

PRINCIPAL POINTS STATEMENT

KRE/SILVERSTEIN 808 PAVONIA LLC

**808 PAVONIA AVENUE, 132-140 VAN REIPEN AVENUE, 12 BRYAN PLACE, 813
PAVONIA AVENUE, 270 MAGNOLIA AVENUE, 54 JOURNAL SQUARE**

BLOCK 9404, LOTS 34, 35 & 41; BLOCK 10601, LOTS 38, 39 & 41

The Applicant, KRE/SILVERSTEIN 808 PAVONIA LLC has filed an application with the Jersey City Planning Board for property located at 808 Pavonia Avenue, 132-140 Van Reipen Avenue, 12 Bryan Place, 813 Pavonia Avenue, 270 Magnolia Avenue, and 54 Journal Square, Jersey City, (Block 9404, Lots 34, 35 & 41; Block 10601, Lots 38, 39 & 41), for Preliminary and Final Major Site Plan approval with Deviations for Phase 1 and Phase 2 of the project pursuant to N.J.S.A. 40:55D-70(c). The purpose of the application is to improve the property with a two-phase, mixed-use project containing 1189 residential units, parking for approximately 369 vehicles, approximately 6,194 square feet of gallery and café space, and 47 signs. In addition, as part of the project, the Applicant proposes the construction of a Pavonia Avenue to Van Reipen Avenue Street Connector, a public pedestrian walkway/art walk & alternative PATH access corridor, public open space and plaza areas, a dog park, and 50-foot-wide public access easements allowing the future continuation of Pavonia Avenue, Van Reipen Avenue and Bryan Place to the Zone 2 boundary, all in accordance with the requirements of Zone 10 of the Journal Square 2060 Redevelopment Plan, ("Redevelopment Plan"), where the subject property is located, and an agreement between the Applicant and the Jersey City Redevelopment Agency ("Redevelopment Agreement"). Further, subject to the terms of the Redevelopment Agreement between the Applicant and the Jersey City Redevelopment Agency, the Applicant will make improvements for the continuation of the public pedestrian walkway/art walk and alternative PATH corridor through Magnolia Street (including a plaza) and Concourse West/Gloria Esposito Way, as well as provide the property rights necessary for

the required Loews theater loading docks (at Site 6) to be constructed by other parties.

The current zoning permits the following as permitted principal uses within Zone 10 of the Redevelopment Plan: Building 2 – Theatres, Art Galleries, Art Studios, Dance Studios, Museums, Libraries, and Rehearsal Studios, permitted above the ground; Buildings 1 and 4 – Residential, except on the ground floor level, Retail sales of goods and services, on the ground level and second floors only, Office, Art Galleries, Live/Work Units, except on the ground floor level, Hotels, Restaurants, category 1 and 2, Bars, Night Clubs, Schools, and Child/Adult Day Care, except on the ground level. Permitted accessory uses are as follows: Building 2 – Not to exceed 15% of floor area – Café and Retail sales of goods and services. Therefore, the proposed uses are permitted uses within the Redevelopment Plan.

As part of the application, the Applicant seeks the following deviations, variances, waivers and/or exceptions from the Journal Square 2060 Redevelopment Plan ("Redevelopment Plan") and the Jersey City Land Development Ordinance:

1. Section III.A.10.a to permit relief from the requirement that all mechanical equipment located on any roof of a building shall be screened from view from all vantage points with a material complementary with the facade of the structure, where the proposed rooftop building maintenance unit and lightning mast required for each Phase will not be screened.
2. Section III.A.13 to permit relief from the prohibition against overhead walkways (skywalks) connecting buildings and/or parking above streets or rights-of-ways, where proposed Phase 1 will have two bridges that span over the proposed art walk/pedestrian path, connecting the amenity decks of Buildings 1 & 2.
3. Section III.A.15 to permit relief from the requirement that all new sidewalk concrete shall be tinted charcoal grey or equivalent tint, where the Planning Board may grant a waiver for superior design relating to a public purpose and where Phase 1 and Phase 2 will have multi-tone concrete with a color treatment at certain areas of the proposed public pedestrian path/art walk.
4. Section III.A.17 to permit relief from the requirement that ground floor storefront bulkheads below the display windows shall be maximum 18" above sidewalk grade, where the proposed Phase 1 will have a maximum 34" bulkhead above sidewalk grade and the proposed Phase 2 will have maximum 36" bulkhead above sidewalk grade.

