

PRINCIPAL POINTS STATEMENT

JERSEY CITY URBY TOWER 2 LLC

191-201 HUDSON STREET, JERSEY CITY, NEW JERSEY

**ALSO IDENTIFIED AS BLOCK 11603, LOTS 28, 30, 31.01 (AS SUBDIVIDED – NEW LOT 31.04),
AND LOT 31.02 (AS SUBDIVIDED – NEW LOT 31.05)**

Jersey City Urby Tower 2 LLC field an application with the Jersey City Planning Board for Preliminary and Final Major Site Plan approval with deviations pursuant to N.J.S.A. 40:55D-70(c) (number of stories; and design waivers) for approval to develop a mixed use project on the property located at 191-201 Hudson Street (a/k/s “195 Hudson Street”), Jersey City, New Jersey, and also identified on the Jersey City Tax Maps as Block 11603, Lots 28, 30, 31.01 (as subdivided – to be new Lot 31.04), and Lot 31.02 (as subdivided – to be new Lot 31.05). The property is located in the Harborside West District of the Exchange Place North Redevelopment Plan. New Lot 31.04 will be the development lot. New Lot 31.05 (“215 Hudson Street”) will be the expanded private Bay Street right-of-way. Portions of Lots 28 (“Hudson Street”) and 30 (“185 Hudson Street”) will be improved with new accessory streetscape improvements.

The purpose of the application is to develop a project consisting of two sixty-nine (69) story residential towers on a podium base consisting of approximately 1,606 units in the towers, of which up to 164 units will be designated for a hotel use; a health club and retail/commercial; and 272 parking spaces (with a valet option to provide for parking for up to 500 vehicles)(the “Development”).

The Applicant is seeking the following deviations and/or variances, exceptions and or waivers from the Exchange Place North Redevelopment Plan and the Jersey City Land Development Ordinance in connection with this application:

1. The Applicant is seeking relief from the maximum permitted number of stories (69 stories; the building will be complying with the permitted height regulations).
2. The Applicant is seeking relief for a deviation and/or waiver to permit relief from the Jersey City Forestry Standards.
3. The Applicant is seeking relief for design waivers to permit relief from the maximum permitted height of the building base, and for relief from the requirements that the base be constructed of only masonry material, and for relief from the minimum amount of

glazing on the base façade.

4. The Applicant is seeking relief for design waivers to permit relief from the maximum permitted number of signs for the residential, retail, and parking uses.
5. The Applicant is seeking relief for any other deviations and/or variances, exceptions and/or waivers that the Planning Board shall deem necessary in connection with this application.

**RELIEF FROM THE PERMITTED
NUMBER OF STORIES**

The Harborside West District of the Redevelopment Plan provides as follows:

3. Maximum Height

Fifty (50) stories, however any story where a minimum of eighty percent (80%) of that level's gross floor area is used for parking and/or mechanical shall not be considered in the maximum number of stories permitted. In no case shall any structure exceed 800 feet.

The proposed development will be complying with maximum permitted height requirements and will not exceed 800 feet. However, the development will not be within the permitted number of stories. Nevertheless, relief from the maximum permitted stories can be granted by the Planning Board as a "c" variance or deviation. The Redevelopment Plan permits the proposed residential use, but the Master Plan, which was last amended in 2012 as part of the development process for the first "Urby" development, had envisioned larger office towers at this location. It is submitted that the development of the residential towers vs. the office towers results in different needs and spacing for the structures, as well as different design elements. The Master Plan envisions that the towers (whether office or residential) throughout the Redevelopment Plan area and this District "as a group are landmarks that identify the development and Jersey City as important locations in the metropolitan area." Accordingly, the intent of the higher towers is to create landmark towers that will bring attention to the Jersey City skyline from distant views. In this instance, the number of stories in the towers is both insignificant and probably irrelevant.

Consistent with the first Urby development on the adjacent property, the proposed development is providing for unique and state of the art architectural design that will result in

signature towers along the Jersey City waterfront, and all of which will be within the height limitations of 800 feet. The residential use creates the demand for sleek towers and signature design elements with the additional stories, and the additional stories are a benefit because it will serve to increase the height of the towers as envisioned as identifying landmarks. Additionally, the number of stories will not have any substantial detrimental impact on the neighboring properties with regard to light, air or otherwise. The office towers that were initially proposed as part of the Master Plan in years past, while still complying with the height requirements, would have had more massing. The residential towers could be developed with more massing as well, but that would sacrifice a superior design and layouts. Therefore, those office buildings or bulky residential towers would have had more of an impact any height, air or view corridor issues (and those towers would have been as of right). In the alternative, the proposed residential towers are point towers that allow for superior light, air and view corridors, while at the same time creating a much more superior landmark skyline. Accordingly, the proposed tower structures and design are consistent with the intent of the Redevelopment Plan and Master Plan, and the benefits of granting relief to permit more stories than are permitted, while still being within the permitted height, outweigh any substantial detriments and can be granted.

