

**AMENDED PRINCIPAL POINTS STATEMENT**  
**(changes are shown in bold italics and underlined)**

**JOURNAL SQUARE II URBAN RENEWAL LLC**

**615 PAVONIA AVENUE, 605 PAVONIA AVENUE, AND 595 PAVONIA AVENUE;  
F/K/A 595-621 PAVONIA AVENUE, 535-539 SUMMIT AVENUE, AND 136  
MAGNOLIA AVENUE**

**BLOCK 9501, Lot 4.01, QUAL. C0001, C0002, AND C0003; F/K/A BLOCK 9501,  
LOTS 4-8 AND 10-16**

The Applicant, JOURNAL SQUARE II URBAN RENEWAL LLC has filed an application with the Jersey City Planning Board for property located at 615 Pavonia Avenue, 605 Pavonia Avenue, and 595 Pavonia Avenue; f/k/a 595-621 Pavonia Avenue, 535-539 Summit Avenue, and 136 Magnolia Avenue, Jersey City, (Block 9501, Lot 4.01, Qual. C0001, C0002, and C0003; f/k/a Block 9501, Lots 4-8 and 10-16), for Amended Final Major Site Plan approval with deviations for Phase 2 of the project pursuant to N.J.S.A. 40:55D-70(c). Preliminary Site Plan approval for Phases 1, 2, and 3 of the project and Final Site Plan approval for Phase 1 of the project was granted by the Planning Board by Resolution dated December 18, 2012; Amended Final Site Plan Approval for Phase 1 was granted by the Board by Resolution dated December 3, 2013; a second Amended Final Site Plan Approval for Phase 1 was granted by the Board by Resolution dated June 3, 2014; a third Amended Final Site Plan Approval for Phase 1 was thereafter granted by the Board by Resolution dated January 24, 2017; and an Amended Preliminary and Final Site Plan Approval for Phase 2 was granted by the Board by Resolution dated November 14, 2017.

The previous approvals permit improvement of the property with a three-phase, mixed-use project containing 1842 residential units, up to approximately 29,900 square feet of commercial space, which may include leasing, retail, restaurant and other permitted uses, parking for approximately 786 vehicles within a parking structure, an interim surface parking lot, and approximately 131 signs, including 25 signs that will be removed during

the course of the phased development. In addition, as part of the approved project, the Applicant has redesigned the Magnolia Avenue kiss-and-ride drop off area to create a new plaza entry to the Journal Square Transportation Center. As previously approved, Phase 2 consisted of 704 residential units, up to 17,500 square feet of leasing, retail, restaurant and other permitted commercial space, 492 parking spaces, including valet parking spaces, and related signage.

The Applicant requests Amended Final Major Site Plan Approval with deviations for Phase 2 of the project. The subject property is located within Zone 1: Core of the Journal Square 2060 Redevelopment Plan ("Redevelopment Plan") area.

In particular, in addition to the minor changes outlined in the amended landscape architecture memo dated March 12, 2021 and the amended engineering memo dated March 12, 2021, the proposed Amended Final Site Plan Approval for Phase 2 primarily includes the following changes, as identified in greater detail in the amended architectural memo for Phase 2, dated as of March 12, 2021, submitted with the application:

1. Redesign of the overall interior lobby extent and change Retail Area C to an interim mailroom with ceiling at 13'-1". **Complies with the Redevelopment Plan.**

2. Change north façade of Retail Area C to a shadow box. **Complies with the Redevelopment Plan.**

3. Removal of metal panel cladding and addition of 6 antennas at core bulkhead in coordination with Port Authority requirements for PA Room. **Requires Deviation from the Redevelopment Plan.**

4. Street frontage for Phase 2 was previously approved at 535.75'. As an alternative (but not a replacement) to this previous approval, with construction of Phase 3, street frontage for Phase 2 will decrease from 535.75' to 353.75'. With the construction of Phase 3, as an alternative (but not a replacement) to the previous approval, non-permitted street frontage such as meter rooms, blank walls, garage doors, etc. will remain the same at 140.6 feet and percentage of permitted use will increase to 40% from previously approved 26%. - **Requires Deviation from the Redevelopment Plan.**

5. Ground Floor transparency was previously approved at 59%. As an alternative (but not a replacement), with the construction of Phase 3, the Ground Floor transparency

in Phase 2 will increase to 60% from 59% with the reduction of street frontage. – **Deviation previously approved.**

