity of development in relation to the mass transit facilities. Maximum diversity and intensity will occur in the areas closest to the major mass transit locations, reduced density will occur farther away.

Waterfront development to the extent possible will maximize use of the existing pier and bulkhead areas.

Where feasible, roadways and major utility corridors will be aligned to match the subsurface easements of the Holland Tunnel and PATH tubes. This alignment maximizes land usage while developing a road and utility services network that will be unsurpassed in the metropolitan area. A major north/south thoroughfare will provide an access corridor through the entire length of the Area from 6th Street on the south to 18th Street on the north. Connections with the New Jersey Turnpike, the Holland Tunnel, and Routes 1 & 9 will be made via the 14th Street Extension, the 11th Street Viaduct and 18th Street. North-south streets which are a continuation of existing streets shall bear the same name as the existing street. However, such streets may change the roadway designation word (i.e. street may become boulevard).

With the resurgence of waterborne transit as a viable means of moving between New Jersey and New York, high speed ferry stops may operate along the riverfront to serve residential and commercial use of the Area. Similarly, a helistop providing helicopter connections with the Manhattan financial and business districts as well as major and minor outlying airports ~~are~~ **is** also planned for the Newport ~~waterfront region~~ **Redevelopment Area. At any time, no more than one Helistop shall be permitted in the Newport Redevelopment Area.**

Buffer areas created through land use, landscaping or use of other natural features will be provided around the portals of the Holland tunnel, along the northern boundary with the Hoboken rail yards and where appropriate along Marin Boulevard. Other buffer areas will be created within the site to separate residential development from office and retail land uses, **though uses may be vertically integrated.** These areas will present an attractive and environmentally sound transition between differing land uses.

A complete system of access roadways will be provided to minimize the impact of project traffic upon existing neighborhoods and provide efficient and safe vehicle access to and from the Area.

New domestic water, sanitary and storm sewer and electric utilities will replace the existing aged and failing infrastructure. These improved support utilities will be capable of serving the new development as well as in many cases improving service in the local existing neighborhoods.

#### B. Commercial and Retail Development

A major component of the overall redevelopment will be the creation of an enclosed regional shopping mall. The shopping mall at Newport will be the only mall in New Jersey with direct access to an extensive system of rapid transit facilities. This excellent transportation network makes this shopping center

attractive to a market area ranging beyond Hudson County to include the greater Newark metropolitan area and sections of lower and Midtown Manhattan, while generating reduced automobile traffic normally attributed to a center of this size.

The shopping center ~~may will~~ be comprised of ~~three or four~~ **multiple** major department stores, a number of smaller retail stores, **restaurants, entertainment venues, offices, hotels, and other such uses that may be found in a mixed-use regional shopping center on multiple** levels. Grade lots and multi-level structured parking facilities will provide mall patrons with convenient vehicle access. A retail bridge and aerial walkways will connect the center with parking structures, the PATH Station and the hotel and office complexes planned to the east of the center.

The development of the shopping mall will occur in stages with initial development consisting of two or three major department stores and approximately 250,000 square feet of smaller stores. Parking for the mall in the early stages may consist of grade lots and structured parking. In its final configuration, the shopping mall will feature up to four major department stores and 350,000 square feet of smaller stores **and other uses**. Additional structures will be built to accommodate the increased parking demands.

#### C. Community Commercial Development

A community commercial center planned in the vicinity of Marin Boulevard and the Long Slip Canal will comprise from 100,000 to 200,000 square feet of commercial retail space. It will contain a supermarket and drug store as major tenants as well as smaller shops catering to the service needs of the adjoining neighborhoods. The smaller shops in such centers frequently include a cleaner, beauty parlor, bakery, shoe repair, laundry, delicatessen, variety shop and barber shop. The supermarket is expected to have a market area exceeding 1 2 miles.

#### D. Hotel Development

The redevelopment area will provide an opportunity for development of hotel facilities without equal in the New York metropolitan area. Accordingly, a major hotel is planned in the vicinity of the PATH Station to complement the core of office and retail facilities concentrated in that area.

The hotel will be only minutes from the Wall Street and Midtown areas of Manhattan by PATH, yet will also have excellent highway access to both Manhattan and New Jersey. It is anticipated that the hotel facility will generate much of its business through the direct rapid transit link to Manhattan.

Initial development will be in the range of 600 rooms with expansion to 1200 rooms as the project develops. Additional facilities are permitted to be developed if demand for such amenities is sufficient.

Hotels have been a central theme in most successful multi-use redevelopment projects. This hotel along with the related development of waterfront commercial and marina facilities will lend a vitality and impetus to the project, a key to sustaining the redevelopment process.

E. Office Development

Mass transit utilization will be a central theme in office development at Newport. Therefore, the highest intensity of development in the initial phases and the highest density of development overall will be concentrated in the vicinity of the PATH Station. Lower density office development will serve as buffer areas to provide a transition between the industrial development to the west of Marin Boulevard and north of Boyle Plaza and the new residential neighborhoods to be built within the Area.

The size and character of the office buildings will be a product of the market needs existing at the time of construction. Parking may be provided either within the lower levels of the office buildings, in structures immediately adjacent to the office buildings or in remote mixed-use parking decks. Office parking within the development will be generally restrictive to encourage mass transit usage.

F. Waterfront Culture/Commercial Development

Central to the objective of waterfront revitalization will be the development of retail, commercial and restaurant activities along the Hudson shoreline. This form of land use, with the New York skyline and marina areas as dramatic background, will become the nucleus for a lively entertainment and shopping environment to be created in conjunction with the building of hotel facilities. Utilization of existing pier areas will allow the development to be carried out over the water, intensifying the experience.

It is envisioned that 200,000 square feet of waterfront commercial and cultural space may ultimately be constructed upon and adjacent to the piers. Low profile buildings will house pedestrian oriented shops, restaurants and boutiques. Cultural facilities that may include theaters, libraries, museums and art galleries will complete the high quality mix, providing a special character to this area of the Newport project.

G. Residential Development

The goal of the residential development within the area is the creation of a series of neighborhoods providing a broad range of apartments, townhouses and condominiums, all with easy access to transportation, employment, shopping, entertainment and recreation. Regardless of the type or size, all will relate closely to the spectacular view of the Hudson River and Manhattan Island beyond.



The Area is strengthened by its urban location and unique character. The site's particular strengths will be used to develop a well-conceived and cohesive series of residential centers along a network of pedestrian routes. The residential development will help to reverse past trends of outward migration from the Jersey City area and attract new families to the Project Area.

Residences will connect to landscaped areas, improved open spaces and courts, which may contain the major and minor pedestrian routes. These pedestrian routes will be separated from vehicular traffic. The improved open space areas may be expanded and developed for neighborhood recreational uses and community services. The pedestrian routes will all connect outward to the waterfront developing views and keeping close visual contact with the water.

The grouping of residential units will be greatest along the major north-south road with a decrease in scale and density as development moves toward the waterfront and pier areas. Variations in height and setback will be used to develop views between the residential blocks. In the initial stages of the project higher density housing will be developed. In subsequent phases lower density housing will be added to the residential mix.

#### H. Marine Recreation

Within the project site marina areas will be developed. These will provide moorings, slips, docks and other water related marina uses between the river's edge and the pier head line. Within these areas developments will be encouraged that are special to waterfronts and recreational activities. Housing and commercial recreation may be developed to enhance this marine character.

