

Statement of Principal Points  
155 Newark Avenue (Block 11405, Lot 6)  
Jersey City, Hudson County, New Jersey

An application has been filed for the above noted property with the Jersey City Planning Board for preliminary and final major site plan approval; and approval of bulk deviations for the minimum bonus building step-back requirements from Newark Avenue on the 5<sup>th</sup>, 6<sup>th</sup>, and penthouse floors. The subject property is located in Zone A and Zone C of the Newark Avenue Downtown Redevelopment Plan ("Redevelopment Plan").

The subject property at 155 Newark Avenue is identified as Lot 6 on Block 11405 and is located midblock on Newark Avenue between Barrow Street and Grove Street. It should be noted that the subject property is located along the Newark Avenue Pedestrian Plaza. The subject property can additionally be identified as Lots Y & Z on Block 240 per Map 1: Boundary Map of the Redevelopment Plan. The subject property is an irregularly shaped through lot, which is a lot that fronts upon two parallel (non-intersecting) streets. In this instance, a through lot has two front lines and two side lot lines with approximately 25 feet of frontage along Newark Avenue and approximately 25 feet of frontage along Christopher Columbus Drive, with a total lot area of approximately 4,585 square feet. The subject property is currently developed with a 3-story commercial building that fronts onto Newark Avenue while the portion of the property fronting onto Christopher Columbus Drive is currently vacant.

The purpose of this application is to demolish the existing commercial building and to construct a new 6-story plus penthouse, mixed-use building with ground floor commercial and 27 residential unit above. The proposed 1<sup>st</sup> floor will consist of approximately 3,312 square feet of retail space spanning from Newark Avenue to Christopher Columbus Drive along with the residential lobby corridor from Newark Avenue. The main residential entrance will be along Newark Avenue with secondary egress from Christopher Columbus Drive and the retail space will have access from both street frontages. The proposed cellar will consist of approximately 3,068 square feet of additional retail space along with a storage room for 16 bicycles.

The upper floors will consist of a mix of studio, one-bedroom, and two- bedroom residential units ranging from 475 to 902 square feet per unit. The project will provide private and communal outdoor spaces on the building roofs. The 5<sup>th</sup> & 6<sup>th</sup> floors will include private decks of 327 square feet & 347 square feet, respectively, for the adjacent units and the penthouse (7<sup>th</sup> floor) will provide a common roof deck of 767 square feet for the residents of the proposed project along the Newark Avenue frontage. There will be an additional private deck for the penthouse of about 282 square feet along the Christopher Columbus Drive frontage.

The requested bulk deviations can be granted where the purposes of the redevelopment plan would be advanced and where the benefits of the proposed project would substantially outweigh any detriments.

*Minimum Bonus Building Stepback Requirements:* The project proposes a stepback of 15 feet on the 5<sup>th</sup> floor where a minimum of 30 feet is required from Newark Avenue, a stepback of 30.5 feet on the 6<sup>th</sup> floor where a minimum of 60 feet is required from Newark Avenue and a stepback of 54.83 feet on the penthouse floor where a minimum of 80 feet is required from Newark Avenue. The project proposes a compliant 8-foot setback along Christopher Columbus Drive and a compliant stepback of 13 feet on the penthouse floor where 12 feet is required from Christopher Columbus Drive. The intent of the required stepbacks is to ensure the permitted bonus floors above the 4<sup>th</sup> floor are not visible from the curb line on the opposite side of the street and Newark Avenue and Christopher Columbus Drive. As shown on Sheet A-203 Building Section and Sight Line Diagram of the Architectural Plans prepared by Weckenmann Architecture, LLC, the additional stories above the 4<sup>th</sup> floor have been designed to not be visible from the curb line on the opposite side of the street on Newark Avenue and Christopher Columbus Drive consistent with the intent of the requirements.

The proposed stepbacks of the building have also been designed to promote a harmonious and consistent visual environment with the neighborhood. The proposed stepbacks are consistent with the stepbacks of the recently constructed mixed-use building at 143 Newark Avenue. The proposed building height and floor heights are also consistent with buildings along the Newark Avenue Pedestrian Plaza including the proposed and approved building at the adjacent 157 Newark Avenue property. Overall, the proposed project with the requested stepback deviations advances the objectives of the Redevelopment Plan and Bonus Provisions which are to,

*“[m]aintain the existing neighborhood scale and fabric of the Newark Avenue Downtown Shopping District, improve its desirability and visibility by providing an amenity known as a paseo and additionally enhance the Christopher Columbus Drive frontage of the redevelopment area recognizing its prominence as a gateway to the waterfront. It is also recognized that the redevelopment area may accommodate greater floor area because of its access to multiple mass transit opportunities. Some greater density near transit stations is also supported by the Jersey City Master Plan. This additional floor area shall be permitted as a bonus in order to achieve the primary goals of this redevelopment plan.”*

The proposed project also meets the required bonus provisions for the additional building height including the design of building along Newark Avenue, activation of the ground floor on both frontages with retail space, and contribution to the open space and pedestrian passageway trust fund.

*Purposes of the MLUL:* Granting the requested deviations will advance the purposes of the Municipal Land Use Law and promote the general welfare. Granting the requested deviations 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 contributing to the Newark Avenue Pedestrian Plaza. The project will provide adequate light, air and open space consistent with N.J.S.A. 40:55D-2.c. by providing adequate setbacks and

building setbacks. The project will promote appropriate population densities and concentrations, consistent with other multi-family buildings in the neighborhood, pursuant to N.J.S.A. 40:55D-2.e. The proposed project will promote a desirable environment through creative development techniques consistent with N.J.S.A. 40:55D-2.i.

*Negative Criteria:* Granting the requested deviations will not result in a substantial detriment to the general welfare. The project would redevelop the property with a new mixed-use building that will activate the Newark Avenue and Christopher Columbus Drive frontages with a retail use while providing added residential near a transit station. The height and bulk of the building is also consistent with the character of the neighborhood and provides sufficient setbacks and setbacks to provide light and air to adjacent properties.

Granting the deviations will likewise not result in a substantial impairment to the intent and purpose of the zone plan and zoning ordinance. As stated, the proposed project will advance the goals and objectives of the Redevelopment Plan. The project also advances the following goals of the Jersey City Master Plan:

Goal 1: “Provide unique, attractive, and high quality residential areas that would serve existing and attract new residents with a wide range of housing and life-style choices.”

Goal 2: “Concentrate cultural, entertainment, commercial, and institutional activities for residents and visitors within distinctive and highly accessible City-wide and neighborhood-serving activity districts.”

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