5. Section III.A.18 and Section III.D.10.C to permit relief from the requirement that all storefront facades shall incorporate a minimum of 80% transparent glass, where proposed Building 1 in Phase 1 will have 53% transparent glass, proposed Building 2 in Phase 1 will have 55% transparent glass and proposed Building 4 in Phase 2 will have 36% transparent glass.
6. Section III.C.3 to permit relief from the requirement that ground floor floor-to-ceiling height for buildings with 13 stories and above shall have a minimum of 20' and a maximum of 30' ground floor floor-to-ceiling heights, where proposed Phase 1 will have minimum 16' ground floor floor-to-ceiling heights and proposed Phase 2 will have minimum 18' ground floor floor-to-ceiling heights.
7. Section III.D.10.e to permit relief from the requirement that no more than fifteen (15) percent of the first-floor street frontage and no more than 30 consecutive linear feet along a public right-of-way may be dedicated to other uses such as meter rooms, blank walls, emergency exits, etc., where proposed Building 1 in Phase 1 contains 19% & more than 30 consecutive linear feet of such uses, proposed Building 2 in Phase 1 contains 27% & more than 30 consecutive linear feet of such uses, and proposed Building 4 in Phase 2 contains 22% & more than 30 consecutive linear feet of such uses.
8. Section III.G.6 to permit relief from the requirement that street trees be planted along curb lines of streets in a regular pattern, spaced at one-half the mature spread of the tree canopy, where street trees are not proposed along the proposed Pavonia Avenue & Van Reipen Avenue connector road.
9. Section III.G.9 to permit relief from the requirement that all landscaping must be fully enclosed by curb or seating wall constructed of a masonry or metal material with a minimum of 6 inches in height, where for proposed Phase 1, no curb or seating wall is proposed at landscaping along Zone 2 boundary and at the area between below-grade transformer vaults and the Zone 4 boundary and where for proposed Phase 2, no curb or seating wall is proposed at the landscaping along the Zone 2 boundary and at the proposed outdoor dog run.
10. Section VI.K.7.f to permit relief from the requirement that along the Zone 4 boundary, retaining walls or privacy walls shall be constructed to shield the adjacent homes and rear yard areas in Zone 4, where such privacy walls will not be provided along (1) the western and southern façades of Building 2 in Phase 1, (2) the western property bounds north of Pavonia Avenue, and (3) the Zone 4 boundary at Phase 2.
11. Section VI.K.9.e to permit relief from the requirement that Building 2 of Phase 1 generally align with the front facades along the south side of Pavonia Avenue, where Building 2 is proposed to be setback from the front facades along south side of Pavonia Avenue.

12. Section VI.K.9.i. to permit relief from the requirement that Site 7 shall be situated such that an 8' minimum clearance for pedestrian circulation be maintained between Site 7 and Zone 4, where this area will be landscaped with an evergreen hedge, as well as ground cover, perennial, and/or ornamental grass plantings.
13. Section V.K.9.i. to permit relief from the requirement that Site 7 shall be situated such that a 5' minimum clearance for pedestrian circulation be maintained between Site 7 and Bryan Place, where this area will be landscaped with ground cover, perennial, and/or ornamental grass plantings.
14. Section VI.K.15.b to permit relief from the requirement that all roadway turning radii at approximate right-angle turns shall not exceed 8 feet unless sidewalk bump-outs or other traffic calming features require a larger radius, where the proposed turning radii for Phase 1 will be a maximum of 12 feet and for Phase 2 will be a maximum of 15 feet, as required for emergency vehicle and truck circulation.
15. Section III.E.4.r to permit relief from the requirement that a head-in/head-out design be required for all loading and parking facilities and the requirement that driveway widths be a maximum of 18' for parking facilities with more than 30 spaces, where back-in/head-out design is proposed for the loading facility and a 23' driveway width is proposed for the parking facility.
16. Section IV.B.4.a(i) to permit relief from the requirement for signs along all rights-of-way where retail is not required, for retail, restaurants, bars, nightclubs, and other similar storefront uses, that each such use fronting on a public street may be permitted one (1) exterior sign per store front bay on each street frontage, where proposed Building 2 in Phase 1 will have two (2) signs for the proposed gallery/café.
17. Section IV.B.4.a(ii) to permit relief from the requirement for signs along all rights-of-way where retail is not required, for retail, restaurants, bars, nightclubs, and other similar storefront uses, that maximum sign height shall be 18 inches, where a proposed directional sign for the proposed gallery and café in Building 2 of Phase 1 will be 56" and a proposed scone sign for the proposed café in Building 1 of Phase 1 will be 40".
18. Section IV.B.4.b(i) to permit relief from the requirement for signs along all rights-of-way where retail is not required, for all other uses, that each such use fronting on a public street may be permitted one exterior sign per entryway per street frontage and that buildings with multiple uses shall have not more than one sign per use, where (1) two building address/primary signage band signs are proposed for Building 1 in Phase 1, one facing Pavonia Avenue and one facing the proposed Art Walk, (2) four building lobby scone signs are proposed for Building 1 in Phase 1, (3) five directional signs are proposed for Building 1 in Phase 1 and (4) ten sconces signs are proposed for Building 4 in Phase 2.