#### I. Community Facilities/Public and Semi-public Uses

Accessibility to community facilities is important to the concept of diversified residential neighborhoods. Community facilities and public services including postal and police facilities will be an integral part of the new neighborhoods and the entire redevelopment project.

A Jersey City Fire Department station is presently located adjacent to the project site on Marin Boulevard and it serves the Redevelopment Area as well as the surrounding neighborhoods.

**School facilities are encouraged to be included throughout the Newport area. Currently, several schools including the Stevens Cooperative School (K-8) Explore Middle School (5-8), and Franklin High School (9-12), provide educational opportunities to students within close proximity.** As the residential neighborhoods within Newport develop the project will monitor the demand for school facilities.

## J. Recreation and Open Space

Improved open space within the Area will be designed to introduce a range of functional and recreational elements into the project. Improved open space in conjunction with the orientation and massing of buildings will serve to provide neighborhood identities to areas of residential development. Pedestrian walkways and parks will link the residential, waterfront, transit, office and retail elements of the project. Linear parks will carry the unique character of the Hudson shoreline and the Manhattan skyline throughout the development. Buffer areas will serve to provide a transition between differing land uses.

To encourage the development of neighborhood identities residential forms will be sited around improved open spaces, each a unique statement of its physical surroundings. The neighborhoods will be linked via pedestrian walkways and linear parks to the waterfront and other elements of the development.

In tandem with commercial/office land use landscaped open areas may be used in the areas surrounding the Holland Tunnel entrance and exit portals. A landscaped area along Marin Boulevard will act as a buffer between the existing residential neighborhood and the proposed new regional shopping mall. The Long Slip Canal along with landscaping will act as a visual and physical partition between proposed residential structures and the Hoboken Rail Terminal facilities. Buffer areas will be designed to provide a transition between commercial/office and residential land uses within the site.

**Active and passive recreation facilities are integral to the Newport Area. Elephant Park provides a variety of outdoor recreation activities including pickleball, skating and other seasonal activities. In addition, the Newport Green Park and Newport Gazebo Park offer a variety of active playgrounds for children. The Hudson River waterfront walkway is a major community facility that offers walking, running and bicycling opportunities and also serves as a north-south transportation route. Other passive open space resources include areas of Newport Green, Hudson River waterfront walkway, and Marina Park. New recreational areas and open spaces are encouraged to incorporate the design guidelines established in the Jersey City Open Space Element (2021), with a specific focus on the resilience of such resources in the context of the waterfront and flood hazard area of the Newport Area.**

Active recreational uses will be allowed on several of the smaller piers **and elsewhere within the Area**. These uses may include tennis courts, racquet clubs and similar activities. Bicycle routes and playgrounds will be designed throughout the Area. Neighborhood parks and pedestrian paths will connect a waterfront pedestrian way with the residential, commercial, recreational and

cultural facilities on site. **In addition, future connections to the Sixth Street Greenway are encouraged.**

Improved Open Space means areas containing such amenities as: designed landscaping, architectural paving materials, passive or active recreational facilities, lawns, parks, and/or pedestrian walkways (a.k.a. sidewalks). For the purposes of calculating open space provisions, rooftop areas of parking structures which contain recreational facilities may have 50% of their actual area counted toward a project's improved open space requirement, subject to Planning Board Approval. In the event residential development occurs in the Community Commercial and Office Commercial districts, improved open space requirements shall be increased. Such increase shall be based on a weighted average calculation using an improved open space requirement of ~~10%~~**15%** of the land area dedicated to residential use.

K. Public Access to the Waterfront

In order for this waterfront multi-use project to realize its full potential it is necessary that the redevelopment plans incorporate public access to the waterfront while also preserving the privacy and security needs of the residents.

The waterfront access plan developed for the Area strikes this crucial balance by providing a waterfront pedestrian route from the Long Slip Canal south to 6<sup>th</sup> Street. This walkway will connect with segments of the New Jersey Department of Environmental Protection Waterfront Walkway planned north and south of the Area. Incorporated into the walkway will be certain design elements as required by the New Jersey Department of Environmental Protection, Division of Coastal Resources. Additional linear walkways will provide east-west access through the development to the waterfront along major thoroughfares and streets. ~~A public fishing pier will be incorporated into the plan.~~

Access to those piers with residential development will be controlled to assure that activities in these portions of the Area are compatible with the residential uses.

**All waterfront development along the Hudson River shall develop, maintain, and manage a section of the Hudson Waterfront Walkway coincident with the shoreline of the development property as approved by the City of Jersey City Planning Board.**

L. Public Access to Pavonia PATH Station

New pedestrian ways will be provided at 6<sup>th</sup> and 11<sup>th</sup> Streets to provide public access into the Area. Additionally covered and lighted pedestrian access through

the mall parking facility and common areas of the mall ~~will be~~ **is** provided to enable pedestrian uses of the Pavonia PATH Station.

**M. Circulation**

Circulation throughout the Newport area is supported by multi-modal opportunities. Vehicular and bus access along Washington Boulevard provides the major north-south artery through the Newport Area. The Pavonia PATH Station provides additional mobility for the residents, employees and visitors with access to the greater Jersey City area, as well as, direct access to New York City. Finally, the Newport Hudson Bergen Light Rail Station connects the Newport Area to other Jersey City neighborhoods as well as the greater Hudson County area.

Alternative mobility options that are supported by the Jersey City Master Plan Circulation Element (2011) and Jersey City Bicycle Master Plan (2019) are also present in the Newport area. These alternative mobility options include pedestrian walkways, plazas, and bicycle lanes. The pedestrian network including sidewalks, open space paths and plazas provide an integrated pedestrian system throughout the Newport area. The Hudson River waterfront walkway provides additional efficient north-south pedestrian and bicycle mobility. With respect to bicycle mobility, Washington Boulevard was designated and improved as a multi-modal corridor incorporating dedicated bicycle lanes with protected and separated north and south bound lanes.

**VII. LAND USE PROVISIONS**

Long-term redevelopment implementation is the basic given in a redevelopment project the scale of Newport. Necessarily land use controls for such a project must be structured so as to provide sufficient flexibility to cope with the uncertainties of time, (i.e. the marketplace) and still provide prudent, reasonable and quantifiable development regulations to protect the public interest. It is further understood that the redevelopment of the area is also regulated and controlled by redevelopment agreement between designated redevelopers and the Jersey City Redevelopment Agency executed pursuant to NJSA 40:55C-1 et seq.

The redevelopment regulations for the Area consist of two interrelated parts, land use district regulations and the Land Use District Map.

