

# **West Side Avenue Redevelopment Plan**

ADOPTED BY MUNICIPAL COUNCIL  
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# TABLE OF CONTENTS

<b>SECTION</b>	<b>TITLE</b>	<b>PAGE</b>
I	Introduction	1
II	Boundaries	3
III	Redevelopment Objectives	3
IV	Proposed Redevelopment Actions	4
V	General Administrative Provisions	5
VI	Urban Design Objectives and Requirements	8
VII	Specific Land Use Regulations	16
VIII	Parking and Loading Design Standards	26
IX	Circulation Plan Requirements	27
X	Signage Requirements	29
XI	Acquisition Plan	33
XII	Relocation Plan	34
XIII	Provisions Necessary to Meet State and Local Requirements	35
XIV	Procedures for Amending the Redevelopment Plan	36
	<b>Maps</b>	<b>39</b>
	Map 1 Location Map	
	Map 2 Boundary Map	
	Map 2A Detail of Block 1300 Lot B	
	Map 3 Existing Land Use Map	
	Map 4 Proposed Zoning Map	
	Map 5 Conceptual Land Use Plan	
	Map 6 Proposed Circulation Map	
	Map 7 Proposed Acquisition Map	

## I. INTRODUCTION

The West Side Avenue Redevelopment Plan (the Plan) will regulate development within the West Side Avenue Redevelopment Area (the Redevelopment Area or Area). The Redevelopment Area is located in the southwestern portion of Jersey City, along West Side Avenue; just south of the West Side Avenue Light Rail Station and extending west toward Mallory Avenue. (See Map #1 – Location Map)

Historically, most of West Side Avenue has existed as a neighborhood commercial corridor with ground floor commercial uses and residential uses above. The western portion of the Redevelopment Area, as well as the surrounding area to the west, developed as an industrial area. Remnants of these industrial uses continue to exist today. This particular area developed as an industrial area because it was, at the time, on the outskirts of the City and had good transportation access. The Morris Canal was located to the west of the Redevelopment Area, generally following the alignment of the Route 440 right-of-way. Later, various railroad lines and industrial spurs and sidings were built to serve the industrial land uses. These industrial uses contributed significantly to the economic vitality of the City, providing jobs and tax ratables through the early part of the 20<sup>th</sup> Century.

Around the middle of the 20<sup>th</sup> Century, the character of the area began to change. Route 440 began to develop as a highway commercial corridor. Industrial uses within the surrounding area began to decline and were gradually replaced by commercial uses, such as automobile dealerships, along Route 440. There had been some residential uses located to the west of West Side Avenue, mixed in among the industrial uses. However, as the demand for industrial land declined, more and more homes were developed on infill lots.

In addition to commercial and residential development within the former industrial area, New Jersey City University (NJCU) is currently utilizing a former industrial site for parking and has purchased the adjacent Baldwin Steel site. These two properties lie immediately adjacent to and south of the Redevelopment Area. NJCU plans to consolidate and transform the parking field and the Baldwin Steel property into a 20 acre mixed-use development to be known as the West Campus Village, which will contain a mix of educational, recreational, residential and commercial uses.

Recognizing this shift in land use from industrial to commercial and residential uses, the Jersey City Master Plan dated May 2000 designated the western portion of the Redevelopment Area for residential development. Most of the area along West Side Avenue continues to be designated Neighborhood Commercial.

Clearly, industrial development is no longer appropriate for the Redevelopment Area. As the Master Plan has recommended, this Area is much more suitable for redevelopment as a traditional urban neighborhood. Residential uses should be located along the side streets with mixed use commercial and residential development along West Side Avenue in order to create an integrated mixed-use community that also takes advantage of the Area's location in close proximity to the West Side Avenue Light Rail Station.

The boundaries of the Redevelopment Area were selected to generally follow West Side Avenue on the east because there is a fairly stable residential neighborhood adjoining the east side of West Side Avenue. The northern boundary was selected to adjoin the West Side Avenue light rail station and the Water Street Redevelopment Area. The southern boundary adjoins the proposed NJCU West Campus Village, which will very likely be the subject of its own redevelopment plan, and the western boundary was selected to generally follow the alignment of an abandoned railroad right of way.

## II. BOUNDARIES

The West Side Redevelopment Area consists of various tax lots found on eight (8) different tax blocks within the City of Jersey City. The Lot and Block numbers are as follows:

Block	Lots
22003	15, 16, 17
22103	5, 13, 14
22102	16-31
22101	12-22
21802	9-28
22202	1-10
22303	1-5

The boundary of the Redevelopment Area is also depicted on Map #2 – Boundary Map. Because Block and Lot numbers may change from time to time due to subdivisions, lot consolidations or renumbering, the Boundary Map located in this report shall prevail in the case of discrepancies between the Map and the Block and Lot list above. Current land uses are shown on Map #3 – Existing Land Use.

## III. REDEVELOPMENT OBJECTIVES

- A. To redevelop the West Side Avenue Redevelopment Area in a manner that is consistent with the principles of traditional neighborhood development.
- B. To recognize the significant opportunities for residential and commercial redevelopment that are afforded by the Area's proximity to the West Side Avenue Light Rail Station.
- C. To promote the principles of a "Transit Village" by providing a variety of

housing choices and conveniently located commercial uses; and by minimizing automobile use through the maximization of the appeal of mass transit, by encouraging reduced parking and shared use parking solutions; and by creating pedestrian friendly streets.

- A. To reinforce West Side Avenue as a neighborhood commercial corridor by providing redevelopment opportunities for the construction of commercial and mixed-use development and ancillary facilities
- E. To stabilize and enhance the residential areas within the Redevelopment Area through appropriate in-fill residential development.
- F. To provide for the orderly phased conversion of vacant land, under utilized commercial facilities, and antiquated industrial land-uses and buildings within the Redevelopment Area to a modern integrated mixed-use community.
- G. To improve the pedestrian environment and general appearance of West Side Avenue, as well as the adjoining side streets.
- H. To eliminate substandard, obsolete and/or dilapidated structures and remove blighting influences.

#### **IV. PROPOSED REDEVELOPMENT ACTIONS**

It is proposed to substantially improve and upgrade the West Side Avenue Redevelopment Area through a combination of redevelopment actions which will provide a uniform and consistent attack on blight within the Area by systematically removing blighting influences in an orderly manner, starting with vacant land and those structures and properties most deleterious to the Area.

- A. Demolition of structures determined to be impediments to sound and comprehensive redevelopment.
- B. The acquisition, consolidation and re-subdivision of land within the Redevelopment Area into suitable parcels for development for the new anticipated land uses.
- C. Provision for a full range of public infrastructure necessary to service and support the new development in the Redevelopment Area.
- D. Construction of new structures and complimentary facilities that are consistent with the recommendations of the Master Plan and this Redevelopment Plan, and which provide for a broad range of commercial, residential and service uses.

## **V. GENERAL ADMINISTRATIVE PROVISIONS**

- A. This Redevelopment Plan shall supercede the applicable provisions of the Land development regulations of the City of Jersey City consistent with 40A: 12A-7c.
- B. All development within the Redevelopment Area shall be consistent with the guidelines, standards, and requirements of this Plan, the Proposed Zoning Map (Map #4) and the Conceptual Land Use Plan (Map #5).
- C. The regulations and controls in this section may be implemented, where applicable, by appropriate covenants, or other provisions, or through agreements for land disposition and conveyances executed thereto.
- D. No building or structure shall be constructed over public rights-of-way or

easements, without the prior, written approval of the Municipal Engineer and Site Plan approval by the Planning Board. No building or structure shall be constructed in the bed of a mapped street unless such street has been vacated by an act of the Municipal Council and the Site Plan has been approved by the Planning Board.

- E. Prior to the commencement of any new construction, reconstruction, or rehabilitation of any existing structure, a site plan for such shall be submitted by the developer or property owner to the Planning Board for review, so that compliance of such plans with this Redevelopment Plan can be determined. No Building Permit shall be issued for any such work within the Area, without prior review and approval of such work by the Planning Board. Regular maintenance and minor repair shall not require Planning Board review.
  
- F. The provisions of this plan specifying the redevelopment of the project area and the requirements and restrictions with respect thereto shall be in effect for a period of forty (40) years from the original date of approval of this Plan by the City of Jersey City Municipal Council. Subsequent amendments hereto shall not alter or extend this period of duration, unless specifically extended by such amendments.
  
- G. Site plan review shall be conducted by the Planning Board pursuant to NJSA 40:55D-1 et. seq.
  
- H. Any subdivision of lots and parcels of land within the Redevelopment Area shall be in accordance with this Plan's requirements.
  
- I. The Planning Board may grant deviations from the regulations contained within this Redevelopment Plan, where, by reason of exceptional narrowness, shallowness or shape of a specific piece of property, or by

reason of exceptional topographic conditions, pre-existing structures or physical features uniquely effecting a specific piece of property, the strict application of any area, yard, bulk or design objective or regulation adopted pursuant to this Redevelopment Plan, would result in peculiar and exceptional practical difficulties to, or exceptional and undue hardship upon, the developer of such property.

The Planning Board may also grant a deviation from the regulations contained within this Redevelopment Plan related to a specific piece of property where the purposes of this Redevelopment Plan would be advanced by such deviation from the strict application of the requirements of this Plan, and the benefits of granting the deviation would outweigh any detriments.

The Planning Board may grant exceptions or waivers from design standards, from the requirements for site plan or subdivision approval as may be reasonable and within the general purpose and intent of the provisions for site plan review and/or subdivision approval within this Plan, if the literal enforcement of one or more provisions of the plan is impracticable or would exact undue hardship because of peculiar conditions pertaining to the site. No deviations may be granted under the terms of this section unless such deviations can be granted without resulting in substantial detriment to the public good and will not substantially impair the intent and purpose of the Redevelopment Plan.