6. Phase 2 was previously approved for 492 parking spaces, including valet parking spaces. With the construction of Phase 3, as an alternative (but not a replacement), the drive aisle connection from Phase 2 to Phase 3 will remove 15 parking spots in Phase 2, which will reduce the overall parking spaces including valet parking spaces from 492 to 477 in Phase 2. - **Complies with the Redevelopment Plan.**

7. East ground floor exterior façade of Retail Area C now classified as an interim mailroom has been changed to include an interim wall in preparation for future construction of Phase 3. - **Requires Deviation from the Redevelopment Plan.**

8. Similar to Phase 1, a new Phase 2 building sign approximately 77 sf in area and 14% of the first story of the wall along Pavonia Avenue indicating the building name has been added. - **Requires Deviation from the Redevelopment Plan.**

9. Added 2 bollards for security at Magnolia Avenue sidewalk with an aggregate dimension of 16'-5" clear width. Preliminary Site Plan Approval allowed deviation of 16'-0" at Magnolia for Phase 2. – **Deviation previously approved.**

10. Residential Bike Storage count in basement has been reduced from 675 to 670, which still meets the minimum requirement of .5 spaces per unit and 13 retail indoor bike parking spaces. Outdoor retail bike parking has been increased from 8 spaces to 14 spaces and is located in the Porte Cochere. **Complies with the Redevelopment Plan.**

**11. Revision to Phase 2 Lobby floor to ceiling height from 16' to 15'-6". Complies with Redevelopment Plan.**

**As part of the minor changes outlined in the amended landscape architecture memo dated March 12, 2021, the proposed amended final site plan approval for Phase 2 will also include the relocation of street trees along Summit Avenue due to construction constraints, additional outdoor seating, and adjustments to the interim lawn.**

As part of the application for amended final site plan approval for Phase 2, the Applicant seeks the following deviations, variances, waivers and/or exceptions from the Journal Square 2060 Redevelopment Plan ("Redevelopment Plan"):

1. Section III.A.10.a of the Redevelopment Plan, which requires that all mechanical equipment located on any roof of a building shall be screened from view from all vantage points with a material complementary with the façade of the structure, and Section III.A.10.f of the Redevelopment Plan, which requires the screening of new telecom equipment, where metal panel cladding is proposed to be removed and 6

antennas added at the core bulkhead of Phase 2 in coordination with Port Authority requirements for the PA Room.

2. Section III.D.10.e. of the Redevelopment Plan, which requires that no more than 15% of the first floor street frontage along a public right of way may be dedicated to other uses such as meter rooms, blank walls, garage doors, emergency exits, etc., where 40% of the first floor frontage will be dedicated to such uses in Phase 2 with the future construction of Phase 3.

3. Section III.A.6 of the Redevelopment Plan, which requires that large blank walls without fenestration surrounding large residential and commercial uses must incorporate architectural techniques to provide visual interest, where an interim wall around the eastern façade of Phase 2 is proposed in preparation for future construction of Phase 3.

4. Section IV.B.3.b of the Redevelopment Plan to permit relief from the requirement along all rights of way where retail/similar uses are not now but were previously mandatory that other uses be permitted a total exterior sign area not to exceed the equivalent of 5% of the first story of the wall to which the sign is attached and no greater than 20 square feet, where 14% and 77 square feet are being proposed for a new residential entry sign along Pavonia Avenue for Phase 2 that is in addition to the previously approved residential entry sign along Magnolia Avenue for Phase 2.

5. 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 and policy standards of the Redevelopment Plan are set forth in Section III of the Redevelopment Plan. The proposed amended development will promote these objectives and policy standards, and the requested deviations will not have a detrimental effect on the zone plan.

The proposed amended development will redevelop Block 9501, Lot 4.01, Qual. C0001, C0002, and C0003. Among the goals and objectives of the Redevelopment Plan are the following:

- 1) Re-establish Journal Square as Jersey City's primary central business district and activity center.
- 3) Integrate open space into the Area by incorporating a system of parks, plazas, and natural amenities.