- A. Land Use District Regulations – The Area has been divided into six Development Districts:

DISTRICT DESIGNATION	DESIGNATION CODE
RESIDENTIAL	RES

OFFICE COMMERCIAL	OC
REGIONAL COMMERCIAL	RC
COMMUNITY COMMERCIAL	CC
WATERFRONT COMMERCIAL	WC
RAILROAD	RR

1. Residential District

a. **The Residential District is comprised of two areas as shown on the Newport Redevelopment Plan Land Use District Map: the Northern Residential Area and the Southern Residential Area**

b. Permitted Principal Uses

- Residential
- **Full and limited service** hotels **and motels**
- Retail sales of goods and services
- Restaurants **(all categories including cafés)**, bars and nightclubs
- **Drive-in restaurants**
- **Mobile food vendors**
- Public and semi-public uses ~~except that natural gas transmission lines shall be prohibited~~
- Open space, **parks**, and recreation both public and private
- **Offices, including but not limited to co-working spaces**
- **Medical offices**
- **Mass Transit facilities, including but not limited to light rail stations, PATH stations, and ferry terminals**
- **Museums, galleries, attractions, and other** cultural centers
- **Helistops, subject to the requirement enumerated in Section VI(A) above**
- **Vertiports**
- Satellite earth stations
- Public Utilities, ~~except that natural gas transmission lines shall be prohibited~~
- **Pet stores, pet shops, and pet boarding and grooming facilities**
- **Automotive dealerships/sales, services, body shops, repair garages, car rental facilities, car washes and parts dealers**
- **Agriculture**
- **Indoor and outdoor live entertainment and live entertainment venues**
- **Sporting facilities, including but not limited to gyms, fields, sports venues/arenas, and esports venues/arenas**
- **Commercial recreational facilities, including but not limited to bowling, go-carts, golf, and other recreational facilities**

- Health clubs and gyms
- Houses of worship
- Hospitals
- Ambulatory care facilities
- Urgent care facilities
- Pharmacy
- Drugstores
- Theaters and meeting rooms
- Schools
- Institutions of higher education, including but not limited to colleges and universities
- Vocational schools
- Business, technical and arts schools
- Business incubators
- Civic
- Meeting halls
- Dormitories
- Auxiliary structures for use by schools, institutions of higher education, and/or community facilities/centers
- Community facilities/centers
- Child day care centers
- Adult day care centers
- Supermarkets, including grocery pick-up and delivery
- Grocery stores, including grocery pick-up and delivery
- Mini-markets/minimarts
- Convenience retail stores
- Institutional kitchens
- Flea markets
- Fish or meat markets
- Farmers' markets
- Butchers
- Liquor stores
- Bakeries
- Agricultural markets
- Breweries
- Distilleries
- Wineries
- Marinas and related sales and services
- Commercial entertainment facility, including but not limited to arcades, esports, karaoke, games of chance, music devices, automatic amusement devices, pool rooms
- Conference centers
- Film production and performing arts studios
- Artist Studios
- Mixes of the above

c. Accessory Uses

- Parking facilities, including electric vehicle charging
- Bulkheads, docks and piers
- Open space and recreational facilities
- Banquet facilities
- Automotive dealerships/sales, services, body shops, repair garages, and parts dealers
- Auxiliary structures for use by schools, institutions of higher education, and/or community facilities/centers
- Data centers

d. Development Requirements and Regulations

- (1) The maximum residential density within this district shall not exceed 200 units per acre of developable area. Individual development projects located in the Northern Residential District Area may exceed this limit provided that the overall density limit for the entire district (both North and South) is not exceeded. Individual development projects located in the Southern Residential District Area shall not exceed 243 units per acre, provided the overall density limit for the entire District is not exceeded.

~~Retail sales of goods and services shall be limited to a total maximum of 10% of the residentially developed floor area. Such limitation shall be based upon already developed residential floor areas or proposed residential floor areas which are a part of a site plan application for this paragraph's referenced uses.~~

~~Commercial offices and commercial offices mixed with residential in the same structure shall be permitted to be developed up to a maximum of 20% of the residentially developed floor area. Such limitation shall be based upon already developed residential floor areas or proposed floor areas, which are a part of a site plan application for this paragraph's referenced uses.~~

~~Restaurants, bars and nightclubs may be developed in conjunction with any of the other uses referenced above for this district. Such uses may also be established in freestanding structures. The floor areas of such uses shall be included in the maximum areas allowed under paragraph 2 of this subsection.~~

- (2) The overall maximum floor area ratio (FAR) for the Residential District shall be 10:1. **Individual development projects in the Southern Residential Area shall not have a FAR greater than 9.2:1.**
- (3) The percentage of improved open space within the Residential District shall be a minimum of ~~10%~~ **15%** of the total district acreage. **The percent of improved open space within the Southern Residential District shall be a minimum of 20% of the total Southern Residential District acreage.** ~~This~~ **These** percentages must be developed as improved open space. **Any improved open space on top of garages shall not be counted toward the minimum open space requirement within the Southern Residential District.**

## 2. Regional Commercial District

### a. Permitted Principal Uses

- Retail sales of goods and services
- Commercial recreational facilities, **including but not limited to bowling, go-carts, golf and other recreational facilities.**
- Public and semi-public uses, ~~except that natural gas transmission lines shall be prohibited~~
- **Full and limited service** hotels and motels
- **Offices, including but not limited to co-working spaces**
- **Medical offices**
- Restaurants, **(all categories including cafes)** bars and nightclubs
- **Drive-in restaurants**
- **Mobile food vendors**
- Theaters and **meeting rooms**
- Health facilities, **shall include but not be limited to hospitals, ambulatory care facilities, urgent care facilities, and medical offices**
- Mass Transit facilities, **including but not limited to light rail stations, PATH stations, and ferry terminals**
- Public Utilities, ~~except that natural gas transmission lines shall be prohibited~~
- Satellite Earth Stations
- **Supermarkets, including grocery pick-up and delivery**
- **Grocery stores, including grocery pick-up and delivery**
- **Mini-markets/minimarts, including grocery pick-up and delivery**
- **Convenience retail stores**
- **Institutional kitchens**



- Flea markets
- Fish or meat , including but not limited to colleges and universities
- Vocational schools
- Business, technical and arts schools
- Business incubators
- Civic
- Auxiliary structures for use by schools, institutions of higher education, and/or community facilities/centers
- Meeting halls
- Dormitories
- Child day care centers
- Adult day care centers
- Community facilities/centers
- Indoor and outdoor live entertainment and live entertainment venues
- Sporting facilities, including but not limited to fields, sports venues/arenas, and esports venues/arenas.
- Pet stores, pet shops, and pet boarding and grooming facilities
- Automotive dealerships/sales, services, body shops, repair garages, car rental facilities, car washes and parts dealers
- Open space, parks and recreation; both public and private
- Conference centers
- Houses of worship
- Breweries
- Distilleries
- Wineries
- Commercial entertainment facility including but not limited to arcades, esports, karaoke, games of chance music devices, automatic amusement devices, pool room
- Museums, galleries attractions and other cultural facilities
- Film production and performing arts studios
- Artist studios
- Work/live artist studios
- Artist studio workspaces
- Mixes of the above

b. Accessory Uses

- Parking facilities, including electric vehicle charging
- Open space and recreational facilities
- Automotive dealerships/sales, services, body shops, repair garages, and parts dealers
- Auxiliary structures for use by schools, institutions of higher education, and/or community facilities/centers

- Banquet facilities
- Data Centers

c. Development Requirements and Regulations

- (1) The overall maximum floor area ratio (FAR) for the Regional Commercial district shall be 7:1.
- (2) The percentage of improved open space within the Regional Commercial District shall be a minimum of 1%. This percentage may be developed as landscaped buffers and shall include such a buffer along any parking facility and Marin Boulevard.
- (3) **It is important to improve pedestrian connectivity between Washington Blvd and Marin Blvd. This may be accomplished by establishing and/or improving pedestrian corridors connecting the surrounding neighborhoods. Along these pedestrian corridors, efforts should be made to create attractive green/hardscaped spaces and ground floor retail.**