No deviations may be granted which will result in permitting or expanding a use that is not a permitted use within this Redevelopment Plan, an increase in the maximum height of greater than ten (10%) percent, or an increase in the permitted density of that permitted within this Redevelopment Plan. An application requesting a deviation from the requirements of this Redevelopment Plan shall provide public notice of such application in

accordance with the public notice requirements set forth in NJSA 40:55D-12.a & b.

J. If any word, phrase, clause, section or provision of this Plan shall be found by a court of competent jurisdiction to be invalid, illegal or unconstitutional, such word, phrase, clause, section or provision shall be deemed severable and the remainder of the ordinance shall remain in full force and effect.

## **VI. URBAN DESIGN OBJECTIVES AND REQUIREMENTS**

### **A. General Standards and Prohibitions**

1. No junked motor vehicles or parts thereof shall be permitted to be stored on any lot within the Area. Outdoor parking of vehicles that are inoperable or unregistered shall be prohibited.
2. All utility distribution lines and utility service connections from such lines to the project area's individual uses shall be located underground. Any transformers associated with development within the Area shall be located underground or within the building. Remote readers for all utilities, in lieu of external location of the actual metering devices are preferred. Developers are required to arrange for connections to public and private utilities.
3. Chain link fencing shall be prohibited along all street frontages within the Area, except during construction. Chain link fencing for construction shall be dismantled and removed prior to the issuance of a Certificate of Occupancy.
4. The use of razor wire, barbed wire or other similar material is expressly prohibited within the Redevelopment Area.

5. All trash receptacles shall be located within buildings or parking areas, and shall be adequately screened, enclosed and secured.
6. No use or reuse shall be permitted, which produces toxic or noxious fumes, hazardous discharges, glare, electromagnetic disturbances, radiation, smoke, cinders, odors, dust or waste, undue noise or vibration, or other objectionable features that are detrimental to the public health, safety or general welfare, or that are damaging to the physical environment.

**B. New Building Design**

1. All structures within the project area shall be situated with proper consideration of their relationship to other buildings, both existing and proposed, in terms of light, air and usable open space, access to public rights-of-way and off-street parking, height and bulk.
2. All buildings shall front upon a public street, and shall be oriented toward the street so as to contribute to the overall liveliness of the pedestrian environment. The lower level of all buildings shall be designed to a scale appropriate to the pedestrian environment.
3. Front yard parking is prohibited within the Redevelopment Area.
4. The windows and glazing of a building are a major element of style that gives character to the building.
  - a. Windows and glazing on ground floor commercial uses should be broad and expansive providing views into the store and display areas.

At least seventy –five (75%) percent of the storefront façade shall be glass.

- b. Windows in residential portions of a building shall be arranged such that the vertical dimension, or height, is greater than the horizontal dimension, or width. However, bay windows, bow windows or other window features may also be incorporated into the façade to provide architectural interest and character, provided that the overall verticality of the structure is not adversely affected.
5. To the greatest extent practical, balconies shall be recessed into, rather than projecting from, the façade. If balconies do project from the façade, they may project a maximum of eighteen (18) inches from the façade and may overhang into any required yard a like amount.
6. All corner buildings shall have windows on both street frontages. The window sill of any residential window shall not be less than five (5) feet above the elevation of the adjoining sidewalk, unless the building is set back a minimum of ten (10) feet from the sidewalk in order to provide adequate visual screening subject to review and approval of the Planning Board.
7. Facade treatments, materials, colors and architectural treatments shall be of the highest quality and compatible with the building's architectural style.
8. Parking Structure Design Requirements -
- a. All parking levels shall be screened so as not to give the apparent perception of garage space from all street Rights-of-Ways.

- b. Along West Side Avenue, an intervening use (i.e. residential, office, retail, restaurant, building lobby, etc.) must be utilized between the parking use and the right-of-way to mask the parking within the building. Only a commercial use or building lobby may occupy the ground floor along the West Side Avenue frontage.
  
- c. Along other rights of way, the parking may be masked through the use of an artificial building façade articulated in a manner providing visual interest and utilizing an architectural treatment consistent with the architecture utilized for the principal use and building. Artificial windows of the punched out style utilizing glass or decorative grillwork or a combination of same shall be utilized and shall contain the same detailing, design and window frame color as the windows utilized on non-parking levels of the building. The artificial windows must mimic the style and proportions of the windows on non-parking levels of the building so as that the parking levels have the appearance of habitable floors. Other compatible architectural treatments such as sub-cornices, lintels, quoins, and other decorative detailing and façade design shall also be utilized to provide architectural interest and variety.
  
- d. The design of parking levels within any building shall emphasize a vertical exterior façade pattern instead of the horizontal cladding associated with parking garages and their structural members. The material used on the facade of the parking levels of a building shall be the same as, or compatible with, that used on the rest of the building such that the parking structure portion of the building shall have a similar appearance to the rest of the building's base façade.

- e. Interior garage lighting shall utilize fixtures that will not readily expose the lighting source from view, thereby maintaining a soft illumination of the interior garage space. Individual fixture sources shall not be visible from the exterior. An internal lighting plan prepared by a lighting professional shall be included with any garage application for review and approval.
  - f. Garage doors shall be provided at the ingress and egress to the parking garage and shall be designed to reflect the architecture of the building. Open metal grates and similar type doors are prohibited. Garage doors in residential buildings shall maintain a smaller residential scale. Garage doors shall be kept to the minimum height and width possible so as to limit their visual impact on the streetscape and the façade of the building.
9. It is strongly encouraged that all new detached and attached homes have a raised stoop or porch at the front building entrance.
10. All buildings, or groups of buildings shall be designed to present a harmonious appearance in terms of their setting in the built environment and the architectural style and exterior materials of the buildings in the area.
11. All buildings shall be designed so as to have an attractive, finished appearance when viewed from all vantage points within and outside the Area. Materials used for screening of rooftop mechanical equipment shall be harmonious with those used in the building's facade.
12. In all cases, due consideration shall be given to the screening of rooftop mechanical equipment, satellite dishes, and television and

radio antennas. Where feasible, all such mechanical equipment shall be screened from view from all directions and elevations to minimize the negative aesthetic impact upon the view from neighboring residential zones and from street level. Said screening shall be constructed in a manner that is pleasing to the eye and consistent with the surrounding architecture and the architecture of the building.

**C. Landscape, Streetscape, Lighting and Open Space**

1. A unified streetscape plan for West Side Avenue shall be implemented in conformity with the New Jersey City University West Campus Redevelopment Plan adopted by the City of Jersey City on February 9, 2005. The streetscape plan shall include sidewalk materials, colors and any other decorative features to be employed such as landscaping, tree guards and/or grates, benches, trash receptacles, lighting and other decorative street furniture.
2. All new projects shall include a landscape plan for the subject site, and a streetscape plan for the sidewalk areas adjoining the site.

The streetscape plan for projects along West Side Avenue shall conform to the unified streetscape plan referenced above in paragraph 1.

Landscape and streetscape plans shall include details and specifications and indicate types of paving materials, plant materials, lighting, tree grates and other site amenities and street furniture. Landscaping shall be required for any part of any parcel not used for buildings, off-street parking, sidewalk area or other similar purposes. All proposed site plans shall include a plant

schedule, indicating size and quantity of the various species to be used

3. Parking lots for five (5) or more vehicles shall provide a minimum of a five (5) foot wide buffer area along any street line and along all property lines. Landscaping in said planting areas shall consist of evergreen material, flowering trees and shrubs and shade trees that are planted on a center that is consistent with the mature spread of the plant material. Screen planting shall consist of dense evergreen material and be located along the inner side of the buffer area. In addition, decorative plant material shall be located along the outer edge of the buffer area along all street rights-of-way to provide visual interest. Subject to Planning Board approval, a decorative brick wall may be substituted for the evergreen screen planting, provided that the decorative planting in front of the wall is still provided. The height of the brick wall and/or screen planting shall be of a height sufficient to accomplish the intended screening purpose as determined by the Planning Board.
4. Within surface parking areas, one tree shall be planted for the first 5 parking spaces and a minimum of one tree for every 8 additional parking spaces, or portion thereof. To the extent feasible these trees shall be interspersed throughout the parking area, but may be located in planting areas around the perimeter of the parking area if space limitations dictate.
5. Landscaping other than that provided for visual screening shall be maintained with shrubs not higher than three (3) feet, and with the branches of shade trees no lower than ten (10) feet. The landscaping shall be designed such that it is dispersed around the parking area in an aesthetically pleasing manner.

6. Street trees shall be required for all new development, redevelopment or rehabilitation within the Redevelopment Area. Trees shall be planted along curb lines of streets to further enhance the aesthetic quality of the pedestrian environment in the Area.
7. All plant material used must be able to withstand the urban environment and shall be planted consistent with standards as established by the American Association of Nurserymen. A planting schedule shall be provided by the developer as part of the Site Plan Application. Any landscaping that dies within two (2) year of planting shall be replaced. A landscape maintenance schedule shall be provided indicating how the plant materials are to be cared for and maintained, including method of irrigation, fertilizing, pruning, etc.
8. Along West Side Avenue, all proposed street lighting fixtures shall be located at the outer edge of all sidewalks and have a comprehensive decorative design theme. The lighting fixtures shall be of pedestrian scale. Taller "Cobra Head" lighting fixtures oriented toward the carriage way may be utilized as part of the lighting plan, but not to the exclusion of the pedestrian scale lighting, provided that they are the same color as the decorative lighting and the pole for the "Cobra Head" lighting is of the same design and color as the pedestrian scale lighting. Along the residential side streets, proposed street lighting fixtures shall be located at the outer edge of all sidewalks. Decorative pedestrian scale lighting is preferred and encouraged.
9. Lighting within each site and along all street lines of the property shall be sufficient to illuminate all areas and provide for a safe, evenly illuminated environment. All lighting fixtures must be

properly oriented and screened to prevent light spillage and glare to adjacent properties.