- 4) Promote a pattern of mixed and multiple-use development. New buildings within the Area should appropriately combine residential, commercial, and entertainment uses and encourage a balance of jobs-to-housing.
- 5) Make walking and biking an easy, safe, desirable, and convenient mode of transport.
- 6) Encourage local quality retail within the greater Journal Square area.
- 7) Reduce automobile dependency by encouraging high density development in close proximity to mass transit with low automobile parking ratios and with bicycle parking requirements.
- 8) Provide for urban amenities such as transit, housing variety, open space, and entertainment that will attract new employers and a range of new residents to the area while sustaining existing neighborhoods.
- 12) The overall improvement of traffic circulation through the development of new and improved vehicular and pedestrian circulation systems which provide for separation of vehicular and pedestrian traffic and the maximum use of public transportation.
- 16) Provide for redevelopment without public acquisition or relocation of residents and business concerns.
- 17) Provide for an active "front door" plaza entry way where Magnolia Avenue accesses the Journal Square PATH station, at the existing kiss-and-ride area.
- 19) Creation of major new employment, housing, educational, recreational, commercial and retail opportunities for the residents of Jersey City.
- 21) To promote the principles of "Smart Growth" and "Transit Village" development, including a variety of housing choices, providing wider sidewalks, minimize automobile use by maximizing the appeal of mass transit, encourage reduced parking and shared use parking solutions, and creating a livable community with convenient access to commercial facilities.
- 22) Maintain and improve pedestrian access to the Journal Square PATH Station from the surrounding communities.
- 23) To maximize the use of rooftop open space for recreation and/or green roofs.
- 24) Utilize step backs, architectural design elements, and building massing regulation to maintained light and air to the street and adjacent properties.
- 25) All structures within the project area shall be designed and maintained so as to improve the visual impact of the Jersey City skyline as viewed from within and beyond the City's borders.

The proposed amended development promotes each one of these goals and objectives.

The requested deviation from Section III.A.10.a of the Redevelopment Plan, which requires that all mechanical equipment located on any roof of a building shall be screened from view from all vantage points with a material complementary with the façade of the structure, and Section III.A.10.f of the Redevelopment Plan, which requires the screening of new telecom equipment, will permit the removal of metal panel cladding and the addition of 6 antennas at the core bulkhead of Phase 2. These deviations are the result of essential coordination with Port Authority requirements for the PA Room.

The requested deviation from Section III.D.10.e. of the Redevelopment Plan, which requires that no more than 15% of the first floor street frontage along a public right of way may be dedicated to other uses such as meter rooms, blank walls, garage doors, emergency exits, etc., will permit 40% of the first floor frontage to be dedicated to such uses in Phase 2 upon the future construction of Phase 3. With the future construction of Phase 3 the overall street frontage for Phase 2 is reduced as Phase 3 is abutting Phase 2; but the blank wall, meter rooms and garage entrances are not reduced, thus increasing from previously approved 26% to 40%. This deviation is beneficial as Phase 2 provides a loading dock and garage entrances to both Phase 2 and Phase 3.

The requested deviation from Section III.A.6 of the Redevelopment Plan, which requires that large blank walls without fenestration surrounding large residential and commercial uses must incorporate architectural techniques to provide visual interest, will permit the construction of an interim wall around the eastern façade of Phase 2, which is being proposed in preparation for the future construction of Phase 3 and is not permanent in nature.

The requested deviation from Section IV.B.3.b of the Redevelopment Plan, which requires along all rights of way where retail/similar uses are not now but were previously mandatory that other uses be permitted total exterior sign area not to exceed 5% and in no case greater than 20 square feet, will permit a new residential entry sign along Pavonia Avenue for Phase 2 that is 14% of the first story wall and 77 square feet that is in addition

to the previously approved residential entry sign along Magnolia Avenue for Phase 2. The proposed new entry sign will appropriately identify this residential entry, particularly given the size of the project.

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 providing for an active “front door” plaza entry way where Magnolia Avenue accesses the Journal Square PATH station at the existing kiss-and-ride area and by providing a project that is designed and maintained so as to improve the visual impact of the Jersey City skyline as viewed from within and beyond the City’s borders, which are appropriate and desired for the neighborhood. Lastly, the proposed deviations, most of which would otherwise be considered only design waivers if part of a traditional site plan ordinance, will not cause substantial detriment to the public good, or impairment to the intent and purpose of the Redevelopment Plan, the Jersey City Zone 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.

The proposed project will develop new unique, attractive and high quality residential units to attract new residents to the Journal Square neighborhood.

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 will provide a covered pedestrian walkway leading from Pavonia Avenue to a new pedestrian plaza along Magnolia Avenue, which will become a new “Front Door” to the Journal Square Transportation Center, and benefit the entire Journal Square area and especially the existing communities located north and west of Journal Square.

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”....

This proposed high-density mixed-use project is adjacent to and integrated with the Journal Square Transportation Center and substantially upgrades the pedestrian access to this regional transportation facility.

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. The project will also create a covered walkway leading from Pavonia



Avenue to a new Pedestrian Plaza along Magnolia Avenue. This important new public open space will become a new "Front Door" to the Journal Square Transportation Center.

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