

MARTIN LUTHER KING DRIVE REDEVELOPMENT PLAN

Amended:

June 28, 1995 – Ord 95-052
January 12, 2000 – Ord 99-187
April 12, 2000 – Ord 00-030
September 12, 2001 – Ord 01-097
May 22, 2002 – Ord 02-056
March 26, 2003 – Ord 03-030
June 22, 2005 – Ord 05-081
April 12, 2006 – Ord 06-043
November 8, 2006 – Ord 06-132
March 14, 2007 – Ord 07-040
August 22, 2007 – Ord 07-141
March 10, 2010 – Ord 10-026
April 24, 2013 – Ord 13-041

Adopted by
The Municipal Council
December 8, 1993
Ord # 93-138

Now is the time!

Rev. Dr. Martin Luther King, Jr., 1963

TABLE OF CONTENTS

I.	INTRODUCTION	1
II.	BOUNDARY DESCRIPTION	3
III.	REDEVELOPMENT PLAN GOALS	4
IV.	REDEVELOPMENT PLAN OBJECTIVES	6
V.	IMPLEMENTATION OF THE REDEVELOPMENT PLAN	8
	A. Community Empowerment	9
	B. Economic Development	9
	1. Revitalization and Market Potential	10
	2. Generation of Employment	13
	3. The Role of Jersey City's Economic Development Corporation	16
	4. Business Assistance Plan	16
	a. Professional Technical Assistance:	16
	b. Financial Assistance	17
	1.) Commercial Rehabilitation Program	18
	2.) Commercial Facade Program	18
	3.) Micro Loan Program	19
	4.) Urban Enterprise Zone (UEZ) Program	19
	5.) Small Business Administration (SBA) Loan Guarantees	20
	6.) New Jersey Economic Development Authority Urban Centers Small Loan Program	20
	7.) New Jersey Casino Reinvestment Development Authority Funds	20
	8.) Business Development Center	20
	c. Special Improvement District	20
	d. Implementation	21
	C. Housing Strategy	22
	1. Housing Rehabilitation	22
	2. Residential Infill Strategies: New Construction	23
	3. Employment and Housing	23
	4. Housing, Income and the Marketplace	24
	5. Equity Partnerships	24
	6. Mandated Rehab	25
	D. Public Safety	25
	E. Land Use Strategies	26
	1. Commercial Infill Areas	26
	2. Special Mixed Use Development Areas	28
	3. Residential Preservation Areas	29
	4. Residential Infill Areas	29
	5. Streetscape Controls	29
	F. HUB Area Development Program	29
	G. Youth and Education Programs	31
	H. Implementation Considerations and Prospects	32
	I. Critical Factors	32
	1. Leadership Requirements:	32
	2. Catalytic Projects	33
	3. Coordination of Government Efforts	34
	J. Implementation Prospects	34
	K. MLK Drive Revitalization Program Tasks	34
	L. Summary	36
VI.	GENERAL PROVISIONS OF THE REDEVELOPMENT PLAN	37
VII.	GENERAL LAND USE PLAN	40

A.	COMMUNIPAW COMMERCIAL DISTRICT (CC)	41
B.	COMMUNITY	47
C.	NEIGHBORHOOD SHOPPING DISTRICT (NS)	65
D.	RESIDENTIAL DISTRICTS (RES)	72
E.	SENIOR HOUSING OVERLAY DISTRICT	80
VIII.	URBAN DESIGN GUIDELINES	77
A.	Historical Overview	77
B.	Urban Design Goals and Objectives	77
C.	Urban Design Plan	78
D.	Existing Buildings - Rehabilitation Standards	78
	ACQUISITION MAPS	108
	CIRCULATION MAPS	109
	DEFINITIONS	117

LIST OF MAPS & FIGURES

Map #1	Boundary Map (partial)	4
Map #1	Boundary Map (partial)	5
Map #2	Primary & Secondary Market Areas	13
Map #3	Communipaw Commercial District (CC)	44
Map #4	Site Development Regulations (CC) Open Space & Parking	48.
Map #5	Site Development Regulations (CC) Maximum Buildout	49
Map #10	Neighborhood Shopping District (NS) Subdistrict A & Subdistrict B	75
Map #11	Neighborhood Shopping District (NS) Subdistrict C & Subdistrict D.....	76
Map #12	Residential District (NS) Subdistricts A, B & C	82
Acquisition Maps (7)		118
Traffic Circulation Maps (3)		124
Fig #1	Consumer Expenditures (\$,000) Primary Trade Area.....	14

I. INTRODUCTION

The Martin Luther King (MLK) Drive Redevelopment Plan Area (hereinafter referred to as the "Area") is a district, some twenty-six blocks in length, located in the heart of Jersey City, New Jersey. The Area encompasses both sides of MLK Drive from Communipaw Avenue on the north, to McAdoo Avenue at the south. The Area takes in portions of several other redevelopment plan areas to the east and west of MLK Drive.

In general, MLK Drive can be characterized as an inner-city, mixed-use shopping district. It has held onto some reminders of its traditional Main Street qualities - retail and commercial activities on the ground floor, with residential units on the upper floors. Interspersed among these clusters of retailing are several houses of worship, parking lots, multifamily properties and vacant lots.

Over the years, MLK Drive, and some of the adjacent residential side streets, have deteriorated as a result of economic disinvestment. In response to this condition, the Municipal Council of the City of Jersey City, over the last twenty years, adopted a series of resolutions and ordinances aimed at revitalizing small sections of MLK Drive. These municipal actions began in 1975 with the Jackson Avenue Renewal Plan, and were followed by the original MLK Plan in 1979, the Turnkey Redevelopment Plan in 1980, and the Green Villa Plan in 1983.

These municipal actions each consisted of two steps. First, the Municipal Council declared, by resolution, that these areas were "blighted areas" as defined by New Jersey law. Next, the Council adopted, by ordinance, redevelopment plans to attack the blight and bring renewal to these areas. These redevelopment plans established rules and regulations to govern future development and redevelopment in these areas. The portions of MLK Drive NOT within these four original redevelopment areas were regulated under R-2 Low Density Residential zoning.

Notwithstanding the successes of the past, it had become evident by 1988 that renewal of the MLK Drive area was lagging behind other areas of Jersey City, particularly the waterfront, where major new office buildings were rising, along with property values, hope and employment. It was generally agreed that MLK Drive needed a comprehensive redevelopment plan with a single set of development and design regulations for the entire twenty-six block area.

