

DEVELOPMENT APPLICATION REVIEW | STAFF REPORT

DATE :	03.28.2024
TO :	Planning Board Commissioners
FROM :	Matthew da Silva, Senior Planner Matt Ward, PP, AICP, Supervising Planner
CASE :	P23-0061
PROJECT :	Amendment to Greenville Industrial Redevelopment Plan – Linden Avenue East Remediation & Improvement Bonus

I. APPLICATION BACKGROUND + PROPOSAL

The proposed amendment to the Redevelopment Plan was requested by K.I.D.S. Realty Company, LLC after the petitioner's property, located at Block 24701 Lot 35 (45 Linden Ave. East), was included a settlement with PPG Industries to environmentally remediate a series of sites contaminated with the byproducts of chromium ore processing across Jersey City. City Council Resolution #23-677 authorized the Planning Board to study an amendment creating an environmental overlay district allowing for the reconstruction of an industrial building substantially similar to the present structure after the completion of the environmental remediation work, which will likely require demolition of the pre-existing structure.

During study of the petitioner's proposal by planning staff, several deficiencies in the area's road network that limited truck throughput and created safety conflicts between truck traffic and pedestrians were identified and provisions added to correct and/or ameliorate these conditions. Additionally, concerns about the property's location in the FEMA 100-year floodplain were raised and addressed.

The amendment as presented to the Planning Board adds the Linden Avenue East Remediation & Improvement Bonus to the Greenville Industrial Redevelopment Plan. The bonus, which covers Block 24601, Lot 35, contains the following elements to allow for the successful redevelopment and improvement of the site as a modern industrial structure after the environmental remediation is complete while allowing for the improvement of the local road network to provide safer and enhance the economic viability of nearby industrial properties:

- a. Dedication and improvement of right-of-way to allow for the widening of Linden Avenue East to allow for the installation of shoulders and wider traffic lanes.
- b. Dedication and improvement of right-of-way to allow for the widening of Caven Point Road to accommodate extension of an existing two-way protected bike lane.
- c. Management of the building envelope to allow for the reconstruction of a substantially similar building in size to the pre-existing structure at the location while allowing for updates to modern industrial standards and ensuring a clear line of site for oncoming traffic and pedestrians at the intersection of Linden Ave. East and Caven Point Road.
- d. Provisions for the widening of sidewalks to accommodate workers accessing this site and adjacent sites on foot from the nearby Danforth Ave. light rail station and protection of sidewalks from traffic via planting strips containing landscaping and trees.
- e. Enhanced stormwater management regulations related to the property's location in the FEMA 100-year Floodplain.

II. MASTER PLAN CONSISTENCY REVIEW

Staff has reviewed the proposed amendment and ascertained that the proposed amendment is consistent with the Jersey City Master Plan.

Master Plan Vision – Connectivity and Mobility

This amendment advances *Goal 1 – Decrease Automobile Dependency* by utilizing strategy *C – Enhance Pedestrian and Bicycle Safety*. The intersection of Caven Point Avenue and Linden Avenue East in its current state is unsafe for all road users, including cars, trucks, pedestrians, and cyclists. The changes to the roadway network facilitated by this amendment will allow for wider sidewalks, stronger separation of traffic lanes from sidewalks via shoulders and planting strips, the installation of a protected bike lane on Caven Point Road, and greater visibility of pedestrians crossing the street.

Master Plan Vision - Economic Opportunity

This amendment advances *Goal 1 – Promote Development of a Diversified Economy* by utilizing strategy *B – Adapt and Preserve the City’s Industrial Base*. The successful remediation and redevelopment of this site will allow for Jersey City to retain existing industrial users and recruit viable commercial and industrial users to preserve the industrial base. The plan suggests that “*land use policies should provide for sufficient land-side facilities in port areas to serve port growth and generate port-oriented development.*” The location in question is in a port area, with multimodal freight access to the New Jersey Turnpike, Route 440, Conrail’s National Docks Branch, and the Greenville Container Terminal. Furthermore, the proposed road improvements will facilitate more efficient access to other industrial sites within the Greenville port area.

Master Plan Vision - Climate Resiliency

This amendment advances *Goal 1 – Mitigate Impacts of Climate Change* by utilizing strategy *C – Re-Examine Zoning to Strengthen Resiliency with Private Property*. Given the property’s location in the FEMA 100-year floodplain, enhanced stormwater infrastructure standards at this location will improve the city’s overall ability to store and discharge stormwater safely and mitigate increased flooding risks.

Land Use Element

The land use element’s prescriptions for commercial and industrial districts advise the city to continue to support industrial activity at the Greenville Port, adjacent to this site. The element advises that port-related development should be limited to areas with strong highway access and limited impact on residential areas. This location meets these criteria. It is located adjacent to both the New Jersey Turnpike and Route 440. It is separated from adjacent residential areas of Greenville by the Turnpike, Chapel Ave. Industrial Park, the Conrail National Docks Secondary, and the Hudson Bergen Light-Rail Bayonne Branch. Negative impacts on these residential areas are unlikely.

The Land Use Element does not recommend revisiting the Greenville Industrial Redevelopment Plan, finding the plan broadly supportive of the Master Plan’s goals. As such, the proposed changes are limited in scope and designed to enhance the existing character of the area as opposed to changing the character. The existing site is zoned for Port Industrial uses and will continue to be zoned for Port Industrial Uses, while acknowledging and addressing the specific environmental and transportation needs of the site.