

Principal Points Statement
Harborside Plaza IV (Block 11603, Lot 29)
Jersey City, Hudson County, New Jersey

February 16, 2024

An application has been filed for the above noted property with the Jersey City Planning Board for Preliminary and Final Major Site Plan; including approval of bulk deviations for number of street trees, tree spacing, lighting, and signage. The subject property is located within the Harborside West District of the Exchange Place North Redevelopment Plan (“Redevelopment Plan”).

The subject property at Harborside Plaza IV is identified as Lot 29 on Block 11603. The subject property is full block development which will include a partial subdivision of the Pearl Street right-of-way that will result in the extension and dedication of the right-of-way to the City. The subject property is a full block parcel bound by Greene Street to the west, Christopher Columbus Drive to the south, Hudson Street to the east and, as noted above, Pearl Street to the north. The subject property has lot area of approximately 58,370 square feet (1.34 acres). The existing condition of the subject property is a surface parking lot with more than 95% impervious coverage.

The proposed project consists of a retail and parking base and a 50-story residential tower providing 800 units and 392 parking spaces.

Positive Criteria: The requested bulk deviations can be granted where the purposes of the zone plan would be advanced by the deviations and the benefits of the proposed project would substantially outweigh any detriments. The proposed project will redevelop a large, impervious surface parking lot with appropriate high-rise, mixed-use infill development as envisioned by the Redevelopment Plan. The project will have a significant impact in contributing to the vitality of the street along a main corridor and waterfront neighborhood within the City’s Downtown.

Number of Trees: The project is proposing 21 trees where the Jersey City Forestry Standards require 34 (1 tree per 25 feet of frontage). The proposed number of trees takes into account required spacing from curb cuts and driveways and other interferences in the right-of-way such as utility poles. The proposed conditions provide adequate tree canopy along the right-of-way and are balanced and complemented by the substantial ornamental trees and landscaping provided on site in the proposed open space. A payment in lieu of planting will be provided for 13 trees as is required by the Jersey City Forestry Standards.

Tree Spacing: The project proposes tree spacing from utility poles at a range of 13.42 feet – 15 feet where the Forestry Standards require 15 feet. The variation of approximately 1.5 feet in spacing at certain locations will not impose substantial impairment of the proposed tree’s ability to grow to maturity nor will it exacerbate potential conflicts with utility poles should the trees be pruned and maintained in keeping with best practices. The deficit

from the requirement is only proposed in instances where necessary in order to optimize the overall tree canopy along the block.

Lighting: The project is proposing lighting at 0.6 footcandle where the Jersey City Land Development Ordinance requires 1 footcandle. The proposed lighting configuration will provide adequate light to maintain the safe navigation of the site and surrounding public right-of-way in keeping with the intent of the Circulation and Landscaping Design Objectives of the Plan (§VI.G.4) while mitigating potential spill over. In addition to the lighting design onsite, the subject property is located in the heart of Downtown Jersey City, and the adjacent neighborhood provides significant ambient lighting at all times.

Signage (number - residential): The project is proposing two address/building signs where the Plan permits one residential sign per building. One sign is proposed along the Pearl Street frontage adjacent to the parking garage entrance and the other is proposed adjacent to Hudson Street where the pedestrian-oriented residential lobby entrance is located. Given that the proposed project is a full block development with four frontages, the proposed second address/building sign will advance public welfare and safety in improving navigability of the block and providing adequate wayfinding to both the public and emergency response services. Additionally, the second proposed sign at the residential lobby entrance off the open space/plaza is set in substantially from the perimeter of the block. The additional signage will not cause any substantial aesthetic or ornamental disruption to the public right-of-way and as previously stated will help visitors and delivery personnel easily navigate the ground floor of the structure to locate the main residential entry. The proposed building/address signs will be compliant with all other signage design standards of the Redevelopment Plan.

The granting of the deviations will advance the purposes of the Municipal Land Use Law and promote the general welfare. Granting the requested deviation will guide the appropriate use and development of the property in a manner that will promote the general welfare consistent with N.J.S.A. 40:55D-2.a. through the provision of an appropriate mixed-use building that is consistent with the intent of the Redevelopment Plan. The project is also proposing a density that is consistent with goals of the Plan and therefore promotes the establishment of appropriate population densities and concentrations that will contribute to the well-being of persons, neighborhoods, communities; consistent with N.J.S.A. 40:55D-2.e. The proposed project will promote a more desirable visual environment through creative development techniques consistent with N.J.S.A. 40:55D-2.i. by redeveloping an impervious asphalt parking lot with a new mixed-use building compatible with the surrounding context and the design regulations of the Plan.

Negative Criteria: The granting of the deviations will not result in a substantial detriment to the general welfare. As mentioned, the proposed project will redevelop the subject property with an appropriate mixed-use, high-density building in a transit-rich neighborhood that is consistent with existing Downtown Jersey City high rise development.

The proposed project will activate the streetwall on all block frontages and improve general stormwater management of the block through an increase in pervious coverage and the implementation of a stormwater detention system. The proposed project meets the required yard and bulk requirements providing for light, air, and open space and proposes an appropriate density and unit mix.

Granting the deviations will likewise not result in a substantial impairment to the zoning ordinance or zone plan. The proposed project is consistent with then following goals and objectives of the Exchange Place North Redevelopment Plan;

D. Creation of a well-planned development area which will provide opportunities for permanent employment, housing, commercial and retail facilities within an area that is currently underutilized, contains substandard and obsolete structures and has physical impediments, all of which prevent sound development unless undertaken in a broad and comprehensive scale.

G. Expand the City's tax base by encouraging development of high intensity land uses, in keeping with the character of the area's adjacent high-rise office and residential developments.

H. Encourage and provide for a variety of land uses which will generate and encourage a community active around the clock, populated by residents, business workers, and support personnel.

I. Maximum participation by private sector developers with minimum assistance from the public sector

K. Provide site improvements for the beautification of the Redevelopment Area and surrounding areas.

The proposed redevelopment of the property advances several goals of the 2021 Jersey City Master Plan including,

- 1) *"Ensure the City's available housing is balanced and meets the needs of all current and future city residents."*
- 2) *"Strengthen neighborhood-oriented commercial areas."*

The Applicant reserves the right to supplement the foregoing reasons with expert testimony at the Planning Board hearing.