**DESIGN WAIVERS FOR RELIEF FROM THE MAXIMUM PERMITTED BASE HEIGHT AND FOR
RELIEF FORM THE REQUIREMENT THAT A MASONRY MATERIAL BE USED ON THE BASE AND
FOR RELIEF OF THE MINIMUM AMOUNT OF GLAZING**

The Redevelopment Plan provides for design requirements for the height of the “Base” to the towers, and for design standards as to the type of masonry material to be used, and the minimum amount of glazing on the base (75%).

The maximum permitted Base height is 85 feet. The applicant is requesting relief from this maximum as a result of design and programming features on the amenity deck level on the roof of the Base. The heights of the Base vary from 83’10” to the amenity deck; to 88’10” to the Pool deck; and to 92’7” to the top of the parapet wall. As the plans demonstrate, the amenity deck level proposes a step up to the pool deck as a design feature. As a result, this setup up raises the level of the amenity level in this portion of the amenity deck. Therefore, in order to accommodate the feature and the appropriate parapet heights for the amenity deck level, the height of the parapet level has been raised as well. These are design and programming features that are benefit to the amenity deck. There will not be any substantial detriments as the additional height is negligible at this level and the additional height serves to provide better

function of the design and programming of the amenities, and provide for the appropriate height for the parapet. Accordingly, the benefits of the relief requested outweighs any substantial detriments and this relief can be granted.

The Applicant is also seeking relief from the masonry requirement in the Base and the amount of glazing. The Applicant is proposing a mix of materials at the Base that includes masonry, glass and metal. The mix of these materials result in a better design and aesthetics for the Base. It is noted that the ground level of the Base has a large amount of glazing provided at the retail frontages and the residential lobbies. However, there are also a large amount of utility rooms and loading areas at the ground level where a glazing would not be appropriate. It is also noted that a large portion of the Base is also used for the parking garage and utility rooms on the second floor, and again, the glazing is not a recommended material for those uses. The design of the screening of the garage area has mimicked the Urby 1 design, and the resulting design is a superior design all around. Accordingly, there are no substantial detriments resulting from the proposed design and materials, and accordingly, the benefits of the relief requested outweigh any substantial detriments, and the requested relief can be granted.

DESIGN WAIVERS FOR RELIEF FROM THE NUMBER OF PERMITTED SIGNS

The Applicant is also seeking relief from the number of permitted signs for the residential, parking and retail/commercial uses. The Redevelopment Plan permits one (1) residential sign, and the Applicant is proposing four (4) signs; the Redevelopment Plan permits one (1) parking sign per vehicle entrance, and the Applicant is proposing two (2) signs; and the Redevelopment Plan permit one (1) sign per use fronting on a public street, and the Applicant is proposing nine (9) signs. It is noted that this project will have frontage on three r-o-w street fronts as well as an interior easement area that will be traversed by the pedestrian public (essentially a fourth street frontage). Therefore, there is a need for the additional signs to alert the residents and general public of the residential, parking, and retail/commercial entrances and uses. As this is a large, but contained, project, there is not an overabundance of signage. Furthermore, the signage is all proposed to be compliant with the size requirements. Accordingly, the benefits of the additional signage outweigh any substantial detriments, and the relief can be granted.

DEVIATION AND/OR DESIGN WAIVER FROM THE JERSEY CITY FORESTRY STANDARDS

The Applicant is also seeking relief from the Jersey City Forestry Standards. In that regard, the relief request is with regard to the planting of trees along the Greene Street side of the Project. The Development is proposing that the ingress and egress to the loading area, parking garage,

and garbage area are made from Greene Street. This will then take up frontage along this sidewalk area. There are also underground transformers being proposed along this area of Greene Street. Accordingly, it would not be practicable to have street trees planted in this specific area. In order to mitigate that street trees will not be planted in this location, the Application is proposing additional street trees be planted as part of the development along the additional street frontages. The benefits of the additional plantings outweigh and substantial detriments, and the relief can be granted.

**ANY ADDITIONAL NECESSARY
DEVIATION/VARIANCES, EXCEPTIONS AND/OR WAIVERS**

The proposed development is a substantial development that is governed by the guiding principles of the Master Plan; and the regulations of the Redevelopment Plan and the JC LDO. In that regard, in the event that any additional deviations/variances, exceptions and/or waivers are necessary on the submitted plans or a result of any recommendations of the Planning Board or Division of Planning, the Applicant respectfully requests such relief.

CONCLUSION

The benefits of granting the requested relief set forth herein outweigh any substantial detriments and can be granted. The Applicant reserves the right to supplement its reasoning in support of the requested relief with expert testimony at the hearing.