10. On-site lighting fixtures shall be in scale with the size of the project. Bollard type lighting and/or pedestrian scale lighting is encouraged wherever feasible.
11. Sidewalk areas shall be durably paved in conformance with Municipal standards. Porous paving materials are encouraged where appropriate, including the street tree planting strip along the curb line.
12. Sidewalks areas, including any decorative paving elements, shall be continuous across any driveway without interruption of the sidewalk grade. Access to any driveway, garage, parking alley or common parking area shall be via a "dropped" curb and sloped apron. Said access shall not be provided by the use of radius curbing and extension of the street pavement. Driveway widths and curb cuts shall be limited to the minimum width and number necessary. Shared curb cuts and driveways are encouraged.
13. Only decorative style fences, such as tubular steel, "wrought iron," or other similar type fences, are permitted along street frontages. The design of the fencing shall be in keeping with and appropriate to the architectural style of the building. Fencing along all street frontages shall not exceed three (3) feet in height.
14. A centrally located open space / pedestrian plaza is encouraged to be located within the Redevelopment Area along West Side Avenue. This centrally located open space / pedestrian plaza shall be designed to become a focal point of the community and should be integrated into the pedestrian environment along West Side Avenue.

## VII. SPECIFIC LAND USE REGULATIONS

### A. Intent and Purpose

It is the intent of these regulations to promote redevelopment that will result in a vibrant and stable community by promoting the creation of a livable neighborhood, viable commercial uses, a range of housing types, and open spaces arranged in a logical manner, responsive to the Redevelopment Area's relationship to the surrounding area, on-site conditions and the light rail station at West Side Avenue.

### B. Residential District

#### 1. Permitted Principal Uses:

- a. Townhouses.
- b. Mid-rise residential buildings.
- c. Governmental uses & Essential services.
- d. Parks and playgrounds.
- e. 2 family houses on Block 22101, Lots 15, 16, 17, 20 and Block 21802, Lots 23, 24, 25, 26 only.
- f. The western end of Lot 19 (former Lots 11, 12 and 13) on Block 22101 and Lots 21 and 22 on Block 22102 may be developed in conjunction with the immediately adjoining lots in the NC-2 District, and in conformance with the NC-2 District regulations, provided that the adjoining lots fronting on West Side Avenue and the subject lots mentioned above are developed as part of a unified mixed-use development.
- g. Block 22102, Lot 31, is permitted two- and three-family residential.

2. Permitted Accessory Uses and Structures:
  - a. Off-street parking, including private garages.
  - b. Fences and walls.
  - c. Signs.
  - d. Home Occupations. (Pursuant to all standards, regulations and requirements of the Jersey City Land Development Ordinance)
  - e. Swimming Pools.
  - f. Decks and Patios.
  - g. Recreation areas as part of a mid-rise residential development.
  
3. Bulk Standards:
  - a. Minimum Lot Size:
    - 2 & 3 family houses - 2,500 square feet
    - Townhouses – 2,500 square feet
    - Mid-rise residential – 7,000 square feet
  - b. Minimum Lot Width:
    - 2 & 3 family houses – 25 feet
    - Townhouses – 25 feet
    - Mid-rise residential – 70 feet
  - c. Minimum Lot Depth:
    - All residential uses - 100 feet
  - d. Front Yard Setback: The setback of the nearest conforming uses shall be considered in setting the minimum required setback, subject to the following requirements.
    - 2 & 3 family houses – maximum of 10 feet
    - Townhouses – maximum of 10 feet
    - Mid-rise residential – Minimum of 10 feet
  - e. Minimum Side Yards:
    - 2 & 3 family houses – 2 feet for one / 5 feet for both
    - Townhouses – zero, except 3 feet from windows of any adjacent building.

- Mid-rise residential – 5 feet.

f. Minimum Rear Yard:

- 2 & 3 family houses – 30 feet
- Townhouses – 30 feet
- Mid-rise residential – 25 feet

g. Building Height:

- 2 family houses – Maximum of 3 stories
- 3 family houses – Maximum of 4 stories
- Townhouses – Minimum of 3 and a maximum of 4 stories
- Mid-rise residential – Minimum of 4 and a maximum of 6 stories.
- All residential stories shall be a minimum of 9 feet and a maximum of 12 feet when measured floor to ceiling.

h. Maximum Building Coverage:

- 2 & 3 family houses – 60%
- Townhouses – 60%
- Mid-rise residential – 70% - (except that Mid-rise buildings on through lots shall not exceed 80%).

j. Maximum Lot Coverage:

- 2 & 3 family houses – 80%
- Townhouses – 80%
- Mid-rise residential – 85%

k. Maximum Density:

- Mid-rise residential – 115 d.u. per acre

4. Parking Requirements:

a. No new on-site parking is required for existing uses. However, all uses already having parking shall maintain said parking in conformance with this plan.

b. Parking is required for all new construction subject to the following minimum requirements:

- 2 & 3 family houses – None required for lots of 30 feet or less in width. Lots over 30 feet wide shall require a minimum of 1 space per dwelling unit. No parking shall be permitted between the

building line and the street. Garages within the building line are permitted. Maximum driveway width shall be 10 feet.

- Townhouses – None required for lots with widths of 50 feet or less prior to subdivision. Lots over 50 feet wide, and/or all development on parcels comprised of multiple lots with an aggregate primary frontage in excess of 50 feet wide, shall require a minimum of 1 space per dwelling unit. No parking shall be permitted between the building line and the street. All parking shall be provided to the rear or to the side of the development parcel / building. All parking shall be designed to minimize the number of curb cuts and the visibility of the parking from the street. Maximum driveway width shall be 10 feet.
- Mid-rise residential – 1 space per dwelling unit. No parking shall be permitted between the building line and the street. All parking shall be provided within the building &/or to the rear of the building. All parking shall be designed to minimize the number of curb cuts. Maximum driveway width shall be 10 feet.

**C. Neighborhood Commercial Mixed-Use District**

**(NC-1 and NC-2 on Proposed Zoning Map)**

In addition to the properties mapped on the Map #4, Proposed Zoning, the western end of Lot 19 (former Lots 11, 12 and 13 on Block 22101 and Lots 21 and 22 on Block 22102 may be developed in conjunction with the immediately adjoining lots in the NC-2 District and in conformance with the NC-2 District development regulations, provided that the lots fronting on West Side Avenue and the subject lots mentioned above are developed as part of a unified mixed-use development.

1. Permitted Principal Uses:

- a. Retail sales of goods and services.
- b. Offices.
- c. Financial institutions (without drive-thru facilities).
- d. Restaurants (category one and two).
- e. Theaters and museums.
- f. Governmental uses & Essential services.
- g. Public parking lot on Block 22202, Lots 3, 4, 5, 6 only. (See design standards in section VI.C.3.)
- h. Surface parking on Block 22303, Lot 5 is permitted to continue and be expanded (See design standards in section VI.C.3.)
- i. Parks, open space and playgrounds.
- j. College and university uses.
- k. Bars.
- l. Residential apartments above the ground floor.
- m. Any combination of the above.

2. Permitted Accessory Uses and Structures:

- a. Off-street parking.
- b. Fences and walls.
- c. Signs.
- d. Sidewalk cafes associated with permitted restaurants.

3. Bulk Standards:

- a. All existing lots at the time of adoption of this Redevelopment Plan shall be considered conforming.
- b. Minimum Lot Size: 2,500 square feet
- c. Minimum Lot Width: 25 feet
- d. Minimum Lot Depth: 100 feet
- e. Front Yard Setback: None

- f. Minimum Side Yard: None
- g. Minimum Rear Yard: 15 feet
- h. Building Height:
  - NC-1 District – min. of 3 stories and max. of 4 stories
  - NC-2 District – min. of 4 stories and max. of 6 stories
  - All stories above the ground floor shall be a minimum of 9 feet and a maximum of 12 feet when measured floor to ceiling.
  - All ground floor commercial floors shall be a minimum of 12 feet and a maximum of 15 feet when measured floor to ceiling.

4. Parking Requirements:

- a. No on-site parking is required for existing uses. However, all uses already having parking shall maintain said parking in conformance with this plan.
- b. Parking is required for all new construction on lots over 50 feet wide and/or greater than 5,000 square feet in area subject to the following requirements:
  - Retail sales of goods and services: None
  - Offices and Financial Institutions: 1 space per 1,000 square feet, excluding the first 5,000 square feet of ground floor area.
  - Restaurants, Theaters and Museums: 1 space per 4 seats, excluding the first 5,000 square feet of floor area.
  - Residential: 0.5 space for 1 bedroom units, 1 space for units with 2 or more bedrooms.
  - Colleges and Universities: 2 spaces per classroom, plus 2 spaces per 20 seats for each auditorium, gymnasium and lecture hall. Parking for this use may be provided on site, on other property within the Redevelopment Area, or outside the

Redevelopment Area as part of other school, college or university facilities.

**D. Loft Residential District**

There is one existing industrial building within this district, which building utilizes Lots 13 & 14 on Block 22103. It is the intent of these regulations to permit the reuse of this building in conformance with the following requirements. In the alternative, Lots 13 & 14 may be redeveloped in conformance with the Residential District standards found in section VII. B. of this Plan. For the purposes of development within this district, these two lots shall be considered to be merged and treated as one parcel.

1. Permitted Principal Uses:

- a. Residential Dwelling Units
- b. Home Occupations (including Work/Live Artist Studios) of at least 900 sf
- c. Uses as permitted and regulated in the Residential District of this Plan (see section B. above), only if the existing building is found to be structurally unsound or unfit for re-use because of environmental standards, health codes or other similar circumstance.