3. Commercial Office District

a. Permitted Principal Uses

- Offices, **including but not limited to co-working spaces**
- **Medical Offices**
- Retail sales of goods and services
- Public and semi-public uses
- Restaurants **(all categories including cafes)**, bars and nightclubs
- **Commercial recreational facilities, including but not limited to bowling, go-carts, golf, and other fitness facilities.**
- **Health clubs and gyms**
- **Drive-in restaurants**
- **Mobile food vendors**
- Residential
- **Full and limited service** hotels and motels
- Theaters and meeting rooms
- **Mass Transit facilities, including but not limited to light rail stations, PATH stations, and ferry terminals**
- Public Utilities, *except that natural gas transmission lines shall be prohibited*
- Satellite Earth Stations
- **Marinas and related sales and services**

- Helistops, subject to the requirement enumerated in Section VI(A) above
- Vertiports
- Pet stores, pet shops, and pet boarding and grooming facilities
- Automotive dealerships/sales, services, body shops, repair garages, car rental facilities, car washes and parts dealers
- Indoor and outdoor live entertainment and live entertainment venues
- Sporting facilities, including but not limited to gyms, fields, sports venues/arenas, and esports venues/arenas
- Supermarkets, including grocery pick-up and delivery
- Grocery stores, including grocery pick-up and delivery
- Mini-markets/minimarts
- Convenience retail stores
- Institutional kitchens
- Flea markets
- Fish or meat markets
- Farmers' markets
- Butchers
- Liquor stores
- Bakeries
- Drugstores
- Pharmacy
- Agriculture
- Open space and recreational facilities; both private and public
- Hospitals
- Ambulatory care facilities
- Urgent care facilities
- Houses of worship
- Schools
- Institutions of higher education, including but not limited to colleges and universities
- Vocational schools
- Business, technical and arts schools
- Business incubators
- Civic
- Auxiliary structures for use by schools, institutions of higher education, and/or community facilities/centers
- Meeting halls
- Dormitories
- Community facilities/centers
- Child daycare centers
- Adult daycare centers
- Breweries

- Distilleries
- Wineries
- Commercial entertainment facility including but not limited to arcades, esports, karaoke, games of chance music devices, automatic amusement devices, pool room
- Convention centers
- Museums, galleries, attractions and other cultural facilities
- Film production and performing arts studios
- Artist studios
- Work/live artist studios
- Artist studio workspaces
- Mixes of the above

b. Accessory Uses

- Parking facilities, including electric vehicle charging
- Open space and recreational facilities
- Piers, docks and bulkheads
- Automotive dealerships/sales, services, body shops, repair garages, and parts dealers
- Auxiliary structures for use by schools, institutions of higher education, and/or community facilities/centers
- Banquet facilities
- Data centers

c. Development Requirements and Regulations

- (1) Residential densities shall be as delineated for the Residential District. Residential development may be included with or may follow commercial development but may not exceed the gross floor area of commercial space so developed.
- (2) An overall maximum floor area ration (FAR) of 12:1 shall be allowed for the commercial Office District.
- (3) A minimum of 5% of this District must be developed as improved open space. Residential development shall increase this minimum requirement as enumerated in Section VI(J) above.

4. Community Commercial District

a. Permitted Principal Uses

- Retail sales of goods and services

- Supermarkets
- Drugstores
- Package liquor stores
- Restaurants, bars and nightclubs
- Public and semi-public uses, except that natural gas transmission lines shall be prohibited
- Offices
- Hotel
- Theaters
- Residential
- Transit facilities
- Open space
- Public Utilities, except that natural gas transmission lines shall be prohibited
- Satellite Earth Stations
- Automotive service parts and repair facilities, and dealers

b. Accessory Uses

- Parking facilities
- Automotive service and parts dealers

c. Development Requirements and Regulations

- (1) Residential densities shall be as delineated for the Residential District. Residential development may be included with or may follow commercial development but may not be built to the exclusion of all other permitted uses.
- (2) An overall maximum FAR of 7:1 shall be allowed for the Community Commercial District.
- (3) A minimum of 5% of the Community Commercial District shall be developed as improved open space.

5. Waterfront Commercial District

a. Permitted Principal Uses

- Retail sales of goods and services
- Restaurants, (all categories including cafes), bars and nightclubs
- Drive-in restaurants
- Mobile food vendors

- Residential
- Theaters **and meeting rooms**
- Commercial recreational facilities, **including but not limited to bowling, go-carts, golf and other fitness facilities**
- **Health clubs and gyms**
- Offices, **including but not limited to co-working spaces**
- **Medical offices**
- **Full and limited service hotels and motels**
- Museums, galleries, **attractions**, and other cultural facilities
- **Mass Transit facilities, including but not limited to light rail stations, PATH stations, and ferry terminals**
- Public and semi-public uses, *except that natural gas transmission lines shall be prohibited*
- Helistops, **subject to the requirement enumerated in Section VI(A) above**
- **Vertiports**
- Satellite earth stations
- Marinas and related sales and services
- Public utilities, *except that natural gas transmission lines shall be prohibited*
- **Pet stores, pet shops, and pet boarding and grooming facilities**
- **Indoor and outdoor live entertainment and live entertainment venues**
- **Sporting facilities, including but not limited fields, sports venues/arenas, and esports venues/arenas**
- **Supermarkets, including grocery pick-up and delivery**
- **Grocery stores, including grocery pick-up and delivery**
- **Mini-markets/minimarts**
- **Convenience retail stores**
- **Institutional kitchens**
- **Flea markets**
- **Fish or meat markets**
- **Farmers' markets**
- **Butchers**
- **Liquor stores**
- **Bakeries**
- **Drugstores**
- **Pharmacy**
- **Agriculture**
- **Automotive dealerships/sales, services, body shops, repair garages, car rental facilities, car washes and parts dealers**
- **Open space and recreational facilities; both private and public**
- **Hospitals**
- **Ambulatory care facilities**

- Urgent care facilities
- Houses of worship
- Schools
- Institutions of higher education, including but not limited to colleges and universities
- Auxiliary structures for use by schools, institutions of higher education, and/or community facilities/centers
- Meeting halls
- Dormitories
- Community facilities/centers
- Child daycare centers
- Adult daycare centers
- Breweries
- Distilleries
- Wineries
- Conference centers
- Film production and performing arts studio
- Artist studios
- Work/live artist studios
- Artist studio workspaces
- Mixes of the above

b. Accessory Uses

- Parking facilities, including electric vehicle charging
- Banquet facilities
- Auxiliary structures for use by schools, institutions of higher education, and/or community facilities/centers
- Automotive dealerships/sales, services, body shops, repair garages, and parts dealers
- Bulkheads, piers and docks
- Open space and recreational facilities
- Data Centers

c. Development Requirements and Regulations

- (1) Residential densities shall be as delineated for the Residential District. Residential development may be included with or may follow commercial development, but may not exceed one-half of the gross floor area so developed.
- (2) The overall maximum floor area ratio (FAR) for the Waterfront Commercial District shall not exceed 4:1. For the purposes of computing FAR underwater acreage may not be used. Pier area, however, may be included in the calculations.