The recognition of this need by the Municipal Council of the City of Jersey City resulted in the consolidation of all blight declarations for the entire area, which was approved by a resolution of the Council in May of 1989. The task at hand was then to develop a master plan for the revitalization of this former shopping strip, so that MLK Drive too, might join in the revitalization sweeping over Jersey City in the 1980's.

The plan detailed on the following pages, known as the Martin Luther King Drive Redevelopment Plan, (hereinafter referred to the "Plan") incorporates all the properties covered by the aforementioned blight declarations and redevelopment plans and puts them together under one, unified, comprehensive plan.

Three of the four original redevelopment plans (Turnkey, Green Villa, Jackson Avenue) will be altered by this Plan in so far as their boundaries will change. The 1979 MLK Plan Area is merged into the new MLK Plan, in its entirety. Those properties listed as part of prior redevelopment plans that are not included in this new MLK plan, will continue to be subject to the zoning regulations of the three "neighboring" plans - Jackson Avenue, Green Villa and Turnkey - as the case may be.

It is important to note that this Plan was developed with extensive input from the Martin Luther King Drive area constituents. Social concerns and community visions for the Area were accessed through a series of community forums, charrettes, public hearings, consultant reports and meetings with various special interest groups in the process known as "visioning." Leading these efforts, the Martin Luther King Drive Redevelopment Plan Steering Committee has played a major role in providing leadership and guidance throughout the planning process. The Greenville Steering Committee has also played its part in this effort, particularly in the southern end of MLK Drive. The Martin Luther King Drive Improvement Association has offered opinions and options and has expressed a desire to lend their help to the process. The clergy serving this community has listened and lent their support in the form of providing guidance and meeting facilities. These groups represent just the "tip of the iceberg" of private, community based individuals and organizations anxious to become involved in the rebirth of this community. And of course, the political leadership has sustained this process, recognizing its value as a forum for community expression and resolution.

It is anticipated that private development, assisted with public efforts, will redevelop the Area and restore the lost vitality of MLK Drive. This plan has been prepared to assist developers and property owners in the redevelopment process while ensuring the community that redevelopment will take place within an established set of planning objectives in accordance with urban design standards and zoning regulations as determined by the community of users.

The Redevelopment Plan for Martin Luther King Drive was written by the Jersey City Division of City Planning, within the Department of Housing and Economic Development. Significant help was provided by the Jersey City Economic Development Corporation, the Division of Affordable Housing, the Division of Engineering and the Jersey City Redevelopment Agency.

II. BOUNDARY DESCRIPTION

Due to the uncertainty of Block and Lot numeration, and the likelihood of change in these numbers over time, the Martin Luther King Drive Redevelopment Plan boundary description shall be referenced by street address. Included in the list that follows are properties that are located on the adjacent side streets and several properties that were included in other redevelopment plans. In the case of any discrepancies that might occur, the **Boundary Map (Map #1)** below shall prevail and override any error or discrepancy in the listing below.

The Redevelopment Area is comprised of the following properties:

Martin Luther King Drive - ALL addresses on MLK Drive from Communipaw Avenue to McAdoo, **EXCEPT:** 452, 454, 456, 458, 460, 462, 464, 466, 468, 470, 472, 474, 476, 478, 480, 482, 484, 486, 488, 490, 492, 494, 496, 498, 500, 502, 504, 506, 508 Martin Luther King Drive (These properties will remain in the Jackson Avenue Redevelopment Plan).

Armstrong Avenue	-	185, 191 and 193
Bidwell Avenue	-	189
Communipaw Ave	-	573, 575, 577, 579, 581, 583, 585, 587, 589, 591, 593, 595, 597, 599, 601, 603, 605, and 607
Dwight Street	-	197
Ege Avenue	-	43, 44, 45, 46, 47, 48, 49, 63, 65, 66, 67, 68, 69, 70, 71, 72, 73, 75, 77, 79, 81 and 83
Fulton Avenue	-	184, 186, 189 and 191
Kearny Avenue	-	46, 48, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 61, 67, 69, 71, 72, 73, 74, 75, 76, 77, 78, 80, 82, 84, 86, 88, 88.5 and 90
Madison Avenue	-	61, 63, 65, 67, 69, 71, 73, 75, 77, 79, 81, 83 and 85
McAdoo Avenue	-	30, 32, 34, 36 and 38
Oak Street	-	15, 15.5, 17, 37, 39, 41, 43 and 45
Orient Avenue	-	72, 74, 76, and 78
Virginia Avenue	-	57, 59, 61, 63, 65, and 67
Woodlawn Avenue	-	186 and 188
Stevens Avenue	-	109

III. REDEVELOPMENT PLAN GOALS

The central intent of this Plan is to revitalize and stabilize the economic, social and physical character of MLK Drive, in a manner consistent with the existing character of the neighborhood and the goals and aspirations of its citizens - both commercial and residential. As expressed to the Jersey City planning staff by a member of the Steering Committee at a community forum, "The redevelopment plan should strive for a balance between the need for a diversity of goods and services that can better serve the community and the need to address those quality of life issues that contribute to the health, wealth and spiritual well being of the community." That statement became the focusing element of all that follows.

While the challenge is great, the determination and commitment on behalf of the residents and the city to transform MLK Drive into a showplace of civic pride is even greater. Accordingly, the following goals have been established to enable the community and its representatives to judge future development within the Area in terms of its ability to address these goals. It should be understood that the goals and objectives listed here are not listed in order of priority. They are all equally important in the effort to revitalize the MLK neighborhood.

THE GOALS OF THE PLAN SHALL BE:

- A. To stem the tide of disinvestment and abandonment characteristic of the twenty-six block area by creating new economic development and growth opportunities along MLK Drive.
- B. To expand the community's economic base by pursuing economic development strategies that will stimulate public and private reinvestment on, and adjacent to, MLK Drive.
- C. To encourage the development of projects which will eliminate blight, provide for a variety of community needs, attract outside consumers and serve as major employment generators.
- D. To pursue the elimination of vacated, deteriorated and obsolete structures, which, by their blighting influences, adversely affect the feasibility of responsible physical change and redevelopment of the Area.
- E. To pursue the improvement of the functional and physical layout of proposed redevelopment sites.
- F. To preserve and protect the historical and cultural values of buildings and sites.
- G. To establish an attractive and unique identity for MLK Drive by encouraging rehabilitation of buildings of architectural merit, to establish land uses that are unique and can have a regional draw, and to provide public improvements that will make MLK Drive an attractive place and which will add a special character to the Area.
- H. To pursue the need for public facilities that address the social and cultural needs of the community.
- I. To provide land for public green open spaces to provide for passive and active recreational needs.
- J. To create a variety of new housing opportunities, both market-rate and affordable, for people of all income levels, and to assure that such housing is attractive and suitable for families of varying size, and is built, or rehabilitated, by workers from the surrounding community.