2. Permitted Accessory Uses and Structures:

- a. Off-street parking, including private garage.
- b. Fences and walls.
- c. Signs.
- d. Home Occupations. (Pursuant to all standards, regulations and requirements of the Jersey City Land Development Ordinance)
- e. Decks and Patios.

f. Recreation areas as part of a residential development.

3. Bulk Standards:

- a. Minimum Lot Size: The existing lot(s) associated with this building at the time of adoption of this Redevelopment Plan shall be considered conforming and shall not be reduced or subdivided.
- b. Building Setbacks: The existing setbacks and yards associated with this building at the time of adoption of this Redevelopment Plan shall be considered to be consolidated and shall not be reduced or resubdivided.
- c. Maximum Building Height: The existing building height at the time of adoption of this Redevelopment Plan shall be considered conforming. In addition, the height of the building may be increased by one story, but not more than 15 feet, provided that the additional story is set back at least 10 feet from the building edge along the street line, and provided that the additional floor is architecturally compatible with the industrial character of the building.
- d. Maximum Building Coverage: The existing building coverage at the time of adoption of this Redevelopment Plan shall be considered conforming and shall not be increased.
- e. Maximum Lot Coverage: - 90%
- f. Maximum Density: Maximum unit count within this building shall be determined by taking the total gross square footage of the building above grade, including the square footage of the additional floor (if constructed) and dividing the area by 1,200 square feet.

4. Parking Requirements:

- 0.5 space for each 1 bedroom unit
- 1 space for each unit with 2 or more bedrooms.

**E. University District**

1. Permitted Principal Uses:

- a. Colleges and universities.
- b. Schools

2. Permitted Accessory Uses and Structures:

- a. Off-street parking, including garages.
- b. Fences and walls.
- c. Signs.
- d. Business incubator.
- e. Meeting rooms, recreation areas and other facilities customarily associated with and subordinate and incidental to a school, college or university.

3. Bulk Standards:

- a. Minimum Lot Size: The existing lot(s) associated with this building at the time of adoption of this Redevelopment Plan shall be considered consolidated and shall not be reduced or subdivided.
- b. Building Setbacks: The existing setbacks and yards associated with this building at the time of adoption of this Redevelopment Plan shall be considered conforming and shall not be reduced.
- c. Maximum Building Height: The existing building height at the time of adoption of this Redevelopment Plan shall be considered conforming. In addition, the height of the building may be increased by one story, but not more than 15 feet,

provided that the additional story is setback at least 10 feet from the building edge along the street line, and provided that the additional floor is architecturally compatible with the industrial character of the building.

d. Maximum Building Coverage: The existing building coverage at the time of adoption of this Redevelopment Plan shall be considered conforming and shall not be increased.

e. Maximum Lot Coverage: - 90%

#### 4. Parking Requirements:

All uses shall conform to the requirements of the Jersey City Land Development Ordinance. Parking for this building may be provided on site, on other property within the Redevelopment Area, or outside the Redevelopment Area as part of other school, college or university facilities.

### **VIII. PARKING AND LOADING DESIGN STANDARDS**

A. All required full-sized parking spaces must be a minimum of 9 feet wide by 18 feet deep. The placement of a curb up to two (2) feet within the required 18 foot depth of the parking space is permitted, provided that there is adequate area for an automobile occupying the parking space to over-hang the said curb a like distance without infringing on required landscaping, pedestrian areas or adjacent parking spaces. All aisles shall be a minimum of 22 feet wide. Compact spaces may be provided with the approval of the Planning Board and shall be a minimum of 8 feet wide by 15 feet deep.

B. Developers shall demonstrate that sufficient off-street loading will be provided to meet the needs of the proposed use. Loading operations shall be conducted so as to minimize conflicts with traffic circulation.

- C. Off-street parking and loading areas shall be coordinated with the public street system serving the Redevelopment Area in order to avoid conflicts with vehicular traffic and/or obstruction to pedestrian walkways and thoroughfares. Large concentrations of surface parking should be avoided.
- D. Lighting used to illuminate off-street parking and loading areas shall be arranged and shielded to prevent the spillage of light off the premises.
- E. All required parking and loading areas shall be provided off-street. All such parking and loading areas shall be graded and paved with a durable dust free surface, adequately drained, and use poured in place concrete curbs in conformance with the surfacing and curbing requirements of the Jersey City Land Development Ordinance.
- F. Parking and loading areas shall be separated from streets. Access to said areas shall be clearly designated and arranged so as to avoid the backing in and out of vehicles onto the street right-of-way to the greatest extent practical, and to limit conflicts with pedestrian areas.
- G. Where buildings incorporate internal above grade parking garages, the parking use shall be masked from the street by habitable building or by the use of a facade treatment that provides architectural interest and integrates their appearance with that of the building as a whole. (See section VI.B.8.)
- H. On-street loading shall be limited to light deliveries that support the day-to-day functioning of the building with which they are associated.
- I. Required off-street parking may be located on the same site as the use which the parking is intended to serve, or may be provided on

another site within the Redevelopment Area provided that the parking use is not the sole use of the site.

## **IX. CIRCULATION PLAN REQUIREMENTS**

- A. The West Side Avenue Redevelopment Plan encompasses an area that is well integrated into the urban grid street system of Jersey City. As such, the circulation plan primarily envisions improvements to the existing street system rather than the creation of new streets. The exception to this is a proposed connection between the western ends of Grant Avenue and Pollock Avenue. Currently, Grant Avenue “dead ends” at the existing NJ Transit parking lot for the light rail station. To correct this condition, it is recommended that a new street be constructed to extend south from the western end of Grant Avenue to Pollock Avenue. The Water Street Redevelopment Area, which adjoins the West Side Avenue Redevelopment Area at this location, also envisions this connection. The precise location of this connection should be coordinated with the proper Municipal and New Jersey Transit officials. The ultimate location of the new street may be within either redevelopment plan, or may straddle both plans. (See Proposed Circulation Map – Map # 6).
- B. Sidewalk areas must be provided along all streets and shall be properly sized for the safe and convenient movement of pedestrians through and around the Redevelopment Area taking into consideration such factors as: the volume of traffic on the street, the width of the roadway, and the adjoining land uses. In general, streets with higher levels of traffic and more active or dense adjoining land uses shall have wider sidewalks. Sidewalk widths may be increased by the use of building setbacks or other appropriate design techniques.

- C. Sidewalk areas shall be attractively landscaped and durably paved in Conformance with Municipal standards and shall be provided with adequate lighting. Decorative paving materials and pedestrian scale lighting is required.
- D. The use of public mass transit by residents, visitors and employees within the Redevelopment Area shall be encouraged through the improvement of sidewalks, lighting, landscaping and other pedestrian amenities to create a safe and convenient pedestrian environment that will provide improved access to bus routes in the area and to the existing Hudson-Bergen Light Rail station located at West Side Avenue.

## **X. SIGNAGE REQUIREMENTS**

- A. Residential Signage – No signage is permitted except as provided below.
  - 1. Each residential building shall display the street address of the building on the front façade or front door of the building such that it is visible from the adjoining street right-of-way, sidewalk and carriage way.
  - 2. Each residential building may provide any necessary signage required for proper mail delivery indicating the name(s) of the resident(s) of the building on the mailbox or doorbell.
  - 3. Mid-rise residential buildings may also have one sign not to exceed eight (8) square feet, attached flush to the building wall, identifying the name of the building, if any. All signage must be designed to be compatible with the architectural style and color scheme of the building. The sign may not be illuminated in any manner.

4. Loft residential buildings may also have one sign not to exceed eight (8) square feet, attached flush to the building wall, identifying the name of the building, if any. All signage must be designed to be compatible with the architectural style and color scheme of the building. The sign may not be illuminated in any manner.
5. Home occupations may display a single sign not more than three (3) inches tall by nine (9) inches long which may be attached flush to the front wall or door of the building, or to the mailbox. The sign may not be illuminated in any manner.

B. Commercial Signage – All signage must be designed to be compatible with the architectural style and color scheme of the building to which it is attached. All signage that is to be illuminated shall utilize exterior lighting, unless said lighting is reviewed by the Planning Board and expressly approved by resolution of the Planning Board.

1. Wall Signs - Each ground floor commercial use shall be permitted one sign, which shall be flush mounted to the front building façade and located within a sign band that is integrated into the overall architectural design of the façade of the building. The sign band shall not exceed 30 inches in height nor extend more than 80% of the width of the store front that it is intended to serve. The top of the sign band shall not be located above the first floor level of the building, and not more than 15 feet above the adjoining sidewalk elevation. Any lettering, sign or logo placed within the sign band may not be taller than 24 inches. Commercial uses located on corner properties located at the intersection of Culver Avenue and Westside Avenue may have one additional sign meeting the above requirements facing onto Culver Avenue provided that is located not more 75 feet from the right-of-way line of West Side Avenue.

