

November 13, 2023

Division of the Planning, Jersey City
City Hall Annex
1 Jackson Square
Jersey City, NJ
07305

**RE: EMERSON LOFTS PHASE 3
VISUAL ASSESSMENT**

PROJECT LOCATION:

The Project is located at 316 15th Street, Lot 3.04, Block 6903. The building fronts on 15th Street, Coles Street and 16th Street.

ZONING/PROJECT DESCRIPTION:

The Project is located within the Emerson District of the Jersey Avenue Park Redevelopment Plan. The project includes 140 Residential Units and approximately 38,400 square feet of retail space, all in compliance with the redevelopment plan. The building is 5 stories with no apparent rooftop addition in accordance with the redevelopment plan.

SITE DESCRIPTION:

The subject property is 323 feet along 15th and 16th Streets, 200 feet along Coles Street. The lot area is 64,600 square feet. The building's lobby and majority of retail spaces are accessed from 15th Street. There is a single retail entrance at the northwest end of 16th Street. All back of house spaces front on 16th Street.

Site Improvements include new charcoal grey concrete curbing, charcoal grey concrete sidewalks a grey pervious paver street edge band, new shade trees and decorative street lighting. All roadways fronting on the building have or will be paved and have pedestrian crosswalks. Bike racks, benches and trash cans are being provided for pedestrian use.

HISTORIC DETERMINATION:

The project is not located within a historic district. Emerson Lofts Phase 3 was constructed in two phases circa 1920 as part of the Continental Can Company, was later utilized as the Emerson Radio Factory and Statco Warehouse. The original Planning Board application approved the building's adaptive reuse which included ground floor lobby, retail, back of house spaces and four upper residential floors. Basement parking was also approved but has been deleted as part of this application due to NJDEP flood regulations. Minimal interior demolition was required since the floors for the most part had open plans. The exterior of the building is being restored in accordance with the project's prior approvals. See attached photographs of before and after conditions.

SHADOW CONSTRAINTS:

A Shadow Study was prepared as part of the original Planning Board Site Plan Application Drawings. The Shadow Study (attached Drawing G-004) which includes Emerson Lofts Building Phase 3, shows there is no impact on the neighborhood from this existing 5 story structure.

VISUAL IMPACT:

The adaptive reuse, restoration and renovation of the project has no negative impact on the neighborhood or surrounding view corridors. The building's adaptive reuse and new surrounding streets eliminates all existing negative impacts on and off the site. The building is in compliance with the Jersey Avenue Park, Emerson District Redevelopment Plan.

BEFORE AND IN PROGRESS AFTER PHOTOS:

PHOTO OF EXISTING 15TH STREET BUILDING ENTRANCE



PHOTO OF RECONSTRUCTED/RESTORED 15TH STREET BUILDING ENTRANCE



PHOTO OF EXISTING 16TH STREET BUILDING FAÇADE



PHOTO OF RECONSTRUCTED/RESTORED 16TH STREET BUILDING FACADE



PHOTO OF EXISTING COLES STREET BUILDING FACADE



PHOTO OF RECONSTRUCTED/RESTORED COLES STREET BUILDING FACADE



PHOTO OF EXISTING WINDOWS & RESTORED CONCRETE
(CORNER OF COLES & 16TH STREET)



PHOTO OF NEW WINDOWS & RESTORED CONCRETE
(CORNER OF COLES AND 16TH STREET)