- (3) The district's proximity to the Hudson River shall satisfy all improved open space requirements within this district.  
~~A public fishing pier must be provided within this district.~~

6. Railroad District

Land uses within this district shall be dedicated solely to rail uses. Such uses must be necessary or ancillary to the Hoboken Terminal rail function.

B. Parking Requirements for all Districts

Off-street parking will be provided throughout the Area as required below. All parking will be provided through the use of at-grade lots and/or structured deck parking. The floor areas of multi-level parking structures shall not be included as square footage areas in any FAR computation. Remote and mix-use parking facilities will be an acceptable method of providing minimum off-street parking in all land use districts provided that adequate accessibility standards are maintained. **In addition, it shall not be considered a violation of the parking maximums for any site upon which remote and mixed-use parking facilities are utilized.**

When more than one type of land use is planned or exists within any development project, 'major' and 'minor' land uses will be identified. This identification shall be based on the actual or anticipate generation of vehicular traffic from off-site due to each particular use. Those uses identified as 'minor' shall be relieved of the requirement to provide the number of parking spaces that the same use must provide when it is a 'major' permitted use (an example of such a 'minor' permitted use would be a convenience-type store located in a residential building. The primary market for the store is for the residents of the building, not from off-site). The final determination of 'major' and 'minor' use designations will be subject to Planning Board approval.

The following standards shall be used to determine the potential peak off-street parking demand, which may be expected for each 'major' permitted use.

**Parking Standards**

	<b>Parking Minimum</b>	<b>Parking Maximum</b>
<b>Shopping Mall</b>	<b>Three (3) spaces per 1,000 square feet of Gross Leasable Area*</b>	<b>None</b>
<b>Offices</b>	<b>One quarter (0.25) space per 1,000 square feet of gross floor area.</b>	<b>None</b>
<b>Hotels and Motels</b>	<b>None</b>	<b>None</b>



<b>Residential</b>	<b>None</b>	<b>1.5 spaces per residential unit</b>
<b>Community Commercial</b>	<b>One space per 333 square feet of Net Leasable Area.</b>	<b>None</b>
<b>Waterfront Commercial Uses</b>	<b>One quarter (0.25) space per 1,000 square feet of Gross Leasable Area</b>	<b>None</b>

*Enclosed Shopping*

**\*If a developer creates a pedestrian corridor consistent with the Jersey City Master Plan, the parking minimum for the Shopping Mall shall be reduced at the request of said developer.**

*Mall: 4.25 spaces per 1000 square feet of Gross Leasable area.*

*Offices: One (1) stall per 1000 square feet of gross floor area for the first 50,000 gross square feet.*

*One (1) stall per each additional 2000 square feet up to 300,000 gross square feet.*

*One (1) stall per 4000 square feet of gross floor area thereafter.*

*Hotels and Motels: 2 spaces per room.*

*Residential: 2 spaces per residential unit.*

*Community Commercial: One (1) stall per 333 square feet of Net Leasable Area.*

*Waterfront Commercial Uses: One (1) stall per 1000 square feet of Gross Leasable Area.*

The peak parking demand shall be calculated to make best use of the differing times and days of operation for the 'major' permitted land uses sharing the parking facilities. Changes in land use will require verification that required parking is still adequately provided. For development projects which do not produce the trip generation traditionally associated with the categories of land use listed above a parking needs analysis study may be submitted to the Planning Board in lieu of strict adherence to the above requirements. Upon presentation of such analysis prepared by a Professional Engineer and Professional Planner the Planning Board may reduce the requirement for that specific project.

**Shared parking is permitted and encouraged. When parking is shared, it may be provided in the same building as the principal use or in another building within the Redevelopment Area and the spaces may be double counted, provided the overlap of the peak use for each shared user accommodates a reasonable supply of parking at any given time.**

C. Signage

All signs within the Area ~~will be subject to site Plan approval. Such signs~~ shall be: **in conformance with the Uniform Signage Standard**, necessary, customary and incidental to the various land uses within the Area. Billboards are expressly prohibited. All such billboards are hereby considered nonconforming and shall be removed at the time of project development in those areas containing such uses.

A Uniform Signage Standard has been developed and approved by the Planning Board, and any future amendments thereto shall be subject to the approval of the Planning Board.

D. Site Plan Review

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.

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.

E. Subdivisions

Any subdivision of lots or parcels of land within the Redevelopment Area shall be in accordance with the requirements of this Plan and the Land Development Ordinance of the City of Jersey City.

~~F. Duration of Plan~~

~~The provisions and requirements of this Plan shall be in effect for a period of forty (40) years from the date of approval of this Plan by the City Council of the City of Jersey City.~~

G. Refuse

All trash storage areas shall be enclosed and adequately screened and indicated on the site plan drawings. The method of trash removal shall also be indicated on said drawings.

H. Interim Uses

Interim uses may be allowed subject to Planning Board approval. The duration of such interim uses shall also be determined and approved by the Planning Board at the time of approval.

I. Multiple Uses

When more than one type of land use is planned or exists within any development project a 'major' and 'minor' land use will be identified pursuant to the parking requirements as specified in Section B, of this Article. More than one permitted principal use; accessory use or conditional use; or any combination, thereof, may exist on any given lot or in any give structure.

## VIII. PROCEDURE FOR AMENDING THE APPROVED PLAN

This Redevelopment Plan may be amended from time to time upon compliance with the requirements of law.

A fee of **one thousand** ~~five hundred~~ dollars (**\$1,000** ~~\$500~~) plus all costs of copying and of 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 40:55C-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.