19. Section IV.B.4.b(ii) to permit relief from the requirement for signs along all rights of way where retail is not required, for all other uses, that the total exterior sign area shall not exceed the equivalent of two (2) percent of the first story portion of the wall to which it is attached and in no case shall a sign on any structure exceed 8 square feet, where the Applicant proposes (1) a building address/primary signage band on the Building 1 (Phase 1) main entry of 26 square feet and a building address/primary signage band on the Building 1 (Phase 1) secondary entry of 19 square feet and (2) a building address/primary signage band on Building 4 (Phase 2) of 21 square feet.
20. Section IV.C.1 to permit relief from the requirement that all signs shall be attached to the first floor level of the building only, where (1) two monument wayfinding signs that will not be attached to a building are proposed in Phases 1 and 2, (2) an analog clocktower that will not be attached to a building is proposed in Phase 1 and (3) 1 wayfinding sign that will be attached to landscape elements is proposed in Phase 2.
21. Section IV.C.4 to permit relief from the prohibition against window signs, except lettering or logos limited to decorative metal leaf, flat black or etched / frosted glass style lettering and further limited to the name of the business occupying the commercial space/storefront, covering no more than twenty (20%) of the window area, where a surface mounted graphic metal panel logo in the shape of a bicycle covering less than 20% of the window area is proposed to be located at the entry to the back of house corridor for Buildings 1 & 4.
22. Section IV.C.5 to permit relief from the requirement that signage materials be painted wood, painted metals including aluminum and steel, brushed finished aluminum, stainless steel, brass, copper, or bronze, carved wood or wood substitute, and/or channel letters, where a proposed analog clocktower sign will be constructed with glazed tiles in Phase 1.
23. Section IV.C.7 to permit relief from the requirement that signs be lit from backlit halo and up-lights, where eight (8) internally illuminated wall sconce signs are proposed in Phase 1, ten (10) internally illuminated wall sconce signs are proposed in Phase 2, and one (1) internally lit analog clocktower sign is proposed in Phase 1.
24. Section IV.D: to permit relief from the requirement that one (1) sign shall be provided per entrance to garages indicating the parking facility by the international parking symbol and direction arrow, where no such parking facility sign is proposed.
25. Section IV.F to permit relief from the prohibition against monument signs, where one (1) monument directional wayfinding sign in Phase 1, two (2) monument directional wayfinding signs in Phase 2, and one (1) analog clocktower monument sign in Phase 1 are proposed.

26. Any other deviations/variances, waivers and/or exceptions from the Redevelopment Plan or the Jersey City Land Development Ordinance that the Planning Board shall deem necessary in connection with this application.

The redevelopment objectives and policy standards of the Redevelopment Plan are set forth in Section III of the Redevelopment Plan. The proposed development will promote these objectives and policy standards, and the requested deviations will not have a detrimental effect on the zone plan.