2. Blade Signs - Each ground floor commercial use may also have one blade sign located on the first floor of the building fronting on West Side Avenue. Second floor commercial uses may also provide a blade sign at the entrance doorway located at the sidewalk level. Blade signs shall not exceed a maximum of 2.5 feet in width by 2.0 feet in height. They shall be placed such that the lowest portion of the sign is not less than 8 feet above the sidewalk and the highest portion of the sign is not more than 12 feet above the sidewalk.
3. Window Signs – Not more than 25% of the total glazed area of any store front or individual window may contain window signage. Permitted window signage may consist only of gold leaf or other decorative style lettering. Window signage may not be illuminated.
4. Directory Signs – Buildings having multiple tenants may have a directory sign flush mounted to the building and located near the entrance to the building serving the tenants. The directory sign may be no larger than 2 feet wide by 3 feet tall.
5. Awnings – Awnings are permitted for ground floor commercial tenants only. Awning shall extend a minimum of 5 feet and a maximum of 10 feet from the building façade, be made of canvas or equivalent material, and be retractable. They shall be of a uniform color palette, but may be different styles of fabric. They may contain, on the valance only, the users name and/or street number in white letters, not more than 4 inches in height. The valance shall be between 6 inches and 8 inches in height. The awnings shall be of the rectangular style, angled down towards the street, with no side panels. The lowest structural elements projecting over the

sidewalks shall be between 8 feet and 9 feet from the sidewalk level; the valance shall not be lower than 7.5 feet. The highest structural elements of the awning, i.e. those elements adjacent to the building, shall be no higher than 12 feet above the sidewalk level. No portion of any awning may cover any portion of any second story window, including the window sill or other decorative or structural elements of the window.

- C. University Signage - All signage must be designed to be compatible with the architectural style and color scheme of the building to which it is attached. Internally illuminated signage shall not be permitted, unless

said lighting is reviewed by the Planning Board and expressly approved by resolution of the Planning Board.

1. University and school buildings may have flush mounted wall signage not to exceed an area equal to 10% of the area of the first story wall to which it is attached, but not to exceed a maximum of 200 square feet.
2. Buildings containing a "Business Incubator" may also have a directory sign flush mounted to the building and located near the entrance to the building serving the tenants of the business incubator. The directory sign may be no larger than 2 feet wide by 3 feet tall.
3. Buildings and street poles fronting on West Side Ave may utilize projecting banners mounted at either the first or second story. Banners and associated structure shall not project from building or pole more than 4 feet and shall be limited to 50 square feet per

banner. Banners shall have decorative printing on both sides of durable non-fading material. Vinyl material is not permitted.

D. Construction Signage: During construction, one (1) sign for each project or development may be displayed indicating the name of the project, developer, design professionals, general contractor, sub-contractor, financing institution and/or public agency officials (as applicable and appropriate). The sign area shall not exceed three hundred (300) square feet. Said sign shall be removed upon completion of the project or development.

## **XI. ACQUISITION PLAN**

The West Side Avenue Redevelopment Area is comprised of a mixture of uses including stable residential and commercial uses as well as vacant land, underutilized properties and incompatible industrial land uses. It is important that the Redevelopment Area be redeveloped in a comprehensive manner that accommodates and preserves the conforming and desirable land uses. At the same time it is important that incompatible land uses, vacant land, underutilized property, dilapidated buildings, unsafe conditions and other impediments to proper development be removed in an orderly, planned and phased manner.

As such, the properties within the Redevelopment Area shown below and on Map #7 (Proposed Acquisition Map), are proposed as To Be Acquired:

### **Property To Be Acquired:**

<b>Block</b>	<b>Lot(s)</b>	<b>Address</b>	<b>Description</b>
22103	13 & 14	277-297 West Side Ave.	Factory building and vacant land.
22103	12	23 Fisk Street	Former Railroad Right of Way
22102	23	311-317 West Side Ave.	Auto repair / used car sales.
22102	24 & 25	305-307 West Side Ave.	Commercial / Video Store
22102	31	Culver Ave. to Fisk St.	Former Railroad Right of Way
22102	16	169-171 Culver Ave.	1 story industrial structure

22101	18	331-337 West Side Ave.	Vacant industrial / hardware
22101	19	323-329 West Side Ave. & extending to 152 Culver Ave.	Commercial / Video Store and Parking Lot.
22101	21	156-158 Culver Ave.	Auto Service, generator exchange
22101	22	160 Culver Ave.	Industrial, (All-Weld Iron)
22101	13	25 Pollock Ave.	2 story industrial structure
22101	14	15-19 Pollock Ave.	1 & 2 story industrial (American Oil and Contracting Company)
22101	12	Culver Ave to Pollock Ave	Former Railroad Right of Way.
21802	14 & 15	309-313 Grant Ave.	Auto repair garage
21802	28	24-26 Pollock Ave.	1 story industrial garage structure
21802	9 thru 12	319-321 Grant Avenue	1 story industrial structure & open storage of equipment and junk.
22202	3 thru 6	340-346 West Side Ave.	Used Car Lot, unpaved vacant land.
22303	5	366 West Side Ave.	Auto repair

At this time, it is anticipated that any property to be acquired within the Study Area will be purchased and assembled by private development interests. However, if acquisition in this manner proves to be unsuccessful, municipal acquisition by eminent domain will be pursued in order to create properly planned and developable parcels of land. The developer shall reimburse the City of Jersey City for the costs associated with the acquisition pursuant to a redeveloper's agreement or contract between the designated developer and the Jersey City Redevelopment Agency.

## **XII. RELOCATION PLAN**

There is expected to be only very limited required relocation of persons and businesses to fully implement the Redevelopment Plan. This is the result of the limited and selective acquisition of property, the amount of vacant land within the Redevelopment Area and the fact that acquisitions are currently proposed to be carried out by private means. Nonetheless, should relocation become necessary, the process of relocating the affected persons and businesses will receive the careful attention of local officials and the Jersey City Redevelopment Agency. All persons and businesses to be relocated will be interviewed to determine their housing, occupancy and/or relocation needs.

Assistance will be provided in locating suitable relocation opportunities and will be conducted in accordance with the requirements of all applicable Federal, State and Local laws, including the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, as amended, [under the auspices of the United States Department of Housing and Urban Development (HUD)] and the New Jersey Relocation Assistance Law of 1967 and New Jersey Relocation Assistance Act of 1971, as amended, [under the auspices of the New Jersey Department of Community Affairs (DCA)].

### **XIII. PROVISIONS NECESSARY TO MEET STATE AND LOCAL REQUIREMENTS**

In accordance with NJSA 40A:12A-1 et seq., Chapter 79, Laws of New Jersey 1992, known as "The Local Redevelopment and Housing Law", the following statements are made:

- A. The Plan herein has delineated a definite relationship to local objectives as to appropriate land uses, density of population, and improved traffic and public transportation, public utilities, recreation and community facilities and other public improvements.
- B. The Plan has laid out various strategies needed to be implemented in order to carry out the objectives of this Plan.
- C. The Plan has given proposed land uses and building requirements for the Study Area.
- D. The Acquisition Map and Acquisition Plan, which are a part of this Plan, indicate all property to be acquired as a result of this Plan.

E. The Plan is in compliance with the Jersey City Master Plan and the Master Plan of the County of Hudson. It is not contrary to the goals and objectives of the Jersey City Master Plan. The Plan complies with the goals and objectives of the New Jersey Development and Redevelopment Plan in that this Plan and the State's plan both recognize the need to redevelop urban land.

The Plan is also consistent with New Jersey's Office of "Smart Growth" planning principles. "Smart Growth" means: planning, designing, and building livable communities in ways that make more efficient use of land and infrastructure improvements and in ways that protect the environment and valuable natural resources. The twin aspects of "Smart Growth" are revitalizing cities and towns to encourage redevelopment and infill development, while also discouraging sprawl in suburban and rural areas through more compact development.

F. This Redevelopment Plan shall supersede all provisions of the Jersey City Zoning Ordinance that are specifically addressed herein. Any zoning related question that is not addressed herein shall refer to the Jersey City Zoning Ordinance for clarification. No variance from the requirements herein shall be cognizable by the Zoning Board of Adjustment. The Planning Board alone shall have the authority to grant deviations from the requirements of this plan, as provided herein. Upon final adoption of this Plan by the Municipal Council of Jersey City, the Jersey City Zoning Map shall be amended to rezone the Study Area covered by this Plan as the West Side Avenue Redevelopment Area, and all underlying zoning will be voided.

#### **XIV. PROCEDURE FOR AMENDING THE PLAN**

- A. This Plan may be amended from time to time upon compliance with the requirements of law. For any request to amend this Plan, a fee of five thousand dollars (\$5,000), plus all costs for copying and transcripts shall be payable to the City of Jersey City. If there is a designated developer, as provided for under NJSA 40A: 12A-1 et. seq., said developer shall pay these costs. If there is no developer the appropriate agency shall be responsible for any and all costs.
- B. No amendment to this Plan shall be approved without the review and recommendation of the Planning Board, and a public hearing and adoption by Municipal Council. A copy of any proposed change to the Plan shall be filed with the Office of the City Clerk.