## IX. OTHER PROVISIONS NECESSARY TO MEET STATE AND LOCAL REQUIREMENTS

A. The redevelopment agencies law, NJSA 40:55C-1 et seq. Specifically 40:55C-32, requires that redevelopment plan shall:

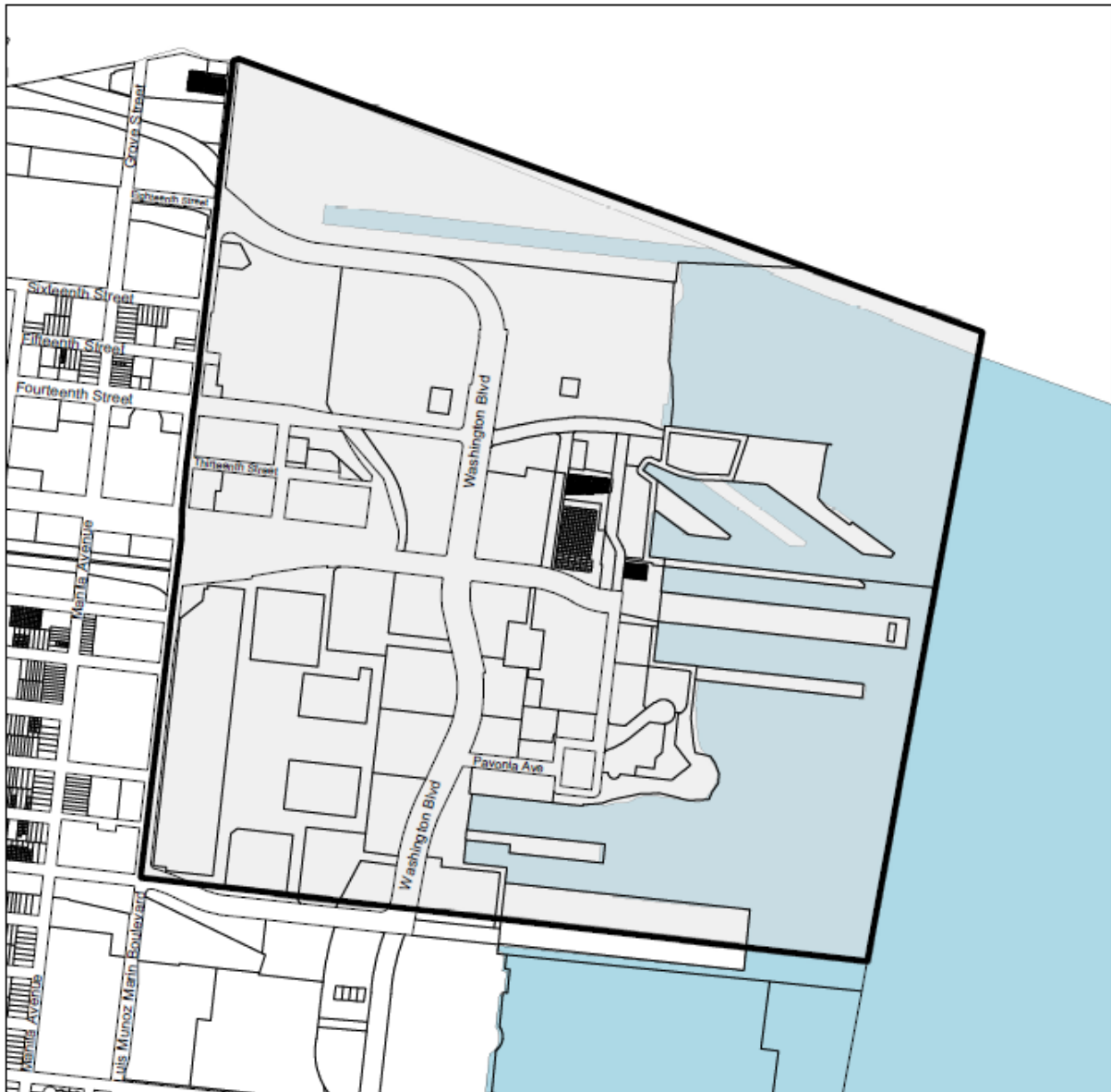
1. Conform to the general plan for the municipality as a whole; (and)
2. Shall be sufficiently complete to indicate such land acquisitions, demolition and removal of structures, redevelopment improvements, conservation or rehabilitation as may be proposed to be carried out in the area of the project, zoning and planning changes if any, land uses,

maximum density, building requirements and the plan's relationship to definite local objectives respecting appropriate land uses, improved traffic, public transportation, public utilities, recreational and community facilities and other public improvements.

B. In accordance with State requirements the following statements are made:

1. The proposals of this plan conform with the general plan for the City of Jersey City.
2. The redevelopment plan provides an outline for the development of the Area and is sufficiently complete to indicate such land acquisition, demolition and removal of structures, redevelopment, improvements and proposed, planning changes, land uses, maximum densities, building requirements and its relationship to definite local objectives respecting appropriate land uses, improvement of traffic, public transportation, public utilities, community facilities and other public improvements to effectuate the public purposes of the redevelopment plan and appropriate state statutes.
3. Provisions for the temporary and permanent relocation of persons living in the redevelopment area shall be made through the Jersey City Redevelopment Agency Relocation Office. This Office shall be responsible for providing displaced persons with relocation assistance necessitated by State and Federal law. This office will be staffed by qualified personnel who will actively assist displaced businesses and individuals in finding adequate accommodation. All businesses and individuals being displaced will be interviewed to determine their relocation requirements.