- K. To expand the community's role in all revitalization efforts to ensure that development projects are supported by the community and take into account the socio-economic needs of the Area residents.
- L. To create new development and businesses opportunities that offer residents both short and long term employment prospects and the ability to acquire marketable skills.
- M. To create increased employment opportunities for small, minority and women owned businesses desiring to participate in the redevelopment and revitalization of their community.
- N. To consider and coordinate adjacent redevelopment plans and activities that impact on MLK Drive.
- O. To stimulate new retail activities to the fullest extent possible.
- P. To provide increased opportunities for property and home ownership through the use of all available subsidy programs.
- Q. To provide for redevelopment with minimum relocation and adverse impacts on residents and businesses and to provide relocation assistance to those residents or businesses displaced by redevelopment efforts.
- R. To stabilize and increase property values on and adjacent to MLK Drive.
- S. To foster civic beauty and pride.
- T. To ensure adequate access, off-street parking and off-street loading for new development.
- U. To introduce mass transit systems that will bring shoppers and visitors to the Area from surrounding communities and from the greater metropolitan region.
- V. To promote and coordinate joint development efforts with New Jersey Transit, the City of Jersey City and private developers to ensure that any transit improvements will have a positive impact on adjacent development and on the MLK community.
- W. To facilitate planning for urban services appropriate to anticipated traffic, service requirements and commercial needs generated by new development.

IV. REDEVELOPMENT PLAN OBJECTIVES

The following redevelopment plan objectives are designed to meet the previously stated goals of substantially improving and revitalizing MLK Drive.

THE OBJECTIVES OF THE PLAN SHALL BE TO:

- A. Allow for a mix of commercial, office, retail, residential and cultural uses in order to stimulate private investment and provide for the need for new jobs and new affordable housing opportunities.
- B. Identify, assemble and clear selected sites for large scale redevelopment projects, which will serve as appropriate locations for district "anchor projects."
- C. Identify and eliminate vacant and unsound structures which create blighting influences and prohibit assemblage of parcels for large scale redevelopment.
- D. Revitalize and stabilize existing businesses on MLK Drive through rehabilitation of existing stores and the creation of new anchor/specialty districts which will bring shoppers back to MLK Drive.
- E. Promote the preservation and restoration of buildings of historical and architectural merit by offering technical assistance and incentives to property owners and merchants to preserve, rather than tear down, the history of the Area.
- F. Create appropriate infill development on vacant parcels which reflects and compliments the surrounding structures with respect to materials, scale, form and land use.
- G. Reserve appropriately located districts for a broad range of commercial services.
- H. Eradicate existing blight by establishing new commercial ventures that are attractive and add true excitement to MLK Drive.
- I. Provide public facilities and infrastructure improvements which are necessary for new growth and development opportunities.
- J. Provide community facilities that address the social needs of the residents. Specifically, this would include, but not be limited to: provisions for day care, health care, community recreational and educational programs, after school programs, job training centers and new police and fire stations.
- K. Provide necessary public infrastructure improvements to support new development.
- L. Provide development regulations and design guidelines which harmonize and improve the appearance of MLK Drive.
- M. Provide for site improvements which will beautify and upgrade the image of MLK Drive, are supportive of a commercial and pedestrian environment, and encourage new merchant and shopper activity.
- N. Promote the development of a comfortable, lively and attractive pedestrian environment by:

1. Maintaining the current scale of development;
 2. Encouraging continuous retail frontage;
 3. Adding appropriate streetscape improvements;
 4. Developing special districts which allow for the location of outdoor cafes, restaurants, theaters, green markets, an indoor bazaar and public plazas.
- O. Recognize the environmental characteristics of different types of commercial development and establish appropriate land use regulations for each.
- P. Establish an improved vehicular circulation and parking plan throughout the twenty-six block area which takes into consideration heavy pedestrian activity.
- Q. Establish the necessary mechanisms whereby the local community can play an active and continuing role in the revitalization of MLK Drive.
- R. Establish a neighborhood development corporation (NDC) that will adopt business covenants between the NDC and designated developers to ensure that any development projects involving governmental monies shall include provisions for the hiring of small, minority, and women-owned contractors and/or sub-contractors as promulgated by The State of New Jersey Affirmative Action Regulation, (P.L. 1975) and the City of Jersey City's Administrative Code's Affirmative Action Ordinance, (Subarticle 11, Sec. 2-77.5), and Jersey City Resolution 93-412.
- S. Establish a job training and placement programs for residents of the MLK community which will enable them to procure employment on local development projects.
- T. Identify new program dollars for affordable and market rate housing developments that can be used by developers who have the ability to undertake housing development on, and adjacent to, MLK Drive.
- U. Identify sources of funds which may assist property owners in the rehabilitation of existing buildings.

V. IMPLEMENTATION OF THE REDEVELOPMENT PLAN

Overview: In Jersey City's recent past, redevelopment planning has been used as a means to encourage reinvestment and new development in areas that have suffered decline due to the obsolescence of existing improvements and the underutilization of potentially valuable land. Where developers have been offered tax incentives along with a prestige location such as the Hudson River waterfront, redevelopment efforts have proven to be highly successful.

Where redevelopment plans have been written for inner city neighborhoods, such as the Martin Luther King Drive neighborhood, economic rebirth has proven to be much more difficult. This is largely because of the need to simultaneously address the many causes of urban decay - those forces that affect people and those forces that affect the land. Urban renewal of inner city neighborhoods must address all these forces, and at the same time, in order to accomplish the goals set out in the planning documents.

Planners have come to recognize that a neighborhood is more than the sum of its buildings and streets. A neighborhood is essentially its people, and their social networks and associations. If you can strengthen these elements of the neighborhood, economic rebirth will most certainly follow. We have learned that it is pointless to rebuild the physical plant of a neighborhood without addressing its social needs and shortcomings. Most redevelopment planning has not provided a broad enough focus to accomplish this. It is hoped that this Plan will provide the means of broadening that focus, so that redevelopment can be complete.