The proposed development will redevelop Block 9404, Lots 34, 35 & 41 and Block 10601, Lots 38, 39 & 41. Among the goals and objectives of the Redevelopment Plan are the following:

- 1) Re-establish Journal Square as Jersey City's primary central business district and activity center.
- 3) Integrate open space into the Area by incorporating a system of parks, plazas, and natural amenities.
- 4) Promote a pattern of mixed and multiple-use development. New buildings within the Area should appropriately combine residential, commercial, and entertainment uses and encourage a balance of jobs-to-housing.
- 5) Make walking and biking an easy, safe, desirable, and convenient mode of transport.
- 6) Encourage local quality retail within the greater Journal Square area.
- 7) Reduce automobile dependency by encouraging high density development in close proximity to mass transit with low automobile parking ratios and with bicycle parking requirements.
- 8) Provide for urban amenities such as transit, housing variety, open space, and entertainment that will attract new employers and a range of new residents to the area while sustaining existing neighborhoods.
- 12) The overall improvement of traffic circulation through the development of new and improved vehicular and pedestrian circulation systems which provide for separation of vehicular and pedestrian traffic and the maximum use of public transportation.
- 16) Provide for redevelopment without public acquisition or relocation of residents and business concerns.
- 19) Creation of major new employment, housing, educational, recreational, commercial and retail opportunities for the residents of Jersey City.
- 21) To promote the principles of "Smart Growth" and "Transit Village" development, including a variety of housing choices, providing wider sidewalks, minimize automobile use by maximizing the appeal of mass

- transit, encourage reduced parking and shared use parking solutions, and creating a livable community with convenient access to commercial facilities.
- 22) Maintain and improve pedestrian access to the Journal Square PATH Station from the surrounding communities.
 - 23) To maximize the use of rooftop open space for recreation and/or green roofs.
 - 24) Utilize step backs, architectural design elements, and building massing regulation to maintained light and air to the street and adjacent properties.
 - 25) All structures within the project area shall be designed and maintained so as to improve the visual impact of the Jersey City skyline as viewed from within and beyond the City's borders.

The proposed development promotes each one of these goals and objectives.

The requested deviation from Section III.A.10.a. of the Redevelopment Plan to permit relief from the requirement that all mechanical equipment located on any roof of a building shall be screened from view from all vantage points with a material complementary with the facade of the structure, where the proposed rooftop building maintenance unit and lightning mast for each Phase will not be screened, will allow for the installation of building maintenance equipment as required for buildings of this size. The building maintenance unit and lightning mast cannot be screened for functionality reasons. In particular, this maintenance equipment must have some portions elevated above the mechanical screening in order to function. Given the building's height, the maintenance unit will be difficult if not impossible to see from ground level.

The requested deviation from Section III.A.13 of the Redevelopment Plan to permit relief from the prohibition against overhead walkways (skywalks) connecting buildings and/or parking above streets or rights-of-ways, where proposed Phase 1 will have two bridges that span over the proposed art walk/pedestrian path, will allow the proposed level 2 amenity deck of Building 1 in Phase 1 to connect to the amenity roof deck of Building 2 in Phase 1, which will animate the art walk. These bridges also provide additional required emergency egress routes and egress capacity for occupants on the Building 2 roof deck to exit through Building 1.

The requested deviation from Section III.A.15 of the Redevelopment Plan to permit relief from the requirement that all new sidewalk concrete shall be tinted charcoal grey or equivalent tint, will allow Phase 1 and Phase 2 to have multi-tone concrete with a color treatment at certain areas of the art walk/pedestrian path/plaza areas, creating a cohesive design for the art walk/pedestrian pathway and plaza areas. Integration of similar materials throughout the art walk/pedestrian pathway and plaza areas will facilitate a continuous design for what is intended to become a key development of the Journal Square Redevelopment Plan area, connecting JFK Boulevard through the project to Bryan Place and serving a public purpose.

The requested deviation from Section III.A.17 of the Redevelopment Plan to permit relief from the requirement that ground floor storefront bulkheads below display windows be a maximum 18" above sidewalk grade will allow proposed Phase 1 to have a maximum 34" bulkhead above sidewalk grade and proposed Phase 2 to have maximum 36" bulkhead above sidewalk grade. Portions of the art walk/pedestrian path between Building 1 and Building 2 slope from the plaza site elevation down to the existing grade elevation adjacent to the Loews Theatre. The sill of the storefronts are set relative to the interior first floor elevation, which is higher than portions of the sloping art walk, therefore resulting in the taller storefront bulkhead. Similarly, the roadway adjacent to the Building 4 ground level slopes to meet the existing grade at Van Reipen Ave., resulting in taller storefront bulkheads at the ground level.

