

STATEMENT OF PRINCIPAL POINTS  
25 CHRISTOPHER COLUMBUS DRIVE  
JERSEY CITY, NJ  
BLOCK 13102, LOT 1.03

An application has been filed for the above noted property located at 25 Christopher Columbus Drive, also known as Block 13102, Lot 1.03 on the official Jersey City Tax Maps (the “Property”), with the Jersey City Planning Board for Minor Site Plan approval with two “c” deviations for signage. The Applicant is proposing three (3) new signs for the Property consisting of one (1) building ID sign, one (1) wall/canopy sign, and one (1) window sign (the “Project”). Accordingly, the Applicant is requesting three (3) “c” deviations for the Project’s wall/canopy sign for the size: height and area; projection from the wall; and size of the sign lettering.

The Property is located within the Block 13102 Redevelopment Plan (“Redevelopment Plan”) area. The purpose of this application is to provide permanent and temporary signage for the already approved and constructed Residential High Rise at 25 Christopher Columbus Drive. There will be three permanent (3) signs total and eight (8) interim advertising banners. Of the three permanent signs, one (1) will be a building ID (sign “E.01”); one (1) will be a canopy sign (sign “E.02”); and one (1) will be a window sign (sign “E.03”).

Of the three permanent signs, sign E.01 will be located on the north side of the Property facing Christopher Columbus Drive. E.01 will be stud mounted with silicone adhesive and will be mounted to a 6’-4” tall wall. The sign E.01 itself will have a height of 3’-4” and a width of 5’-9.375” with a total square footage of 19.3. Sign E.02 will be located at the main entry of the building located in between the cross streets of Christopher Columbus Drive and Warren Street. E.02 will serve as a canopy sign for north entry of the building and will be mounted by angle clips to steel blades. E.02 will have a height of 1’9.5” and a width of 8’-8.1” with a total square footage of 15.54, with lettering of 21.5” in height. Lastly, sign E.03 will be located at the west entry area facing Warren Street. E.03 will be a window sign and will have a height of 2’-5”, a width of 4’-2.3” with a total square footage of 10.1. E.03 will be reverse applied white vinyl to the window.

Of the eight interim advertising banners, one (1) is located on the part of the building facing Columbus Drive, one (1) is located on the part of the building facing Morgan Street, one (1) is located on the north façade windows, one (1) is located on the parking garage facing Montgomery Street, and four (4) are located on the lower retail section of the building. The Applicant is requesting that the interim advertising

banners be approved for one (1) year from June 2022 or until 85% of the building is leased, whichever occurs first.

Signs E.01 and E.03 are compliant, while sign E.02, the canopy/main entry sign, will require deviations.

As part of the application, the Applicant is seeking the following deviations, from the Redevelopment Plan:

1. A deviation from Section VII.B.4 and VII.C. of the Redevelopment Plan to permit relief from the requirement that wall/canopy sign size have a height of no more than 30 inches and an area not to exceed twenty (20) square feet;
2. A deviation from Section VII.C. of the Redevelopment Plan to permit relief from the requirement the wall/canopy sign not project more than 30” from the façade; and
3. A deviation from Section VII.B.4.ii of the Redevelopment Plan to permit relief from the size of the awning lettering which is required to have a height no greater than 10”.

The deviations for the wall/canopy sign are primarily related to size, projection from the wall, and size of the lettering. The Redevelopment Plan maintains specific size and design requirements for wall signs. Because this proposed sign, E.02, will be located at the main entry of the building, it would be seen by pedestrians and vehicular traffic on both Christopher Columbus Drive and Warren Street, and by anyone walking into or near the main entrance of the building. This sign will attract increased foot traffic and more business for the retail uses in the surrounding areas and for the building’s residential needs. Given that the wall sign is set back from the street, in order for the wall to be more readily apparent and visible, a larger sign height and area, projection from the wall and sign lettering, are imperative. Because of the unique way the main entry of the building is set back from the streets that the sign faces, the sign will need to be slightly larger than the Redevelopment Plan’s required height and area, the sign will need to project more than the permitted twenty (20) inches from the façade, and the lettering will need to be larger than 10” in order to be seen by a passerby at any meaningful distance.

The approval of the proposed signage will not result in any substantial detriments to the intent of the Redevelopment Plan because the proposed signage will support foot traffic in the Block 13102 district and potential residential opportunities for the building by providing efficient advertisement for the residential use of the building.

Similarly, the approval of the proposed signage will not result in any substantial detriments to the public good. The non-conforming sign is setback from the two streets that it faces, and fits in with the aesthetics of the building and surrounding area. The design is simple and attractive. The sign will efficiently convey its message to patrons and to the general public, without detracting from the public good.

As such, the requested deviations can be granted pursuant to N.J.S.A. 40:55D-70.c.(2) wherein the benefits of providing the larger sign will outweigh any detriments.

The Applicant reserves the right to supplement its reasoning through expert testimony at the hearing.