There is general consensus among planners and social scientists that the sweeping urban renewal plans of the past, more often than not, did more harm to the fabric of the affected communities than they did good. To avoid that trap, Jersey City's Planning Board directed the planning staff to meet with, and work with, the affected community. The staff set up a series of community meetings that grew in size and importance. The planning process that emerged has resulted in a redevelopment plan unlike any other ever proposed in Jersey City.

This Plan is, above all else, a document based on communication. The dialogue between the planners and the planned for became the basis for all that follows. The goals and objectives listed in the preceding chapters of this Plan originated in statements made by residents of the Martin Luther King Drive communities who spoke at the community meetings. The discussions that took place during the many community based meetings and forums became the driving force behind the planning process.

Holding to the theory that planning is for the people, and that people should get what they want and are willing to work for, the Martin Luther King Drive Redevelopment Plan goes beyond the traditional redevelopment plan document produced in the past. As a result of community concern, this Plan, in this chapter, lays out a series of strategies to accomplish the objectives brought out previously.

As the following strategies will show, the tasks ahead are many. It will take time and patience, and will require active participation and cooperative on the part of many divergent elements of the community to make a success of this Plan. The government (on all levels), the business community, private property owners, and area residents must cooperate for success. MLK Drive will not be rebuilt with only blueprints for buildings. A blueprint for success is needed if we are to ensure that the goals, objectives and policies as set forth herein are to be realized.

A. Community Empowerment

To establish and maintain community empowerment in the redevelopment of MLK Drive, it is recommended that a community based development corporation be established for the purpose of overseeing and controlling local development projects, be they commercial or housing related.

1. As part of the City's commitment to maintain community involvement and control over the development process, the MLK community should establish a locally based neighborhood development corporation (NDC). As a goal, the NDC should have a board of directors comprised of community leaders, property owners, institutional leaders, and business representatives, all of whom live or work in the MLK community. At the minimum, there should be a nine (9) member board of directors. The following representation is suggested:
 - a.) 2 members from the institutional community serving the MLK community (i.e., educational, civic, religious, etc.);
 - b.) 2 members who are residents of the MLK community;
 - c.) 4 members of the MLK business community; and
 - d.) 1 Government representative

The mission of the neighborhood development corporation shall be to undertake community development activities. These could include job training and counseling programs, real estate and business assistance, marketing and promotional events, and to act as a liaison between government agencies and the community so that local problems can be addressed in an expeditious manner.

2. Initially, the neighborhood development corporation will be set up to work with the Jersey City Economic Development Corporation (JCEDC). This will serve two ends. It will obviate the need to secure funding up front in order to form the neighborhood development corporation, and, it will provide staffing, with a high degree of experience in administering such development programs, at no cost to the local community. The JCEDC has requested funding from the Community Development Block Grant Program (CDBG) to develop this community empowerment plan.
3. The neighborhood development corporation will become a venture partner in the redevelopment program envisioned for the HUB, and may become involved in a similar fashion elsewhere within the Area. The neighborhood development corporation will participate in the selection of redevelopers, as it would essentially be taking on additional partners. Selection criteria for redevelopment partners, solicited through the Request For Proposals (RFP) procedure, could include such weighing factors as: the degree of commitment to employ minority contractors, as both general contractors and subcontractors; the proportion of local resident labor involved in construction projects; the labor intensity of various proposals; and economic recycling tools tailored to maximize retention of investment dollars in the local economy.

B. Economic Development

The land use recommendations and revitalization strategies proposed in the body of this plan are based on several physical, economic, and market analyses conducted by both the City's planning staff and several consultant groups under contract to the City and the Martin Luther King Drive Steering Committee. These analyses were conducted because of the need to:

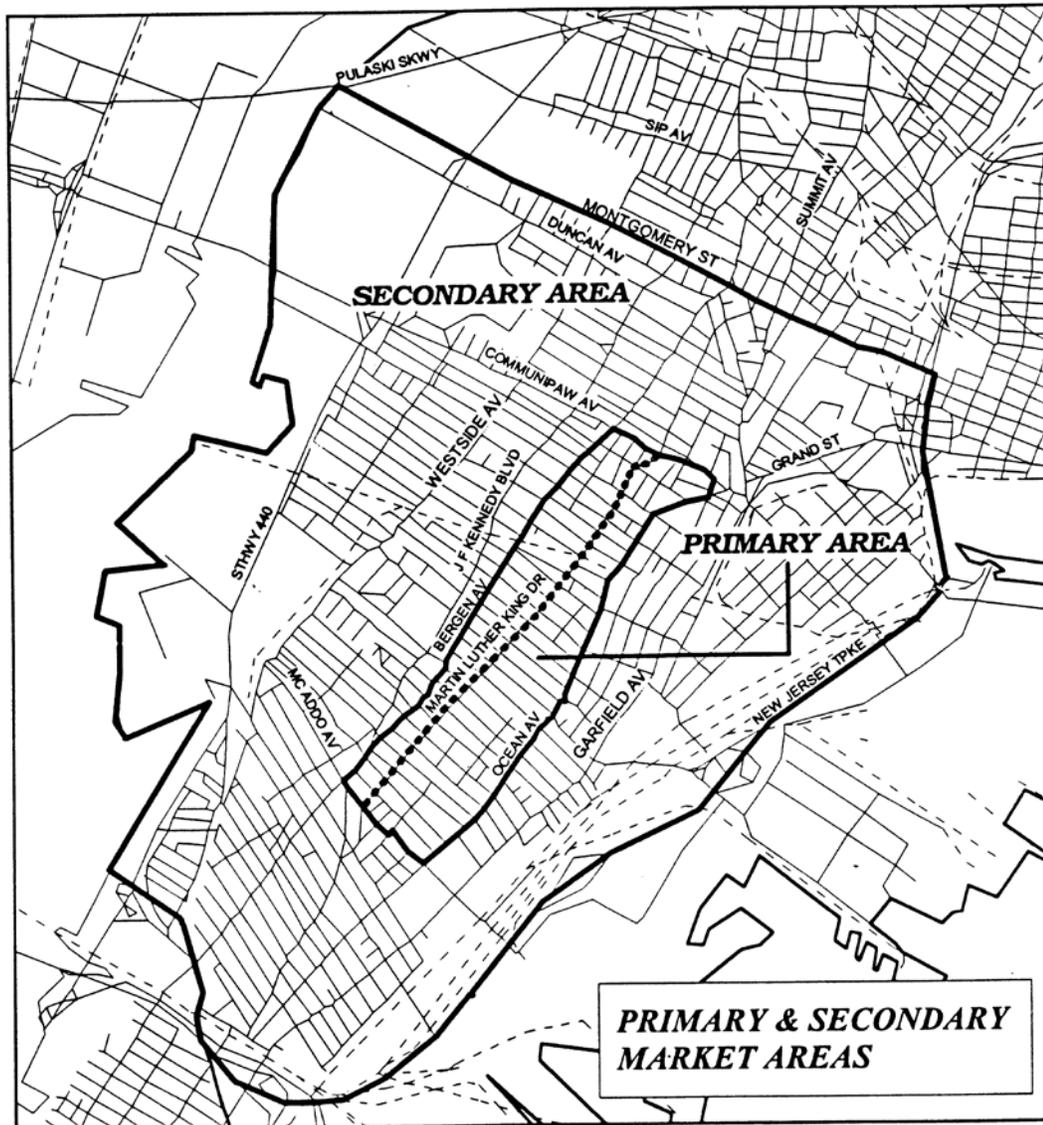
- * Assess and analyze the commercial revitalization potential of the entire twenty-six blocks, given competition from surrounding shopping districts;
- * Provide a rationale and a basis for the city's investment and policy decisions concerning the public role in the revitalization process;
- * Identify the potential for various types of investment ventures given today's economic and social realities, (i.e. office building, supermarket, specialty retail, housing, etc.)
- * Identify opportunities for expanded and/or new private investments;
- * Identify a means for increased and permanent community participation in the revitalization process; and
- * Ensure that all revitalization efforts provide for increased employment opportunities for local residents in both the short and long run.

