

PRINCIPAL POINTS STATEMENT

351 MARIN, LLC

351 MARIN BOULEVARD

BLOCK 11508, LOT 3.01

The Applicant, 351 MARIN, LLC has filed an application with the Jersey City Planning Board for property located at 351 Marin Boulevard, Jersey City, (Block 11508, Lot 3.01), for Amended Final Major Site Plan approval with deviations for a mixed-use residential project pursuant to N.J.S.A. 40:55D-70(c).

By Resolution dated November 13, 2018, the Planning Board granted Preliminary and Final Major Site Plan approval with Deviations for the project. By Resolution dated December 30, 2019, the Planning Board granted Amended Final Major Site Plan approval with Deviations for the project.

The previous approvals permit development of the property with a mixed-use residential building containing 507 residential units, 7,984 square feet of commercial space, structured parking containing 203 parking spaces, including 96 compact spaces, and a landscaped open space plaza totaling approximately 4500 square feet.

The subject property is located within Morgan/Grove/Marin Redevelopment Plan ("Redevelopment Plan") area.

The current zoning permits the following as permitted principal uses within the Redevelopment Plan, among other permitted uses: Townhouses; Multi-family Apartment Buildings; Governmental uses. The zoning also permits uses incidental and accessory to the principal use, including but not limited to Commercial uses; Retail sales of goods and services; Restaurants, category one and two; Bars; Off-street parking, Signs, et. al.

Therefore, the proposed uses are permitted uses within the Redevelopment Plan.

The Applicant requests a second Amended Final Major Site Plan Approval with deviations for the project. The proposed Amended Final Major Site Plan approval will permit the replacement of one commercial blade sign with one commercial storefront sign, 5 wayfaring signs, an increase in size for a previously approved residential entry sign to 54 square feet in area, internally lit signage, plaza lighting & stairway changes, paver changes, building lighting changes, flood barrier improvements, and a plaza water feature that will contain five water fountain jets in the open space plaza.

As part of the application for amended final site plan approval, the Applicant seeks the following deviations, variances, waivers and/or exceptions from the Redevelopment Plan:

1. Section VII.D.1.C. of the Redevelopment Plan, which permits one exterior flush mounted residential sign not to exceed 20 square feet, where one of three previously approved residential signs has increased in size to 54 square feet in area.
2. Section VII.D.2.g of the Redevelopment Plan, prohibiting internally lit signs, where internally lit signage is proposed at the building entry.
3. 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 of the Redevelopment Plan are set forth in Section III of the Redevelopment Plan. The proposed development will promote these objectives, and the requested deviations will not have a detrimental effect on the zone plan.

The proposed development will redevelop Block 11508, Lot 3.01. Among the goals and objectives of the Redevelopment Plan are the following:

- E) To integrate new development within the Area into the surrounding community by encouraging new development, that can act as a transitional element between the surrounding area's adjacent high-rise office and

mixed-use developments, and the adjacent lower-rise historic commercial and residential areas.

- F) The improvement of the pedestrian environment and traffic circulation for the contemplated new development by prohibiting all vehicular access to the site from Marin Boulevard and Grove Street, limiting ingress and egress points to major development on other streets, and the provision of new sidewalks, street trees and other pedestrian amenities within the existing street rights-of-way.

The proposed development promotes these goals and objectives.

The requested deviation from Section VII.D.1.C. of the Redevelopment Plan, which permits one exterior flush mounted residential sign not to exceed 20 square feet, will permit an increase in size of one of the three previously approved residential signs to 54 square feet in area on the exterior of the building. In light of the size of the project, a 20 square foot residential sign above the entry would not otherwise be sufficiently visible to identify the building to the surrounding community.

The requested deviation from Section VII.D.2.g of the Redevelopment Plan, which prohibits internally lit signs, will permit an internally lit sign at the building entry, which will highlight the entry to building residents and visitors.

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 new development within the Area into the surrounding community that can act as a transitional element between the surrounding area's adjacent high-rise office and mixed-use developments, and the adjacent lower-rise historic commercial and residential areas. Lastly, the proposed deviation 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. Indeed, to the contrary, the project as proposed promotes several goals of the Master Plan as follows:

Specifically, the proposed development and necessary deviations will promote the objectives and policy standards set forth in Section 3.1, Vision Statement, of the Master Plan.

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

Goal 4: Enhance connections between residential areas, activity districts, and community resources in the City through an attractive and pedestrian-friendly community access system incorporating a wide range of mode choices (mass transit, personal automobile, bicycle, and pedestrian).

The project and necessary deviations also comply with the Circulation Element to the Jersey City Master Plan, adopted by the City of Jersey City in 2009 and amended in 2011. The proposed development will promote the goals and objectives set forth in Section 3.2 Goals, Objectives, Strategies and Actions, of the Circulation Element:

Objective G1-1: "Develop and implement smart growth strategies that locate new residential development within walking distance of bus stops and passenger rail stations, with the highest density zones located within walking distance of passenger rail stations; that mixes residential land use with commercial land use"....

Goal 4: Create a city-wide pedestrian-friendly environment

The project will significantly upgrade the pedestrian realm by expanding sidewalks, providing new pavement treatments, decorative lighting, and street trees and

landscaping, including the development of such elements within the proposed 4,500 square foot open space plaza.

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