The requested deviation from Section III.A.18 and Section III.D.10.C of the Redevelopment Plan to permit relief from the requirement that all storefront facades shall incorporate a minimum of 80% transparent glass, will allow proposed Building 1 in Phase 1 to have 53% transparent glass, Building 2 in Phase 1 to have 55% transparent glass and Building 4 in Phase 2 to have 36% transparent glass. This relief will allow for project access and other necessary building services such as emergency exits, loading deck entry doors, and mechanical spaces to operate the project. Moreover, the departure from the requirement

is minimal and, as shown on the development plans, these proposed percentages represent the most conservative interpretation of the requirements.

The requested deviation from Section III.C.3 of the Redevelopment Plan to permit relief from the requirement that ground floor floor-to-ceiling height for buildings with 13 stories and above shall have a minimum of 20' and a maximum of 30' ground floor floor-to-ceiling heights will allow proposed Phase 1 to have 16' ground floor floor-to-ceiling heights and proposed Phase 2 to have 18' ground floor floor-to-ceiling heights. The Building 1 floor to floor height at the ground floor will be 20' and the Building 4 floor to floor height at the ground floor will be 22'. The finished ceiling to the ground floor lobby of each building are set to match the exterior soffit below the level 2 terrace slab in an effort to create more continuity between the interior and exterior of the buildings.

The requested deviation from Section III.D.10.e of the Redevelopment Plan to permit relief from the requirement that no more than fifteen (15) percent of the first-floor street frontage and no more than 30 consecutive linear feet along a public right-of-way may be dedicated to other uses such as meter rooms, blank walls, emergency exits, etc., will allow proposed Building 1 to contain 19% & more than 30 consecutive linear feet of such uses, proposed Building 2 to contain 27% & more than 30 consecutive linear feet of such uses, and proposed Building 4 to contain 22% & more than 30 consecutive linear feet of such uses. This departure is necessary to facilitate required emergency exits, loading dock entry doors, mechanical space, and façade design, as is unavoidable for a project of this scale.

The requested deviation from Section III.G.6 of the Redevelopment Plan to permit relief from the requirement that street trees shall be planted along curb lines of streets in a regular pattern, spaced at one-half the mature spread of the tree canopy, will allow for the construction of a curbless proposed Pavonia Avenue & Van Reipen Avenue connector road without street trees to encourage pedestrians to freely utilize the entire area as a social space, where a varied landscape design that maintains sight lines is proposed throughout the pedestrian pathway and plaza areas.

The requested deviation from Section III.G.9 of the Redevelopment plan to permit relief

from the requirement that all landscaping must be fully enclosed by curb or seating wall constructed of a masonry or metal material with a minimum of 6 inches in height, will allow (for proposed Phase 1) no curb or seating wall at proposed landscaping along Zone 2 boundary and at the area between below-grade transformer vaults and the Zone 4 boundary and (for proposed Phase 2) no curb or seating wall at proposed landscaping along the Zone 2 boundary and at the outdoor dog run at Site 7. This will facilitate a better alternative to compliance with the requirement by providing curbless landscaping in select areas as part of the overall woonerf design concept for the ground level streetscape.

The requested deviation from Section VI.K.7.f of the Redevelopment Plan to permit relief from the requirement that along the Zone 4 boundary, retaining walls or privacy walls shall be constructed to shield the adjacent homes and rear yard areas in Zone 4 will allow a design having no privacy walls along (1) the western and southern façades of Building 2, (2) the western property bounds north of Pavonia Avenue, and (3) the Zone 4 boundary at Phase 2. The construction of privacy walls is impractical given the proposed building wall locations and it is intended that these building walls will act as privacy walls to shield adjacent homes and rear yard areas. At open spaces, the Applicant proposes to screen with landscaping instead of privacy walls, due to the close proximity of neighboring buildings' windows to the property line.

The requested deviation from Section VI.K.9.e of the Redevelopment Plan to permit relief from the requirement that Building 2 of Phase 1 shall generally align with the front facades along the south side of Pavonia Avenue will allow Building 2 to be setback from the front facades along south side of Pavonia Avenue. The face of Building 2 along Pavonia Avenue is the parking garage entry. The setback is intended to maintain pedestrian traffic flow at a safe distance from the garage entry.