# MAPS

Map 1 – Location Map

Map 2 – Boundary Map

Map 2A - Detail of Block 1300 Lot B

Map 3 – Existing Land Use Map

Map 4 – Proposed Zoning Map

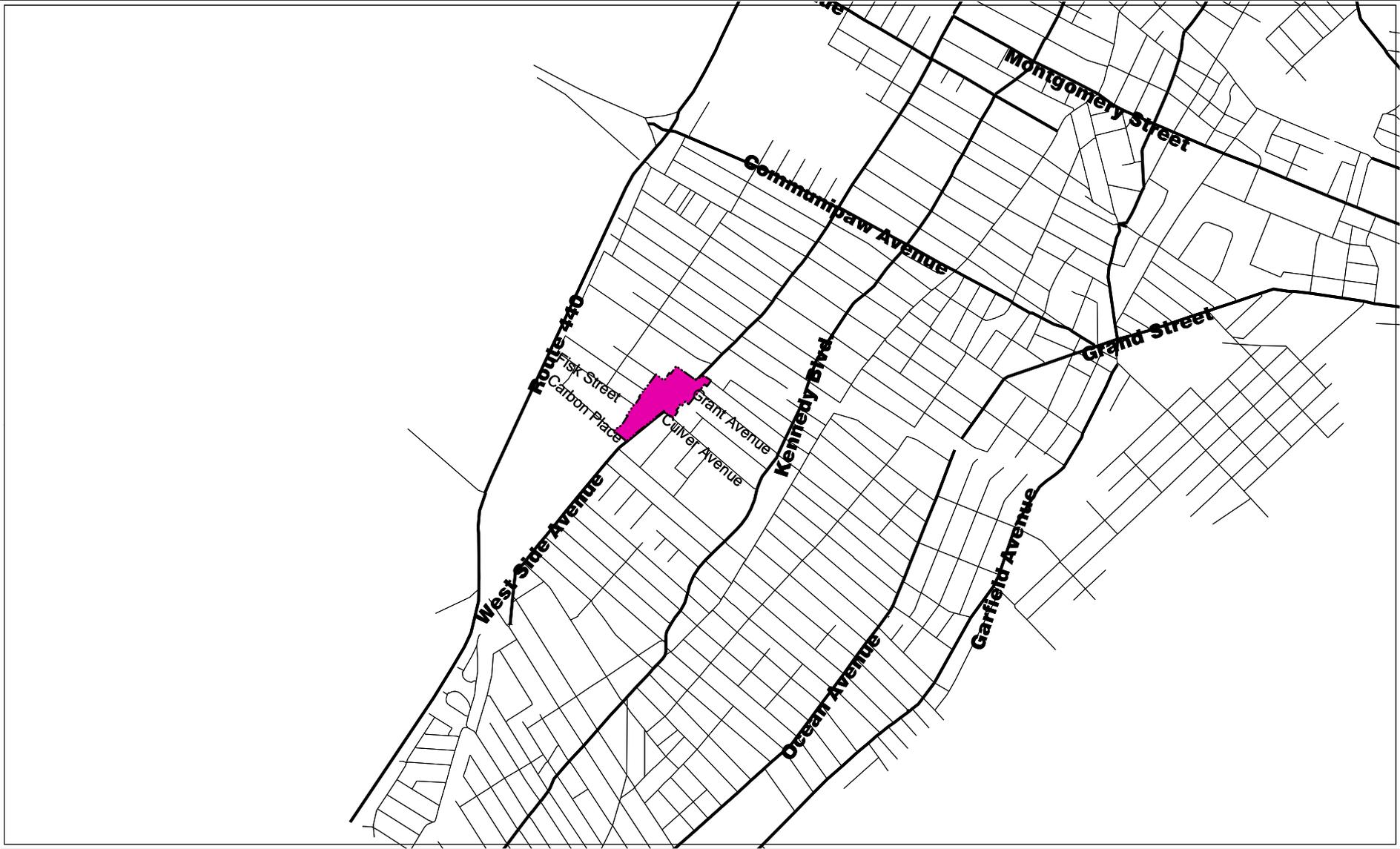
Map 5 – Conceptual Land Use Plan

Map 6 – Proposed Circulation Map

Map 7 – Proposed Acquisition Map

# West Side Avenue Redevelopment Plan

## Map 1: Location



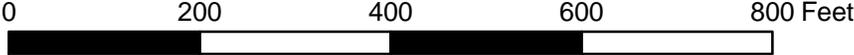
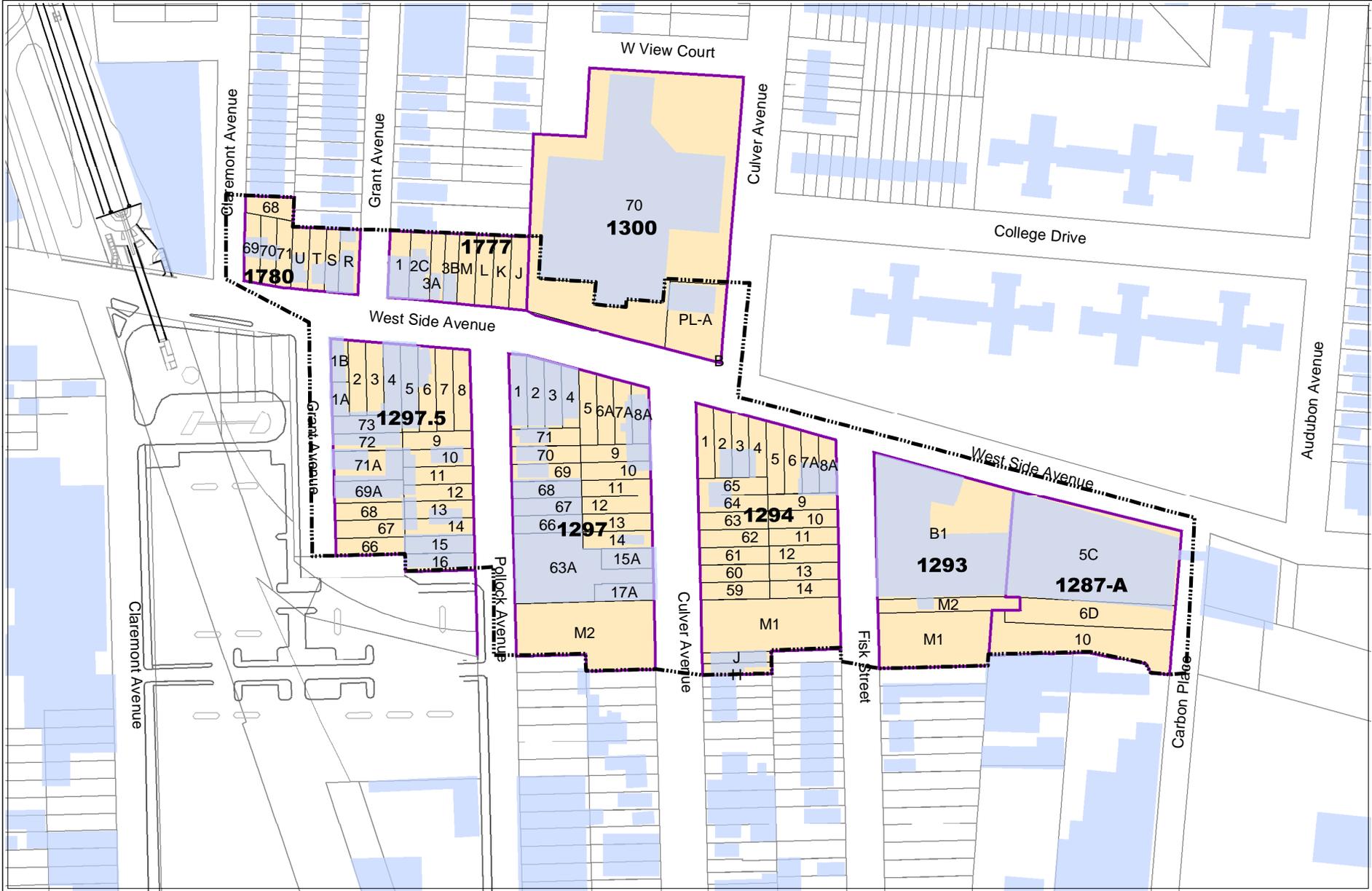
0 1,000 2,000 4,000 6,000 8,000 Feet

1 inch equals 2,000 feet



# West Side Avenue Redevelopment Plan

## Map 2: Boundary



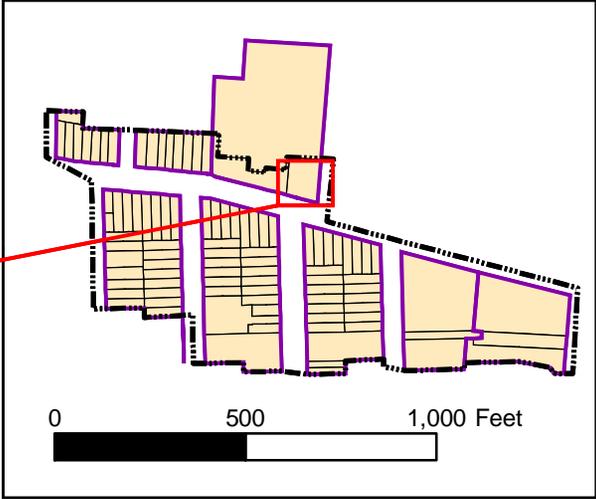
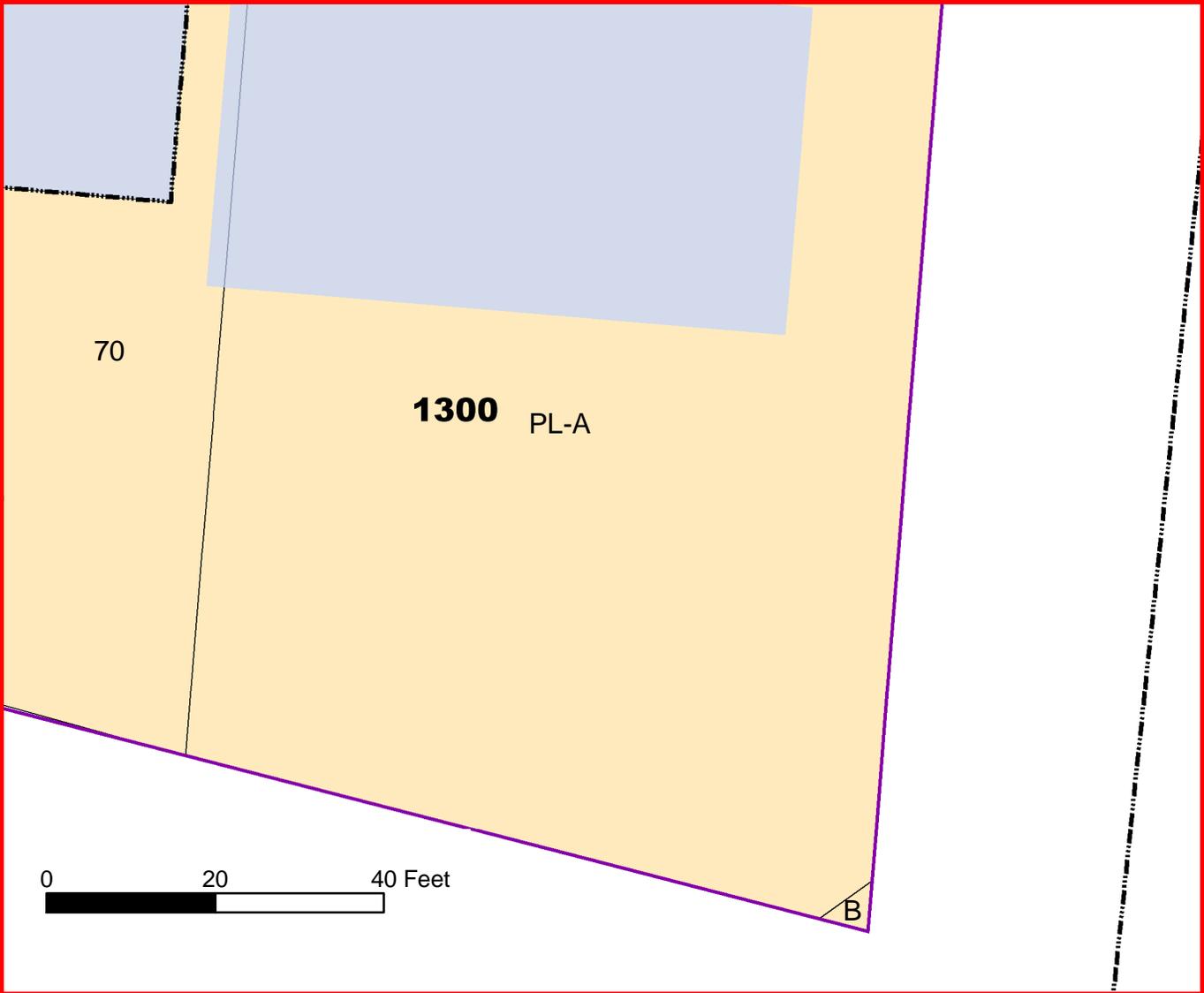
1 inch equals 200 feet