1. Revitalization and Market Potential

A retail analysis of the Area, conducted by the Lawrence Development Company of Atlanta, Georgia, demonstrated that the present mix of goods and services is limited. There is a high concentration of fast food restaurants, small grocery stores, liquor stores and taverns. While a few comparison stores do exist, (i.e., beauty shops, drug stores, apparel and accessories shops) the consumer survey found that the majority of respondents shop outside the Area for their basic goods and services.

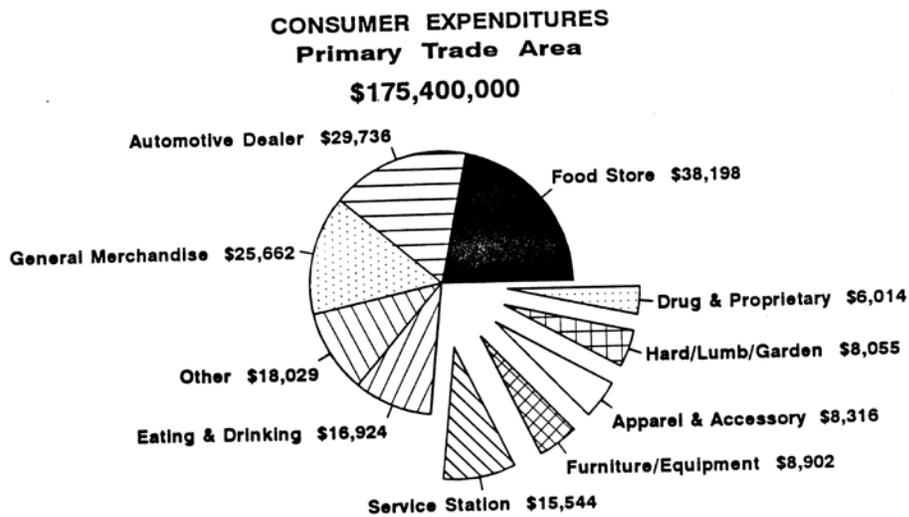
The market study undertaken by Lawrence Development spoke about a "primary" and a "secondary" market area. Their study defined the boundaries of the primary trade area as coinciding with the major perimeter streets -- Ocean, Bergen, Communipaw and McAdoo Avenues. This is the area that we consider the MLK "neighborhood." A secondary trade area was defined as consisting of all of Jersey City south of Montgomery Street. Please refer to Map # 2 for a geographical depiction of these market areas.

Within the primary market area, Lawrence estimated total annual retail expenditures to be \$175.4 million. (A breakdown of these expenditures is given in Figure #1.) Unfortunately, most of these retail expenditures are not taking place within the MLK shopping corridor. People are taking their dollars elsewhere.



MAP # 2

The secondary market area has a retail expenditure figure of \$633 million! We must assume that virtually none of the secondary market dollars are being attracted to MLK Drive. If they were, we would see far greater diversity of goods being sold, and a much better environment in which these goods were being sold. These market area figures represent considerable buying power, and they should be producing a more viable shopping district.



SOURCE: The Oppidan Group, Inc.

Figure # 1

The question emerges as one of just how well, or more correctly, just how poorly the existing stores are serving the area residents. As indicated in the consumer survey and community forums, there is a clear need for a larger selection of quality goods and services, particularly in the convenience, specialty and personal service category, and in the recreational and cultural facilities categories. While several Area establishments sell food items, the community, as a whole, does its major shopping elsewhere.

Thus, one can conclude that if we could enhance the retail base by upgrading the quality of the merchandise and services offered, we would be able to recapture the lost dollars that are going elsewhere. Moreover, with an anticipated increase in population resulting from residential development on-going in the surrounding neighborhoods, the buying power of the Area continues to increase, making it all the more important to capture the fair share of the marketplace for MLK Drive.

It is anticipated that the construction of new housing on the side streets of this neighborhood will generate additional shoppers dollars and will expand the \$175 million. But more than that is needed to revive the shopping opportunities long lying dormant on MLK Drive. This redevelopment plan must seek to create a magnetic experience that draws people from beyond the primary, "walk-in" trade of the immediate neighborhood. The secondary market must be attracted to come here - to shop, to be fed, to be entertained.

MLK Drive lacks the functions and activities that are found in traditional neighborhood commercial settings. The MLK Plan aims to rebuild the traditional neighborhood setting by prescribing and pursuing a mix of commercial and civic uses that were characteristic of urban communities before the development of major shopping centers on the outskirts of town. Traditional neighborhood shopping settings would contain "Mom and Pop" type businesses mixed in with supermarkets, restaurants, specialty retail shops and professional services, in addition to traditional civic, educational and religious buildings.

