Proposed amendment to the Land Development Ordinance, Article I – Section 345-6 - Definitions

as presented to the Jersey City Planning Board on April 7, 2015

FORMULA BUSINESS:

A type of business establishment that is contractually obligated to maintain two or more standardized characteristics such as: array of merchandise, menu items, facade design, decor, color scheme, uniform apparel, signage, trademark, or servicemark; and where 10 or more other establishments that are similarly contractually obligated to the same corporate entity are in operation within 300 miles of Jersey City.

    (1)   Standardized array of merchandise and menu items shall be defined as 50% or more of items from a single distributor bearing uniform markings.

    (2)   Trademark and Servicemark shall be defined as a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs that identifies and distinguishes the source of the goods or service from one party from those of others.

    (3)   Decor shall be defined as the style of interior furnishings, which may include but is not limited to, style of furniture, wall coverings or permanent fixtures.

    (4)   Color Scheme shall be defined as selection of colors used throughout, such as on the furnishings, permanent fixtures, and wall coverings, or as used on the facade.

    (5)   Uniform Apparel shall be defined as standardized items of clothing including but not limited to standardized aprons, pants, shirts, smocks or dresses, hats, and pins (other than name tags) as well as standardized colors of clothing.

PROPOSED AMENDMENTS TO VARIOUS DOWNTOWN REDEVELOPMENT PLANS

PRESENTED TO THE JERSEY CITY PLANNING BOARD ON APRIL 7, 2015

Text that is added to various plans is in bold **like this.**

Amendment language added to the following redevelopment plans:

1. 8 Erie
2. Bates Street
3. Betz Brewery
4. Block 10102
5. Block 239 Lot 47
6. Bright and Varick
7. Bright Street RDP
8. Colgate
9. Columbus Corner
10. Dixon Crucible
11. Exchange Place North (*only* River View District, Block 11613 and Block 13003)
12. Grand Jersey
13. Grand Street
14. Gregory Park
15. Grove and Mercer
16. Grove Street II
17. Grove Street N.D.P.
18. Grove Street Station
19. Harsimus Cove Station (*only* West Neighborhood District)
20. Henderson Street South
21. Hoboken Avenue
22. Jersey Avenue Light Rail (*only* Transition District and Medium Rise District)
23. Jersey Avenue Park
24. Liberty Harbor North
25. Luis Munoz Marin
26. Majestic Theater
27. Majestic Theater II
28. Merseles Street
29. Montgomery Gateway (*only* Adaptive Reuse District, Commercial Reuse District, Public District, Residential New Construction District, and Residential Rehabilitation District)
30. Morgan Grove Marin
31. Newark Ave
32. Ninth and Brunswick
33. Ninth Street
34. Ninth Street II
35. Paulus Hook (*only* N.D.P Area 1, Block 13102)
36. Powerhouse (*exempt* Block 11609)
37. School #2
38. St Francis Hospital
39. Tidewater
40. Village
41. Wayne Street

Text to be inserted into the principal permitted use section:

All commercial retail areas within each structure or within a single tax lot shall limit formula business establishments, as defined by the Land Development Ordinance, to a maximum of 30% of ground floor gross leasable commercial area. For the purposes of this area restriction, the formula business definition shall apply to the following uses, whether functioning as a principal or accessory use:

1. Retail sales of goods and services.

2. Restaurants, all categories.

3. Bars.

4. Financial service facilities and banks.

Grocery stores greater than 35,000 square feet may exceed 30% of gross leasable commercial area, but shall be the only formula business within such structure or lot.

PROPOSED FORMULA BUSINESS RESTRICTION ORDINANCE AMENDMENT

■ Redevelopment Areas to be amended for Formula Business Restrictions

■ Areas not to be amended

MAP NO.:605