**Legend**

- Redevelopment Area
- Buildings
- Parcels
- Blocks

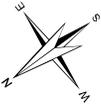


# West Side Avenue Redevelopment Plan Map 2A: Detail of Block 1300 Lot B



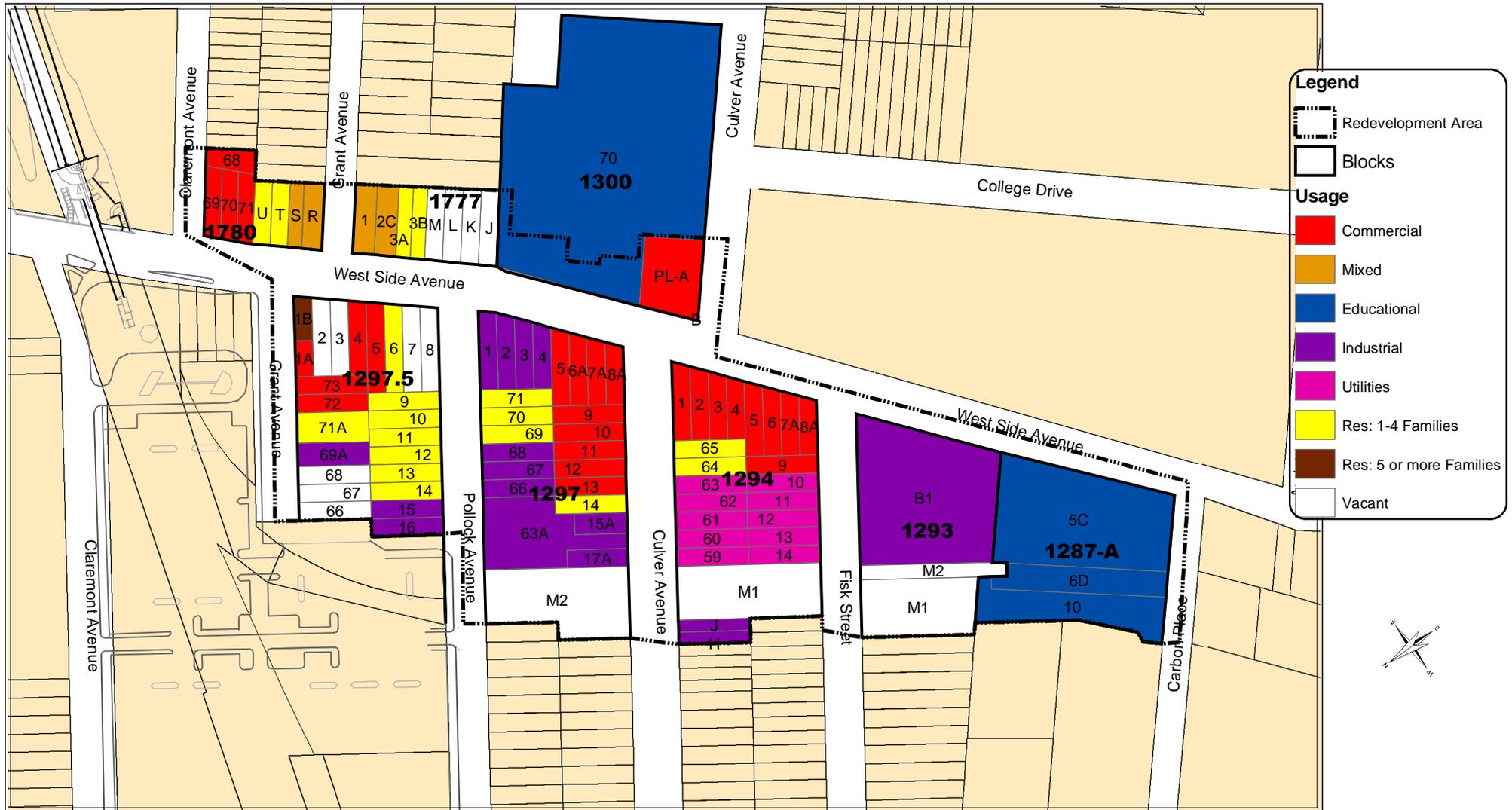
**Legend**

-  Redevelopment Area
-  Parcels
-  Blocks



# West Side Avenue Redevelopment Plan

## Map 3: Existing Land Use

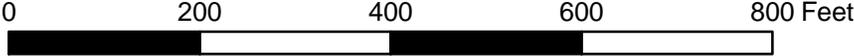
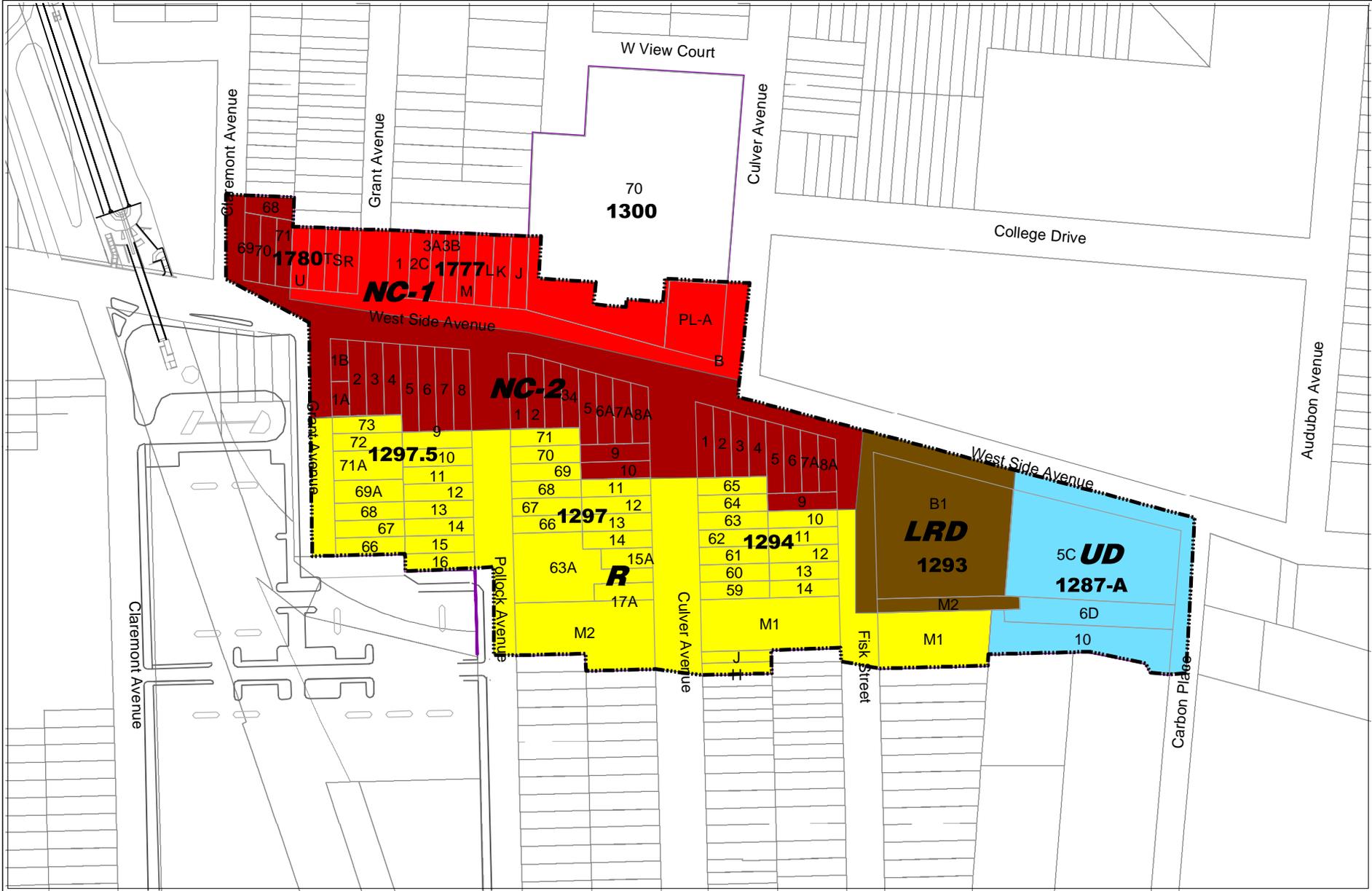