2. Generation of Employment

The social ills that afflict the MLK community cannot be solely attributed to physical deterioration of the buildings. The problems of crime, drugs, high unemployment, juvenile delinquency, etc., must be examined in the context of an evolving national economy and its impacts on older industrial cities. The passage of our nation into a service economy has been marked by a concern for the inability of an increasing number of communities to compensate from within for their losses through out-migration of capital, manufacturing jobs, entire industries and even the capacity for innovation itself that for generations past, has enabled cities to regenerate continuously throughout the industrial era.

As jobs move elsewhere, their loss has had severe consequences for those cities and people unable to make the passage into a post-industrial society. Job losses result in concentrated poverty, dependence, unemployment, fiscal imbalances, tax-base erosion, and deterioration of physical plant and public service infrastructure. Downward mobility, especially as it affects minority households, results in an ever increasing concentration of poverty in the inner cities of our older metropolitan areas. Jersey City has not escaped the consequences of these national economic forces.

Employment, therefore, has critical consequences for the probability of success of local redevelopment plans. The fortunes of numerous poor and unskilled urban residents are often largely unaffected by even healthy expansion within local economies. Therefore, greater direct assistance should be provided for these casualties of urban transformation. This assistance should focus on improving access of people to economic opportunities, combined with job training and education.

Analysts have concluded that access to a job is a function of a host of factors, including the skills required by the jobs, the skill level of the potential worker, the information the potential worker has about the job opening, the offered wage of the job, the potential worker's desired wage, and the geographic accessibility of the potential job to the worker. Those able to access jobs end up paying higher transportation costs to get to their jobs. Unfortunately, most of the suburban jobs are located miles from the local transit stops. This translates into despair and distress for many who find themselves left behind in the cities. The absence of strong and steady growth in the national economy accentuates the results of the current employment distribution, designating places and people living in them as either winners or losers. Poor self esteem, with little hope of changing one's destiny, results in the current social ills that are plaguing America's inner city communities.

A strategy to improve local employment must be comprehensive. The following is offered to begin discussion of an overall strategy to improve local employment.

First, we must provide job training to prepare would be workers for the current and emerging labor market in Jersey City and of suburbia and the metropolitan region. There are jobs at retail outlets, back-office operations, computer industries and in construction, but the unemployed are often not trained to fill such jobs. We must provide job skills for those who have none, and retrain those who have lost their jobs. With the ultimate goal of securing private sector employment for these workers, supplemental and transitional public employment programs are justified so that all who can work are able to do so.

The City should establish or attract educational institutions that can provide the necessary training for these people. There is also the possibility of establishing intern programs with local businesses, developers and contractors so that the unemployed may learn marketable skills.

Job training has to look at the labor supply and demand. There are ample opportunities to train people for employment that is attracting new workers to Jersey City. Office development has committed, generally, to using Jersey City residents as "first source" employees. This means that if Jersey City people are able to perform the work, they will be the first source of employees to be hired. The problem here is one of a real, or perceived, lack of appropriate skills of those seeking employment.

It is largely the responsibility of the Jersey City school system to provide the skills needed for Jersey City's children to rise to the level of the jobs being provided in the City's growing office employment market. Skills needed in the traditional labor market, commonly referred to as "blue collar" employment, are also increasingly technical. The new plant recently developed at the former Greenville Yards, one of the largest importations of blue collar employment in recent memory, there is little work done by the brawn of the employees. Computers run the equipment that does the heavy lifting; technically skilled "blue collar" workers run the computers.

There are ample opportunities for high school and community college graduates to be trained for these new jobs. This can be done in the local community, and thereby provide two economic benefits at once - a business school on MLK Drive will help its students learn and thereby better compete in the burgeoning technical jobs market, and such a business school would bring people into the community, where they would expand the market for local merchants.

It is important to note that small businesses play a significant role in the generation of employment. In several studies sponsored by the Small Business Administration, it has been shown that firms with fewer than 100 employees accounted for 37.4 percent of total employment in 1976, and 52.6 percent of the net new employment between 1976 and 1982. Firms with fewer than 20 employees accounted for 20.5 percent of the 1976 employment figures, which represents 38.5 percent of job growth.

Given the fact that the MLK community has an unemployment rate that doubled from 5 percent to 11 percent from 1970 to 1990 and is increasing daily, it makes perfect sense to implement strategies that emphasize the creation of small businesses. Furthermore, it has been found that by encouraging the development of small businesses, the local economy as a whole prospers as profits and wages are continually recirculated throughout local businesses which create diversification while enhancing stability over the business cycle.

How to tap other opportunities can be learned from some of the cities nearby. In Philadelphia, for instance, a program was launched to train unemployed and underemployed people as Practical Nurses. Philadelphia had experienced a severe shortage of qualified nurses, and could not compete with suburban hospitals in attracting nurses to work in the inner city. In response, residents of the inner-city were recruited to be trained for the jobs

available in these hospitals. Programs to pay for day care, and provide income during training were set up.

Programs such as this could be implemented in Jersey City for the jobs that are available but beyond the education and training level of those local residents who may want them. The key is to provide training that is related to the source of employment. In this way, the trainee can see the light of a real job at the end of the training tunnel.

Second, we must create job information systems to match city workers to suburban and metropolitan employers. One recent study shows that there is a significant spatial disequilibrium in metropolitan labor markets. There is a labor surplus in the central city, while there are labor shortages in the suburbs. Private Industry Councils should be reorganized into regional institutions for the purpose of improving job information systems.

Third, we must remove barriers to mobility that prevent people from getting to the areas where the jobs are. We must insist that the Area be provided with transportation systems that allow people to access new employment opportunities outside the immediate area. Local community groups should insist that New Jersey Transit reactivate the old rail line along Virginia Avenue, for it is seen as essential to the survival of the MLK community. With new employment opportunities developing along the Hudson River waterfront, the community groups and representative should lobby New Jersey Transit to secure access to these new job opportunities.

One of the chief strengths of a mobility strategy is that it seeks to open access to economic activities throughout the metropolitan area. Impacted residents gain access to economic opportunity without sacrificing community networks, such as extended family and institutional affiliations. Governments widen the array of employment opportunities for their residents while retaining the voters who have received the benefits of this strategy.

Fourth, programs must be developed to provide day care facilities and subsidies for day care for parents of young children at the training, search and employment stages of this strategy. Many of the people who could benefit from the mobility strategy are women with young children. Regional Plan Association estimates that day care services for an additional 85,000 children could free 50,000 mothers in low income families for white collar jobs. That could reduce poverty in the region by as much as one-sixth. One possibility is to combine transportation and day care facilities at a single location. This location could be at MLK Drive or at a peripheral destination along transit routes or at the waterfront employment sites.