## EXISTING MAP



## NEWPORT REDEVELOPMENT PLAN BOUNDARY MAP

APRIL 19, 2012

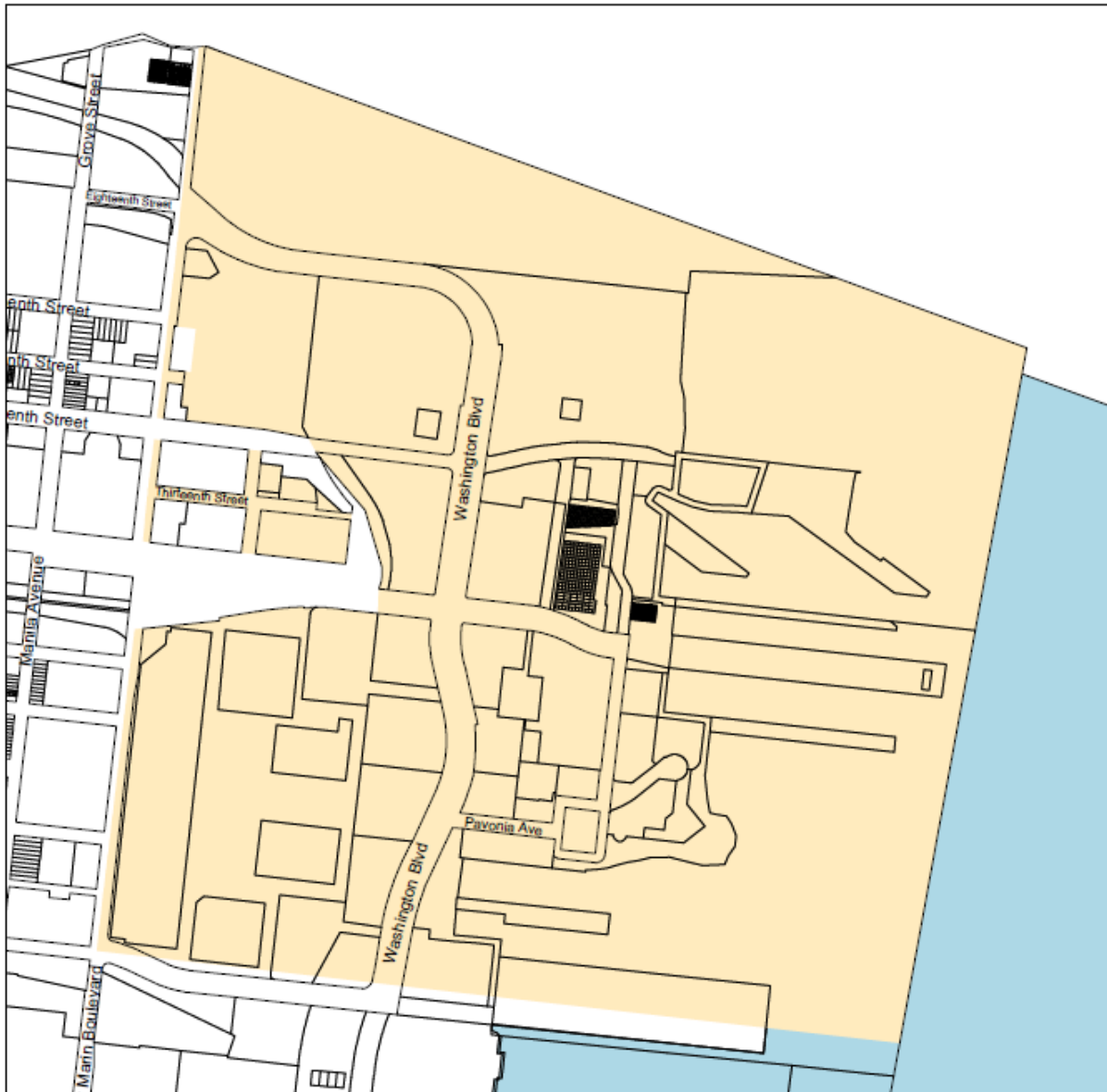


## NEWPORT REDEVELOPMENT PLAN BOUNDARY MAP

**PROPOSED**


APRIL 10, 2023

## EXISTING MAP



## NEWPORT REDEVELOPMENT PLAN ACQUISITION MAP

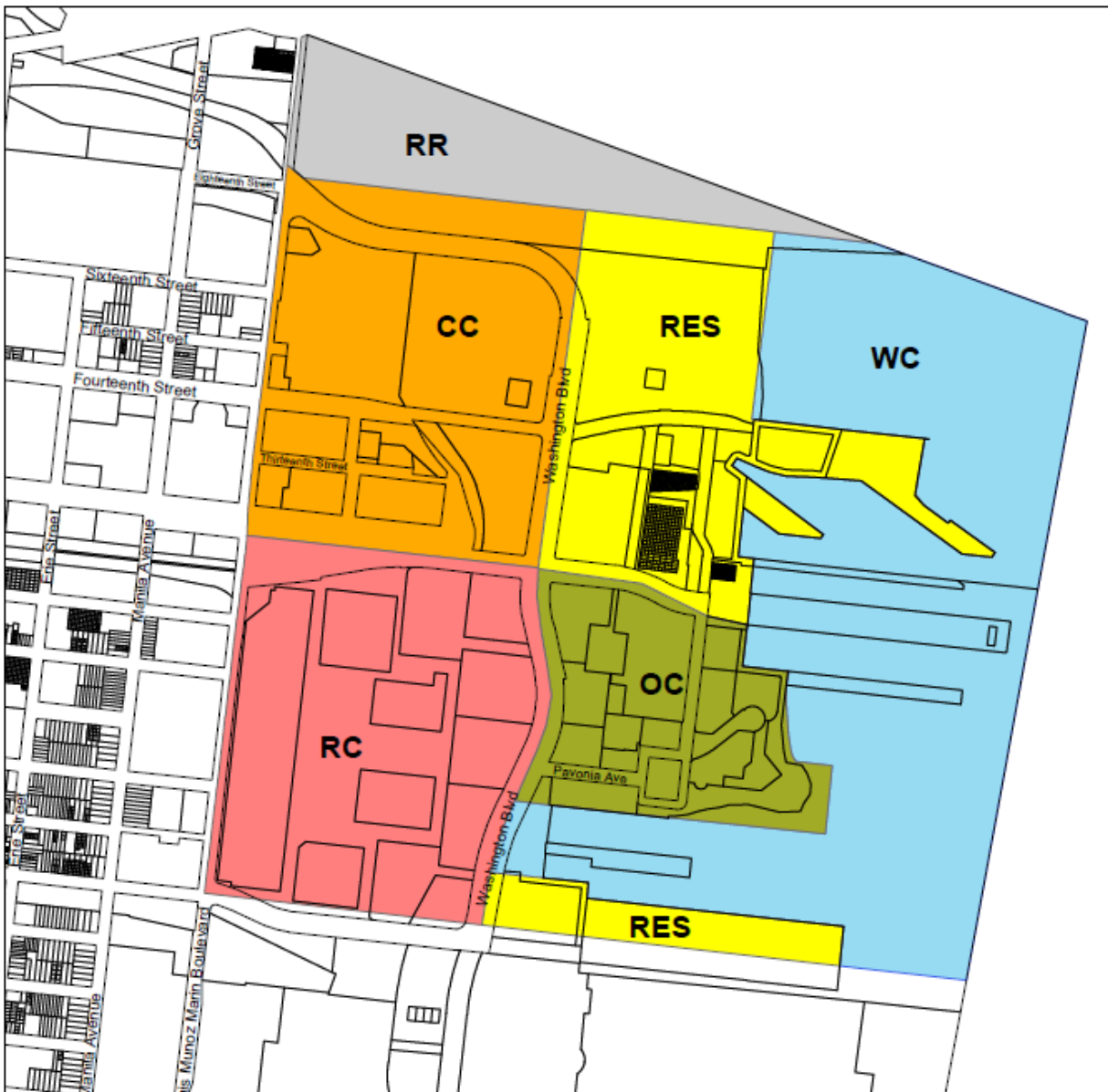
### Legend

 TO BE ACQUIRED





## EXISTING MAP

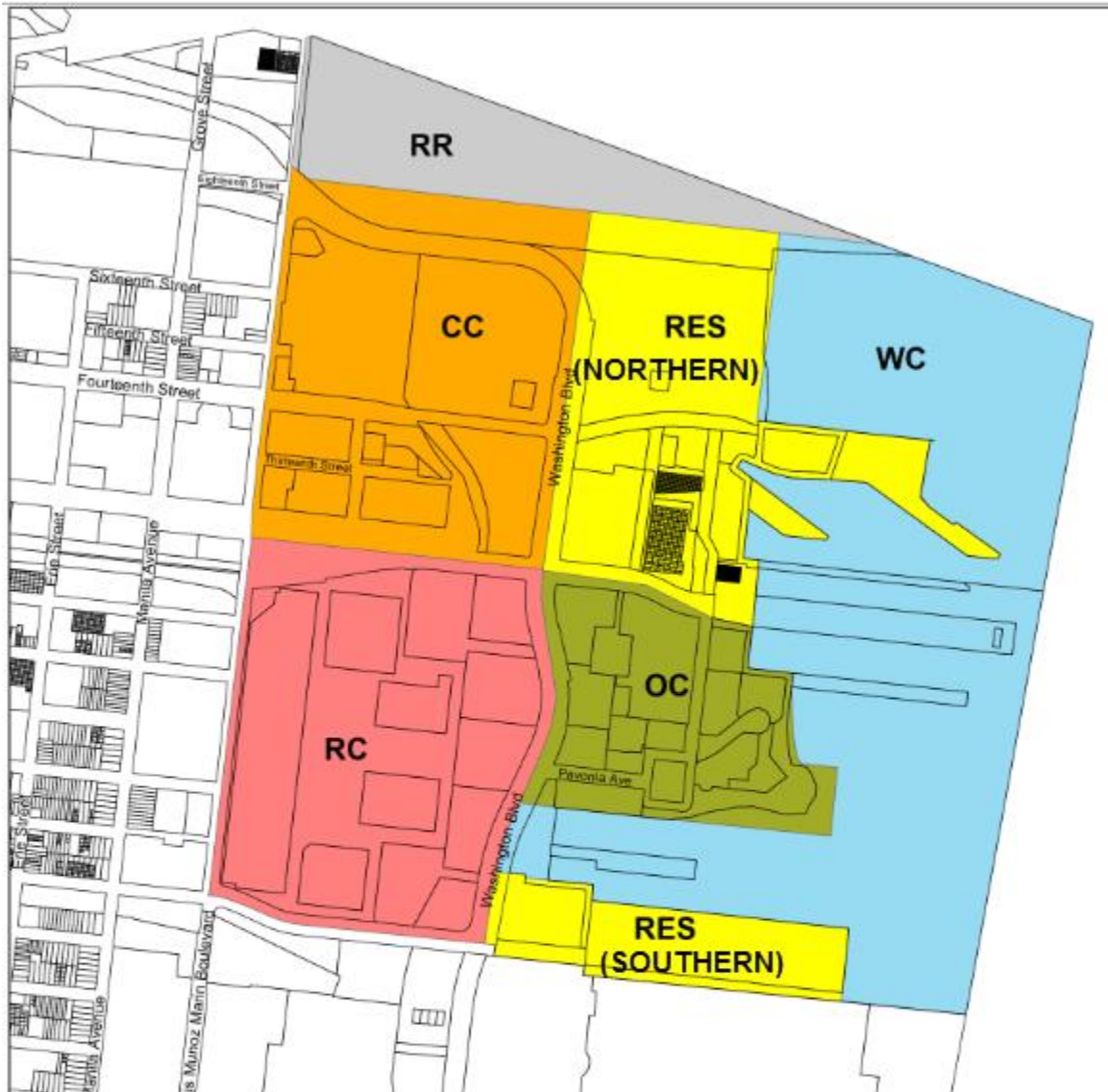


## NEWPORT REDEVELOPMENT PLAN LAND USE DISTRICT MAP

### Legend

- CC: COMMUNITY COMMERCIAL
- OC: OFFICE COMMERCIAL
- RC: REGIONAL COMMERCIAL
- RES: RESIDENTIAL
- RR: RAILROAD
- WC: WATERFRONT COMMERCIAL

APRIL 19, 2012



## NEWPORT REDEVELOPMENT PLAN LAND USE DISTRICT MAP

**PROPOSED**

APRIL 10, 2023

### Legend

- CC: COMMUNITY COMMERCIAL
- OC: OFFICE COMMERCIAL
- RC: REGIONAL COMMERCIAL
- RES: RESIDENTIAL
- RR: RAILROAD
- WC: WATERFRONT COMMERCIAL



As amended, **8/29/23** ~~4/13/10~~

## **RETAIL SIGNBAND SIGNS: STANDARD SPECIFICATIONS:**

There are six types of retail signs permitted to be installed in storefront signbands within the Newport Redevelopment Plan Area.

As a function of site plan review and approval, building facades which include any proposed storefronts are part of the site plan so approved. The height of the signbands, height above grade and width of the signband window bays are part of such approvals. The content of the signage installed with the sign band will not be the subject of any further review by the Planning Board nor City Planning staff if such signage complies with the six sets of standards set out below. ~~Signage outside of the signband is subject to review and approval as part of the site plan approval, or a subject amendment to the approved site plan.~~

No sign shall be lighted by means of a varied illuminated light, nor shall any sign be in whole or in any part moving, mobile, revolving and/or electronically or mechanically activated. No sign shall be allowed with the optical illusion of movement by means of a design which presents a pattern capable of reverse perspective, giving the illusion of motion or changing copy.

~~Once the site plan approval is granted, and a resolution of the Planning Board memorializing such approval has been adopted, any of the signs from A to E below may be installed within the approved sign band. Awnings complying with standards set forth in Paragraph F below are additionally permitted with no further review.~~

### **Signband Sign Type A – Push-Through Signbox**

- Height: Up to the full height of approved signband
- Width: Up to the full width of the approved storefront bay
- Signbox: Up to 12” deep. Signbox may or may not be recessed. Signbox contains internal illumination and wiring.
- Sign panel: Painted metal with stencil-cut letters. Color varies with tenant.
- Letters/Artwork on sign panel: Letter height and thickness will vary according to sign size and tenant logo; backed with clear, frosted or opaque Plexiglass® or approved equal, may have vinyl backing on front or rear face. Color and font varies with store. Secondary letters/artwork may be vinyl, directly applied to sign panel.

*Photograph examples attached for Dorrians and Komegashi too (day and night)*

## **RETAIL SIGNBAND SIGNS: STANDARD SPECIFICATIONS:**

### **Signband Sign Type B – Pin-mounted Letters/Artwork**

- Height: Full height of approved signband
- Width: Up to the full width of the approved storefront bay
- Signbox: Up to 8” deep, partially recessed, containing wiring
- Sign panel: Painted metal or metal mesh. Color varies with tenant
