

Statement of Principal Points  
110 Town Square Place (Block 7302.02, Lot 1)  
Jersey City, Hudson County, New Jersey

An application has been filed for the above noted property with the Jersey City Planning Board, approval of preliminary and final major site plan with bulk deviations for minimum parking and signage pursuant to the Newport Redevelopment Plan and N.J.S.A. 40:55D-70.c.

The subject property at 110 Town Square Place is identified as Lot 1 on Block 7302.02, located at the northeast corner of Washington Boulevard and Town Square Place. The subject property has lot size of 41,818 square feet (0.96 acres) with approximately 244 feet of frontage along Town Square Place (Pavonia Avenue) and approximately 138 feet along Washington Boulevard. The Newport PATH station is located in the eastern portion of the subject property, with a Citi bike docking station in the northeastern portion, and a landscaped pedestrian walkway in the southern and western portion of the subject property. The subject property is located in the Office Commercial (“OC”) District of the Newport Redevelopment Plan (“Redevelopment Plan”).

The purpose of this application is to construct a 40-story, 423-unit, mixed-use residential and commercial building. The proposed residential use will be considered a ‘major’ land use and the commercial uses will be considered ‘minor’ land uses, per the Redevelopment Plan. The ground floor will provide a residential lobby, a commercial lobby, a total of 3,450 square feet of retail space, and mechanical areas and trash rooms. The mezzanine will provide a leasing office and a storage room for bicycle parking. The 2<sup>nd</sup> and 3<sup>rd</sup> floors will each provide 22,000 square feet of space for commercial use (44,000 square feet total). The 4<sup>th</sup> floor will provide a total of 6,400 square feet of indoor amenity space for future residents and approximately 14,150 square feet of common outdoor space including a covered patio and roof terrace. The 4<sup>th</sup> through 39<sup>th</sup> floors will provide a total of 423 units, including 71 studio units, 211 one-bedroom units, and 141 two-bedroom units. The 40<sup>th</sup> floor will provide a total of 4,800 square feet of residential amenity space. The project will provide site improvements including new concrete sidewalks, new street trees, landscaping, and seatwalls along the Town Square Place frontage.

The project proposes a density of 441 units per acre, bringing the density of the entire OC District to 143 units per acre, where a district-wide maximum of 200 units per acre is permitted. A floor area ratio (FAR) of 9.6:1 is proposed, bringing the FAR of the entire OC District to 5.5:1, where a district-wide maximum FAR of 12:1 is permitted.

The surrounding area consists of a 10-story, 350-room Courtyard by Marriot hotel at 540 Washington Boulevard (Block 7302.02, Lot 38), adjacent to the north of the subject property. Adjacent to the east is a 6-story multi-tenant commercial building at 100 Town Square Place (Block 7302, Lots 7 and 8). The Newport Centre Mall is east of the subject property across Washington Boulevard on Block 7303.

The project proposes to provide a significant amount of new improved open space. Improved open space will total approximately 13,600 square feet, which will include landscaped seatwalls along the Town Square Place frontage, landscaping including shrubs and grasses, a total of 16 street trees, a common roof deck on the 5<sup>th</sup> floor with green roofing. As a project within the OC District providing residential development, 8.8% is required to be improved open space where 47% is proposed. The improved open space along the Town Square Place and Washington Boulevard frontages will be for public use and the common rooftop deck and green roof will be for the use of future residents of the proposed building. The project will provide the subject property as well as the surrounding area, a sufficient amount of usable open space for enjoyment.

*Minimum Parking Standards:* The Newport RDP requires 0.5 space per residential unit (212 vehicular parking spaces), where no parking is proposed. The subject property is uniquely situated to take advantage of public transit opportunities, located in close proximity to light rail, train, bus, and ferry transit options. The Newport PATH station is located in the eastern portion of the subject property, which provides direct transit access to New York City including both the Midtown and Lower Manhattan lines of the PATH System and to the City of Newark's Penn Station via Journal Square. Both the PATH and light rail stations in Newport provide access to the Hoboken Terminal Station. The station provides access to New York City and New Jersey as a whole. Bus service within Jersey City is also provided and access to bus service into New York City. The subject property is a one-minute-walk east from the Hudson Bergen Light Rail (HBLR) Newport Centre Mall station. Data collected for Census Tracts 76 and 77 within Hudson County was reviewed which includes the redevelopment area as well as the Newport master-planned area, to determine the transit utilization and pedestrian activity in close proximity to the project. The census data indicates that 8% of residents within the tracts commute by walking/biking and approximately 73% utilize public transportation. Furthermore, the proposed retail use will be intended to primarily serve existing pedestrian traffic, the future employees and residents of the proposed building, and employees and residents of the surrounding area. Additionally, there are protected dedicated bicycle lanes within this area including along the east side of Washington Boulevard and along the west side of Washington Boulevard. These protected bicycle lanes continue to the north and south connecting to the existing bicycle lane system throughout Jersey City. The project will comply with the bicycle parking requirement and provide 212 bicycle parking spaces for residents at 0.5 bicycle space per unit. The subject property is well connected with public transit options and safe cycling paths which will allow residents and employees of the proposed building to commute easy to and from the proposed development.