3. The Role of Jersey City's Economic Development Corporation

The Jersey City Economic Development Corporation (JCEDC) or (EDC) is charged with promoting the economic development of the City of Jersey City. This is accomplished in many ways, largely through economic incentives and assistance programs to encourage the retention and growth of existing businesses in Jersey City as well as the attraction of new businesses to our City.

The Jersey City EDC will play a major role in the implementation of the MLK Plan. It is necessary to explore and explain the programs envisioned for EDC to implement on MLK Drive. What follows then is a brief outline of the specific programs the JC EDC may provide to assist in the effort to revitalize MLK Drive. Some of these programs may not be appropriate; some may not get funded, and therefore will not be available; other new programs may emerge from the initial implementation of this Plan. As there are many programs to discuss, only an outline can be presented here. Further information on these programs can be obtained from the Jersey City Economic Development Corporation.

This section of the MLK Plan is a kind of catalog of services - what is available and how it may be applicable to the revitalization effort. Certain programs considered to be critical to this effort are explored in some depth to enable the reader to see how they might be applied. As most of the programs and services listed below are existing and city-wide, their particular challenge herein is to be made relevant to the MLK effort.

4. Business Assistance Plan

The Business Assistance Program developed by JCEDC is a key element of the Plan. This program is designed to provide financial packaging and technical assistance to new and existing merchants. The thrust of this program is to ensure that the business community will have at its disposal the professional resources to assist it in obtaining the financing needed for development and growth.

To successfully implement such a program, a competent technical assistance staff must be available to provide professional services. Secondly, it is essential to secure the active support of the financial community and public sector programs to provide necessary financing in the form of loans, loan guarantees and equity and venture capital funds to ensure the availability of financing for the opportunities identified previously.

a. Professional Technical Assistance:

Providing professional assistance, in addition to financial incentives, is a key role for the city in terms of moving the revitalization process. Most businesses experience the process of negotiating a large loan and planning a renovation or construction project only once or twice in their lifetime. It is a complex process, with many potential frustrations for the inexperienced. Unless some professional outside assistance is made available - either from the city, the banks or in the neighborhood organizations - such ventures often do more harm than good to local businesses. Each deal involves negotiations with realtors, architects, contractors, city agencies, banks, lawyers, and so on. Small businesses can easily become frustrated because they have no prior experience in this realm.

Technical assistance in the form of improving business practices, upgrading merchandising techniques, assisting with facade improvements and joint advertising/promotional efforts improves both the sales volume of existing businesses and the overall attractiveness of the Area to consumers. On MLK Drive, this is especially important because changes in the operation of many businesses can lead to a greater capture of potential sales dollars from both the neighborhood and regional trade areas.

Specific activities included in the technical assistance plan are as follows:

- * Loan packaging assistance to individual merchants
- * Information and recommendation to merchants and the City on various types of loan and/or incentive programs
- * Assistance in physical design for facade improvements
- * Assistance in developing a program of operational assistance to the merchant associations and, where requested, to individual merchants

Implementing the technical assistance component of the business assistance plan requires a two-fold approach. Initially JCEDC will make available a team of professionals to provide financial packaging assistance to Area merchants. It is also recommended that local capability be expanded through the EDC, the MLK Steering Committee, the Urban League, and the local Chamber of Commerce, among others, to work with and on behalf of Area merchants.

Operational assistance to merchants as a group can be provided through Kean College and Rutgers University's Small Business Development Center. A local merchants association should be created which could pool local talents and provide assistance to start up companies. Regularly scheduled breakfast seminars could be organized by merchants and invited speakers could talk about areas of interest (i.e. accounting procedures, inventory control, loan packaging, merchandising, design assistance, advertising, to name a few). Also City representatives from various agencies could be invited so merchants can express their concerns and needs regarding Area assistance (i.e. security sanitation, parking, social services, etc.). Initial meetings should focus on informing the merchants about the revitalization process and the redevelopment plan.

b. Financial Assistance

The Business Development Plan described earlier will require a significant amount of business financing. To encourage these investments, it will be necessary to provide financial assistance and incentives. The magnitude of the financial requirements, the scarcity of public resources, and the difficulties faced by most Area merchants in securing conventional financing, requires a combination of public and private funding sources. The available financial resources include those programs currently

sponsored by the City as well as those which are available from federal and state sources.

At present, JCEDC can assist new or existing businesses to obtain short or long term financing through a variety of programs. Funds will either be made available to JCEDC directly or referred to the Small Business Administration, the New Jersey Economic Development Authority or other appropriate sources. These programs and incentives are the:

- * Commercial Rehabilitation Program
- * Commercial Facade Program
- * Micro Loan Program
- * Urban Enterprise Zone Program Incentives
- * SBA loan guarantees for bank loans to private businesses
- * New Jersey Economic Development Authority loans for larger projects requiring some public support for a project with significant private investment (i.e. the HUB)

1.) Commercial Rehabilitation Program

This program would target buildings which are vacant or almost vacant and require extensive renovation. Property owners would receive subsidies in the form of loans and grants toward the total cost of renovation. It is envisioned that in order to qualify for this program, the property owner must pre-qualify all prospective commercial tenants. This will ensure that the tenants meet the zoning requirements of this Plan. All renovations will be subject to the design guidelines contained in this Plan. A complete restoration of the building's facade from cornice to sidewalk is the goal of this program. Prospective tenants will receive priority consideration for Targeted Small Business Micro loans and/or one of JCEDC business loan programs discussed in this section.

2.) Commercial Facade Program

This commercial revitalization program is aimed at buildings which are in need of facade improvements due to "modernization" techniques which changed the original appearance of the building's facade. Funds can be applied to the storefront portion of the building for new signage, glass, building materials, or paint, to name a few applications, and to upper story building repairs involving the facade. Those who wish to participate in the program must comply with the Design Guidelines for Building Rehabilitation section of the MLK Redevelopment Plan and request a preconstruction design consultation with the City's Division of City Planning

to discuss renovation and design plans. Grants of up to \$2,500 are available per application.

3.) Micro Loan Program

While there is an overwhelming need and desire to attract new business to the Area, this need could easily be fulfilled from within the local community.