0 100 200 400 600 800 Feet

1 inch equals 200 feet

# West Side Avenue Redevelopment Plan

## Map 4: Proposed Zoning



1 inch equals 200 feet

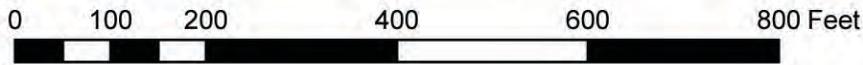
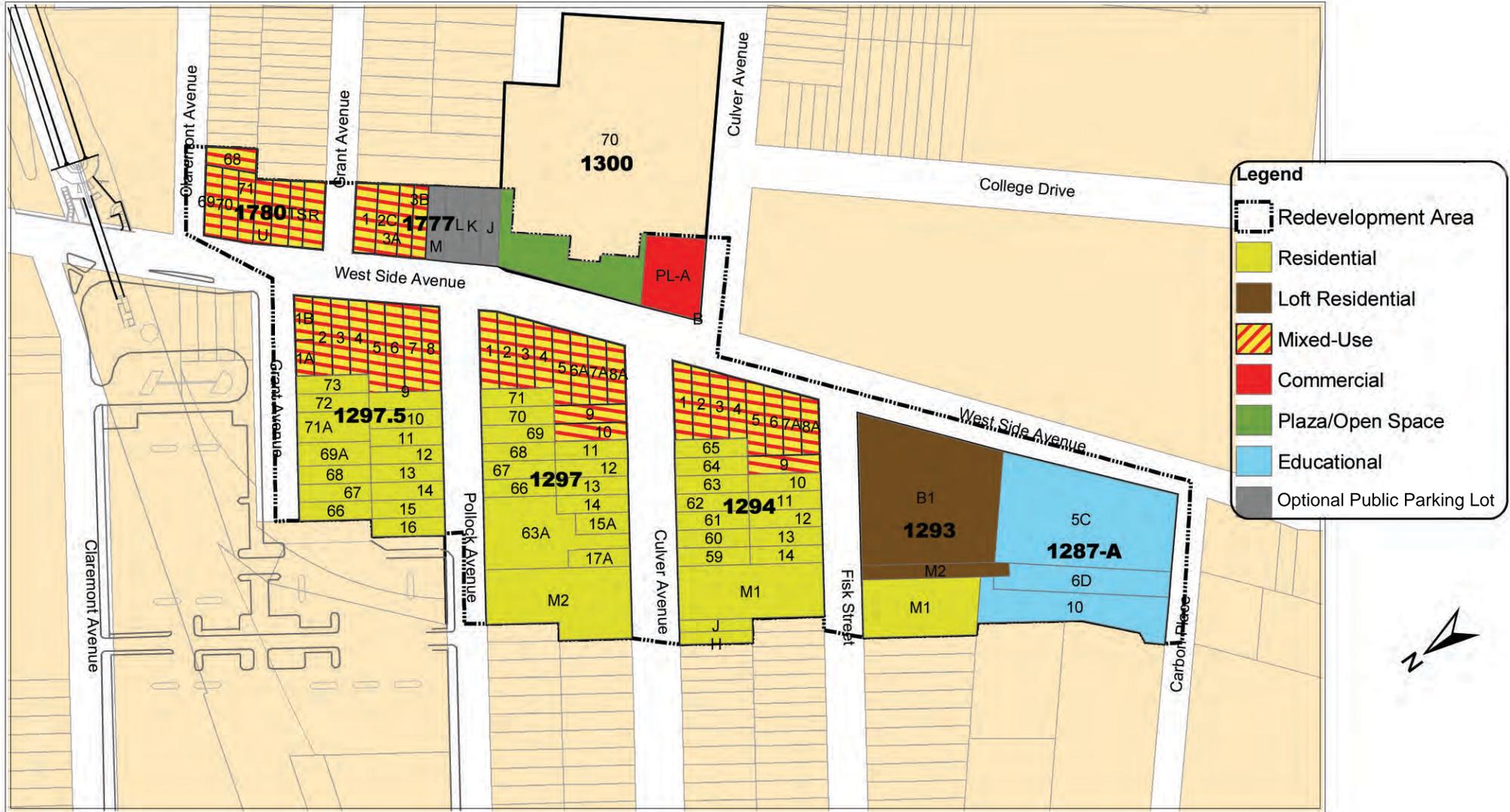
**Legend**

 Redevelopment Area	 NC-2 - Neighborhood Commercial
 LRD - Loft Residential District	 R - Residential
 NC-1 - Neighborhood Commercial	 UD - University District



# West Side Avenue Redevelopment Plan

## Map 5: Conceptual Land Use Plan

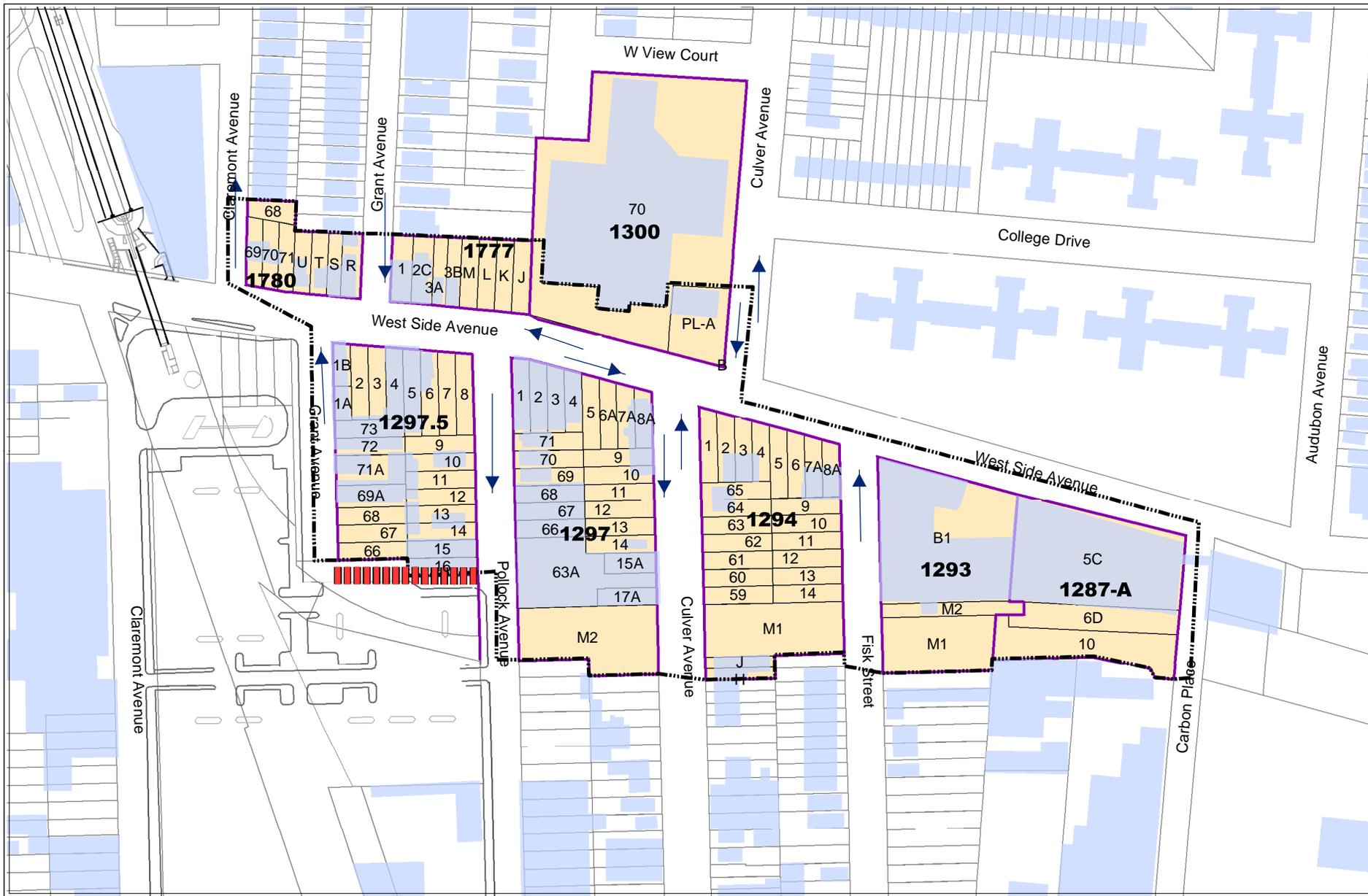


1 inch equals 200 feet



# West Side Avenue Redevelopment Plan

## Map 6: Proposed Circulation



1 inch equals 200 feet

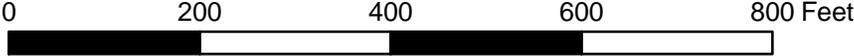
### Legend

- Redevelopment Area
- Parcels
- ➔ Traffic Direction
- Buildings
- Blocks
- Recommended New Street



# West Side Avenue Redevelopment Plan

## Map 7: Proposed Acquisition



1 inch equals 200 feet

**Legend**

- Redevelopment Area
- To Be Acquired