*Signage Type and Function:* The project proposes an integrated LED sign in the upper most southern corner of the building on the Town Square Place façade. The proposed signage will display a digital clock and will be approximately 33 feet high by 39 feet wide, for a total area of 1,287 square feet. The proposed sign will be mechanically activated and have moving fins to display and change the time. The proposed signage will be

approximately 400 feet above grade, and it will not be flashing, therefore the proposed signage will not be distracting to drivers along Washington Boulevard. The proposed signage is appropriate for this building given the subject property's location, within an urban center surrounded by commercial, office, and residential buildings with high pedestrian volume throughout the day.

*Municipal Land Use Law (MLUL):* The proposed project will advance and promote the purposes of the Municipal Land Use Law (MLUL). Granting the requested deviation for this project will guide the appropriate use and development in a manner which will promote the public health and general welfare pursuant to N.J.S.A. 40:55D-2.a. through the development of a new mixed-use, residential and commercial building with improved public and private open space. The project will provide sufficient space in appropriate locations for a variety of residential recreational, commercial and open space both public and private, consistent with N.J.S.A. 40:55D-2.g. The existing access to the PATH and HBLR transit systems from the subject property will encourage the location of and design of transportation routes which will promote the free flow of traffic while discouraging location of such facilities and routes which result in congestion or blight, pursuant to N.J.S.A. 40:55D-2.h. The proposed project will promote a desirable visual environment through creative development techniques and good civic design and arrangement pursuant to N.J.S.A. 40:55D-2.i. through the new construction of the proposed building.

*Negative Criteria:* Granting the requested deviations will not result in a substantial detriment to the general welfare. The subject property is located in a transit-oriented location with the proposed building to be constructed atop the Newport PATH station. The project will provide appropriate pedestrian and bicycle accommodations consistent with the objectives of the Jersey City Bike Master Plan. Additionally, residents and employees traveling to/from the project site via personal vehicle can utilize the existing public parking garages in the surrounding area. Consistent with the Redevelopment Plan objectives, the proposed project will provide housing and employment opportunities that are well situated to take advantage of existing public transit. As previously mentioned, the Newport PATH Station is located on the subject property which provides transit access to New York City and the City of Newark. The project is designed as a high-density mixed-use project providing residential and commercial opportunities consistent with Smart Growth and Transit Village planning principles.

Granting the requested deviations will likewise not result in a substantial impairment to the Redevelopment Plan, zone plan, and zoning ordinance. The project proposes principal uses, accessory uses, a density, a floor area ratio, and improved open space area(s) that are all compliant with OC District standards. The project will provide new street trees and landscaping in accordance with Jersey City Forestry Standards. The project will also provide an appropriate number of bicycle parking spaces for residents.

The proposed project meets and will promote the Jersey City Master Plan goals and objectives including,

- *Strengthen neighborhood-oriented commercial areas.*

- *Ensure the City's available housing is balanced and meets the needs of all current and future city residents.*
- *Promote the development of a diversified economy.*

The proposed project will also meet and promote the Newport RDP goals and objectives including,

- *Goal D: The successful redevelopment plan for this particular site must make good use of the:*
  - *Existing regional transportation facilities of 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.*
  - *An existing market for apartments, townhouses and condominium units within the metropolitan area and within walking distance of mass transit into New York City.*
- *Goal 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.*
- *Objective A.2: The development of apartments, townhouses and condominiums.*
- *Objective A.4: The establishment of a commercial, office and residential development, which will stabilize and revitalize Jersey City's tax base.*
- *Objective 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.*

The requested deviations necessary for the proposed project can be granted in that both the positive and negative criteria have been pursuant to N.J.S.A. 40:55D-70.c.

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