The requested deviation from Section VI.K.9.i. of the Redevelopment Plan to permit relief from the requirement that Site 7 be situated such that an 8' minimum clearance for pedestrian circulation be maintained between Site 7 and Zone 4 will allow this area to be

landscaped with an evergreen hedge, as well as ground cover, perennial, and/or ornamental grass plantings in lieu of providing privacy walls in order to provide light and air to the adjacent building's windows in Zone 4.

The requested deviation from Section VI.K.9.i. of the Redevelopment Plan to permit relief from the requirement that Site 7 be situated such that a 5' minimum clearance for pedestrian circulation be maintained between Site 7 and Bryan Place will allow this area to be landscaped in a consistent manner with the existing Bryan Place streetscape.

The requested deviation from Section VI.K.15.b of the Redevelopment Plan to permit relief from the requirement that all roadway turning radii at approximate right-angle turns shall not exceed 8 feet unless sidewalk bump-outs or other traffic calming features require a larger radius, will permit proposed turning radii to be a maximum of 15 feet as required for emergency vehicles and truck circulation for the project.

The requested deviation from Section III.E.4.r of the Redevelopment Plan to permit relief from the requirement that a head-in/head-out design be required for all loading and parking facilities and the requirement that driveway widths be a maximum of 18' for parking facilities with more than 30 spaces, will allow back-in/head-out design for the proposed loading facility and will allow a proposed 23' driveway width for the parking facility. Back-in/head out design for the loading facility is not specifically possible due to site planning arrangements and the proposed 23' driveway width will facilitate improved safety by allowing sufficient two-way drive widths, as safe, necessary and reasonable for a project of this size.

The requested deviation from Section IV.B.4.a(i) to permit relief from the requirement for signs along all rights-of-way where retail is not required, for retail, restaurants, bars, nightclubs, and other similar storefront uses, that each such use fronting on a public street may be permitted one (1) exterior sign per store front bay on each street frontage, will allow proposed Building 2 in Phase 1 to have two (2) signs for the proposed gallery/café.

Deviation from this signage requirement promotes the cultural/active uses within the project. Promoting these uses via signage is critical to the success and, ultimately, full build-out of the project, which, similar to the Journal Squared project, will create a sense of place for the Journal Square neighborhood.

The requested deviation from Section IV.B.4.a(ii) of the Redevelopment Plan to permit relief from the requirement for signs along all rights-of-way where retail is not required, for retail, restaurants, bars, nightclubs, and other similar storefront uses, that maximum sign height shall be 18 inches, will allow a proposed directional sign at the proposed gallery/café in Building 2 of Phase 1 that will be 56" and a proposed scone sign for the proposed café in Building 1 of Phase 1 that will be 40". Deviation from this signage requirement promotes the uses within the project. Promoting the uses via signage is critical to the success and, ultimately, full build-out of the project, which, similar to the Journal Squared project, will create a sense of place for the Journal Square neighborhood. Wayfinding signage calling out points of interest within the project site encourages pedestrian traffic flow.

The requested deviation from Section IV.B.4.b(i) of the Redevelopment Plan to permit relief from the requirement for signs along all rights-of-way where retail is not required, for all other uses, that each such use fronting on a public street may be permitted one exterior sign per entryway per street frontage and that buildings with multiple uses shall have not more than one sign per use, will allow (1) two building address/primary signage band signs for Building 1 of Phase 1, one at main entry facing Pavonia Avenue and one at secondary entry facing the proposed art walk, (2) four building lobby scone signs for Building 1 in Phase 1, (3) five directional signs for Building 1 in Phase 1, and (4) ten signage sconces for Building 4 in Phase 2. Deviations from these signage requirements appropriately identify and promote the uses within the project. Promoting the uses and directing pedestrian movements via signage are critical to the success and, ultimately, full build-out of the project, which, similar to the Journal Squared project, will create a sense of place for the Journal Square neighborhood.