- Letters/Artwork: Letter height and thickness will vary according to sign size and tenant logo; water-jet cut metal or metal finish and pin-mounted. Letters are halo-illuminated.

*Photograph example attached for Liberty Grill (day – since removed); NOC VI garage (showing halo lit letters at night)*

### **Signband Sign Type C – Channel Letters**

- Height: Full height of approved signband
- Width: Up to the full width of the approved storefront bay
- Sign panel: Channel letters are either applied directly to building or on painted metal where color varies by tenant
- Letters/Artwork: Letter height and thickness will vary according to sign size and tenant logo; Letters and artwork are closed channels with frosted or opaque Plexiglass® face, color varies with tenant. Plexiglass® could wrap around side of letters/artwork. Channel letters are internally illuminated.

*Photograph example attached for Morton Williams (day and night)*

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### **Signband Sign Type D – Revers Channel Letters**

- Height: Full height of approved signband
- Width: Up to the full width of the approved storefront bay
- Sign panel: Painted metal where color varies by tenant none – reverse channel letters may also be applied directly to building

- Letters/Artwork: Letter height and thickness will vary according to sign size and tenant logo; Letters and artwork are solid face metal or plastic. Reverse channel letters are internally illuminated around the edges to create a halo type effect.

*Photograph example attached for HSBC (day and night) Note that HSBC is reverse channel and the logo is a channel symbol.*

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### **Signband Sign Type E – Non Illuminated Placard**

- Height: Full height of approved signband
- Width: Up to the full width of the approved storefront bay
- Sign panel: Painted metal or plastic, solid color. Color varies with tenant
- Letters/Artwork: Painted or vinyl letters and artwork applied directly to panel

*Photograph example attached for Bank of America (day and night)*

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### **Signband Sign Type F – Awning**

- Height: Up to 48” vertically, including any valance
- Depth: Up to 42”. Slope could vary between 0 and 90 degrees to horizontal
- Width: Up to the full width of each approved storefront bay
- Clearance: Minimum 7’ clearance from the lowest point of the awning to the ground
- Sign panel: Textured fabric (Durasol Sunbrella® or equal) on aluminum frame. Color varies with tenant. Straight sloped profile. Sides may or may not be closed, bottom is open
- Letters/Artwork: Vinyl heat fused directly unto fabric. Letters and artwork vary with Tenant.
- Illumination: Awning may be backlit to provide ambient area lighting or lit from above using architectural fixtures.
- Projection of awnings at entry door may be larger to provide maximum weather protection, but projection into the Right of Way may be subject to City franchise approval.

*Photograph example attached for Babo (day – awning is not illuminated)*

### **Blade Sign Type G – Non Illuminated Blade Sign**

- Height: 9”
- Width: 18”
- Thickness: 2”
- Sign panel: Painted metal or plastic, solid color. Color varies with tenant
- Letters/Artwork: Painted or vinyl letters and artwork applied directly to panel
- Blade Sign will be erected perpendicular to the storefront and bolted to storefronts or building façade above or near the retail shop doorways.
- No more than one blade sign per retail store is to be installed

*Photograph mock-up example attached for Newport Spirits (with TJ Maxx sign)*

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