



CITY OF JERSEY CITY

Department of Housing, Economic Development & Commerce
Division of City Planning

Interdepartmental Memorandum

DATE: August 9th, 2022

TO: Jersey City Planning Board Commission

FROM: Timothy Krehel, Principal Planner, PP AICP

SUBJECT: Staff report re P22-113
Minor Site Plan with Deviations
2935-2955 John F. Kennedy Boulevard
Block 9403, Lots 15, C0001

DOCUMENTS REVIEWED

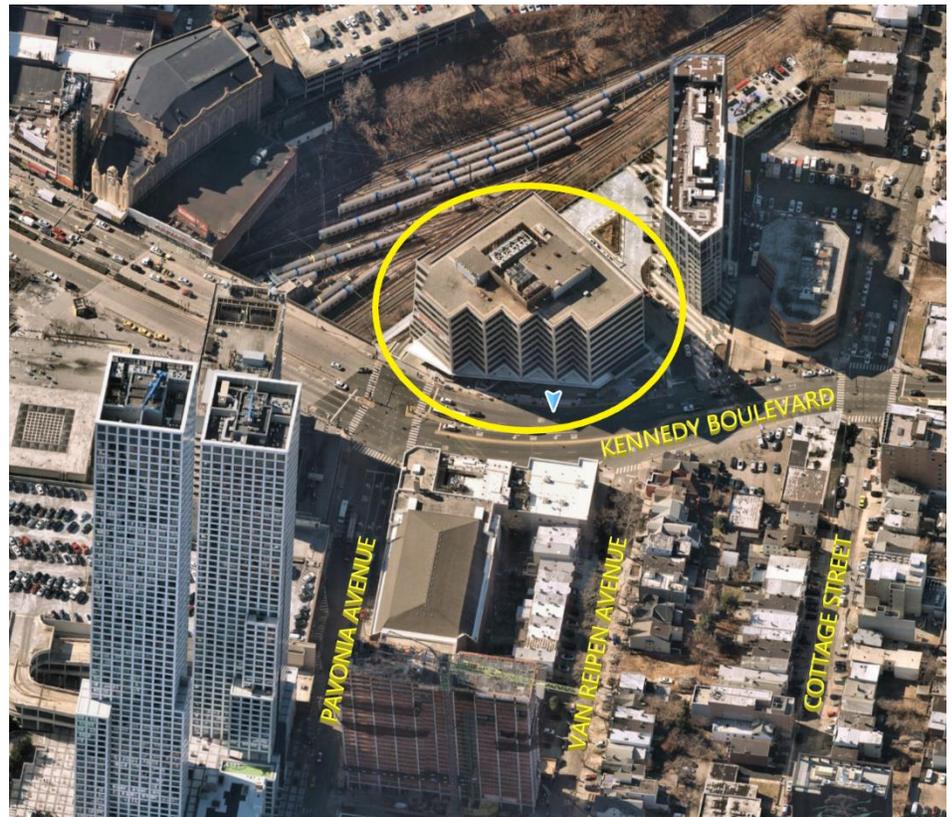
- General Development Application for a Minor Site Plan
- Architectural Plan prepared by Joseph Scarpulla Architect; dated 11.19.2021; signed and sealed by Joseph Scarpulla, RA
- Principal Points Statement

SITE & LOCATION DESCRIPTION

The proposed signage is for the building located at 2935-2955 John F. Kennedy Boulevard and is defined by the Tax Map of Jersey City as Block 9403, Lots 15 and C0001. The project site is located on the southbound side of John F. Kennedy Boulevard between Van Reipen and Pavonia Avenues. This site is located within the Journal Square 2060 Redevelopment Plan (Zone 3: Commercial Center).

MINOR SITE PLAN DESCRIPTION

The property was previously developed with a nine (9) story building that includes the Englewood Health Urgent Care Facility where the applicant conducts their business.



The Applicant (Englewood Health) who is a tenant in the building is proposing three (3) exterior signs related to the medical services that are being provided at the property.

DEVIATIONS

- Deviation for signs that are forty-five (45) feet above grade or that are above the first floor level.
- Deviation for the signs' size and area which cannot exceed five (5%) percent of the wall that it is attached to and it cannot exceed twenty (20) square feet.
- Deviation for the total number of signs.

COMMENTS

The Deviations concerning signage requirements requested by the applicant would not be a detriment to the current signage requirements of the Redevelopment Plan or the Jersey City Land Development Ordinance. The proposed signage is similar to other instances of signage previously approved in Journal Square and other sections of Jersey City.

STAFF GENERAL COMMENTS

- 1) Applicant's experts shall provide testimony briefly highlighting the proposed signage.
- 2) Applicant's experts shall provide testimony describing each of the deviations requested and why relief should be granted for such variances or deviations.
- 3) Applicant's experts shall provide a visual representation of the proposed site, provide samples of construction materials to be used, and create a verbal record that explains the access points as well as the design/layout of the proposed development.

STAFF RECOMMENDED CONDITIONS UPON APPROVAL

- 1) All testimony given by the applicant and their expert witnesses in accordance with this application shall be binding.
- 2) All material and color selections shall be shown on the final plans. No change to the façade and site design, including materials as well as any changes that may be required by the Construction Code Official, shall be permitted without consultation and approval by the Planning staff.
- 3) The architectural firm of record, shall submit a signed and sealed affidavit confirming that the signage was constructed as approved, prior to issuance of the Certificate of Occupancy.