The requested deviation from Section IV.B.4.b(ii) of the Redevelopment Plan to permit relief from the requirement for signs along all rights of way where retail is not required, for all other uses, that the total exterior sign area shall not exceed the equivalent of two (2) percent of the first story portion of the wall to which it is attached and in no case shall a sign on any structure exceed 8 square feet, will allow (1) a building address/primary signage band on the Phase 1 Building 1 main entry of 26 square feet and a building address/primary signage band on the Phase 1 Building 1 secondary entry of 19 square feet and (2) a building address/primary signage band on Phase 2 Building 4 of 21 square feet. Deviations from these signage requirements appropriately identify and promote the uses within the project. Promoting the uses within via signage is critical to the success and, ultimately, full build-out of the project, which, similar to the Journal Squared project, will create a sense of place for the Journal Square neighborhood.

The requested deviation from Section IV.C.1 of the Redevelopment Plan to permit relief from the requirement that all signs be attached to the first floor level of the building only will allow (1) two monument wayfinding signs that will not be attached to a building in Phases 1 and 2, (2) an analog clocktower that will not be attached to a building in Phase 1, and (3) 1 wayfinding sign that will be attached to landscape elements in Phase 2, all of which will allow for a better design alternative than compliance with this requirement by providing signage that effectively directs pedestrian movements and helps to ensure the success Phases 1 and 2 of the project. Moreover, this signage will help to promote the project as key project in the Journal Square neighborhood, creating a sense of place for Journal Square residents.

The requested deviation from Section IV.C.4 of the Redevelopment Plan to permit relief from the prohibition against window signs, except lettering or logos limited to decorative metal leaf, flat black or etched / frosted glass style lettering that shall be further limited to the name of the business occupying the commercial space/storefront and that shall cover no more than twenty (20%) of the window area will allow a surface mounted graphic metal panel logo in the shape of a bicycle covering less than 20% of the window area to be

located at the entry to the back of house corridor for Buildings 1 & 4. This window sign is designed to direct individuals to bike storage access, while complementing the overall design scheme of the project.

The requested deviation from Section IV.C.5 of the Redevelopment Plan to permit relief from the requirement that signage materials be painted wood, painted metals including aluminum and steel, brushed finished aluminum, stainless steel, brass, copper, or bronze, carved wood or wood substitute, and/or channel letters will allow the proposed analog clocktower sign to be constructed with glazed tiles in Phase 1. This monument sign design represents a better design alternative because the proposed materials complement the building entry material.

The requested deviation from Section IV.C.7 of the Redevelopment Plan to permit relief from the requirement that signs be lit from backlit halo and up-lights will allow eight (8) internally illuminated wall sconce signs in Phase 1, ten (10) internally illuminated wall sconce signs in Phase 2, and one (1) internally lit analog clocktower sign in Phase 1. This represents a better design alternative than compliance with the requirement by promoting a cohesive aesthetically unified project design, which appropriately promotes the uses within the project, including during night-time hours. Moreover, this signage will help to promote the project as a key development of the Journal Square neighborhood, creating a sense of place for Journal Square residents.

The requested deviation from Section IV.D of the Redevelopment Plan to permit relief from the requirement that one (1) sign shall be provided per entrance to garages indicating the parking facility by the international parking symbol and direction arrow will allow no parking sign to be provided. The proposed project parking is for private use by building residents and their visitors. The elimination of this sign requirement will therefore be a benefit by avoiding confusion that could otherwise result for drivers from the general public who may otherwise erroneously seek access to the project to park their vehicles.

The requested deviation from Section IV.F of the Redevelopment Plan to permit relief from the prohibition against monument signs will allow three (3) monument directional wayfinding signs and one (1) analog clocktower monument sign. This represents a better design alternative than compliance with the requirement by promoting a cohesive aesthetically unified project design, which appropriately promotes the uses and directs pedestrian traffic within the project. Moreover, this signage will help to promote the project as a key development of the Journal Square neighborhood, creating a sense of place for Journal Square residents.

Accordingly, the benefits of granting the deviations substantially outweigh any detriments.

The proposed development and requested deviations are appropriate for the development of the property and will benefit the immediate neighborhood and will promote the general welfare and the objectives and policies of the Redevelopment Plan. The development will also promote a desirable visual environment by integrating open space into the area by incorporating a system of parks/plazas and natural amenities. Lastly, the proposed deviations, the large majority of which would otherwise be considered only design waivers if part of a traditional site plan ordinance, will not cause substantial detriment to the public good, or impairment to the intent and purpose of the Redevelopment Plan, the Jersey City Master Plan, or the Jersey City Land Development Ordinance.

The Applicant reserves the right to supplement the foregoing with testimony at the hearing.