In fact, hardly a day goes by without a request for assistance from some entrepreneur desiring to start up a business on MLK Drive. A common problem these prospective merchants have is their inability to obtain conventional financing from banks. Private lenders often have a bias against small business and they lack expertise in small business investing. Thus, requests for start-up funds and equity financing are turned down. Those financial institutions that do make the loan often demand a higher rate of interest because the loan represents a riskier investment to them. In response to this need, some states have established venture capital sources which provide venture capital to local development corporations. However, New Jersey does not currently have such a program, but it is studying implementation of one. If New Jersey does launch such a program, we will include it in our economic development strategy.

Currently, JCEDC administers a citywide Small Business Loan Program which is targeted to small start-up entrepreneurs. Businesses that qualify can receive loans of up to \$15,000. To be eligible, a business must meet the criteria of the United States Department of Housing and Urban Development (HUD) and the United States Economic Development Agency. Among this criteria is the ability to create jobs. In the past decade, this program has created one job for each \$7,500 loaned. This program can play a significant role in the rejuvenation of the community, and will be aggressively marketed on MLK Drive.

4.) Urban Enterprise Zone (UEZ) Program

Certain commercial areas of Jersey City have been designated State Urban Enterprise Zones. Martin Luther King Drive is within the Jersey City UEZ. The UEZ program is able to offer businesses the following special benefits:

- * Exemption from state sales taxes on purchases related to running the business
- * Exemption from state taxes on construction materials
- * Wage tax credits for the hiring of employees from Jersey City.
- * Reduction of unemployment tax charges
- * Worker recruitment and training.

In addition, retailers relocating to, or currently located on MLK Drive, who sign on with the UEZ program will be able to charge their customers 50 percent less (3%) than the otherwise applicable sales tax (6%) on most items. The tax charged will, in addition, be deposited by the State in a Zone Assistance Fund, and will be used for improvements within the UEZ, including Martin Luther King Drive.

5.) Small Business Administration (SBA) Loan Guarantees

Almost any conventional financing provided to MLK businesses will make use of the SBA loan guarantee program. Under this program, any lender can receive a guarantee against losses of 90% of a small business loan. The loans, up to \$50,000, can be received for fixed assets, inventory, and working capital and generally cover 75% to 80% of the capital requirements. The loan recipient must be an established small business owner. Loans to landlords who do not operate businesses are not eligible for guarantees. The term varies according to the items financed with interest at the bank's normal market rate.

6.) New Jersey Economic Development Authority Urban Centers Small Loan Program

This loan program is available to small businesses which are in need of funds exceeding \$50,000. Again, the criteria is the ability to create new jobs for low income people from the community. Existing retail and commercial businesses, located in a commercial district of a targeted municipality can apply for a loan, ranging from \$5,000 to \$50,000, which can be used primarily for renovations, although a portion can be applied to fixed assets or working capital purposes, for a maximum term of ten years, at an interest rate of one percent below the federal discount with a floor of 4% and a ceiling of 10%

7.) New Jersey Casino Reinvestment Development Authority Funds

The Jersey City Division of Affordable Housing, JCEDC and United Jersey Bank have combining resources and developed a Revolving Construction Loan fund for affordable housing projects on MLK Drive and the adjacent side streets. It will utilize New Jersey Casino Reinvestment Development Authority Funds (CRDA) to make construction loans, which are often difficult to negotiate, available for developers of affordable housing.

8.) Business Development Center

If funding is made available, EDC is also proposing the creation of a financial and technical assistance program for Area businesses in need of short term loans for construction and inventory.

c. Special Improvement District

The Special Improvement District (SID) is a strategy aimed at cooperation among property owners and merchants in a defined area. Recently implemented along Central Avenue in the Heights section of Jersey City, this program relies on self financing and self management to improve the look and feel of the shopping district. Special tax assessments are levied (on Central Avenue the levy is \$20 per linear foot of frontage, annually, paid directly to the City) which go to a fund to pay for additional services - sanitation, parking, police, advertisement and so forth. A board of directors, made up of local merchants and property owners decides how the money is spent. A member of the Jersey City Municipal Council would also sit on the board. A SID would only be imposed if the merchants decide they want one. The fate of the Central Avenue SID will have a great influence on any others implemented in Jersey City.

d. Implementation

In order for these program to be effective, maximum participation is needed. EDC will undertake an extensive community outreach program to notify property owners and merchants of the available programs and the City's intent to revitalize MLK Drive. Meetings will be held at times and locations most convenient for the merchants, at which time and place the available programs will be explained, and merchants and property owners can sign-up to participate.

If initial response is low, (it may be, due to the high degree of absentee landlords) the City can use a "Carrot and Stick" approach to achieve the goals of the Plan. This will involve participation of the Buildings Division and the Property Conservation Division, within the Department of Housing & Economic Development, agencies responsible for issuing code violations to property owners whose properties exhibit building code violations. Those buildings with violations which exhibit notable blighting conditions will be asked to correct their violations within a certain period of time or risk fines and other penalties. This is the "stick." The "carrot" includes facade dollars, sidewalk repairs, fencing of vacant lots, new street lights and the development of the HUB area. This type of approach has been used in Baltimore and has proven quite successful in accomplishing the goals and objectives of the community.

C. Housing Strategy

MLK Drive is essentially a commercial corridor. Housing is limited to a few small areas at the northern and southern ends of the strip, and to scattered apartment buildings. The bulk of the housing on MLK Drive is found on the floors above the retail shops. It is those retail shops that are the focus of this plan. However, in order to fulfill the desire to produce a comprehensive Plan, it is necessary to consider the residential component of this Plan.

1. Housing Rehabilitation

The housing strategy for this Area will primarily focus on the rehabilitation of existing buildings for residential apartments. This will involve, if funding is made available, a detailed review of all buildings along MLK Drive by licensed professional engineers and/or architects, to determine which are structurally sound and worth saving and which should be demolished.

Jersey City's Division of Affordable Housing is working with JCEDC and United Jersey Bank to develop funding for the financing of affordable housing projects through the CRDA. Other possible sources of funds for rehabilitation projects include the federal HOME program and CDBG funds, and if a proposed project is large enough, possibly the State Balanced Housing Fund.

It is envisioned that it will take at least three to four years to target all the "rehab" units in the Area. This time frame may be less, and it may be more, depending on the momentum that develops after initial investment is made in the Area. The above mentioned time frame assumes at least a target of 20 units per year. In terms of funding for the program, the main vehicle of allocation and assistance will be through a Request for Proposals (RFP) process and/or an Expression of Interest (EOI) process. There will be two separate processes for publicly owned and privately owned lots. Where the City owned buildings are concerned, the City will do a detailed analysis of the viability of rehabilitation before offering through the RFP/EOI process. For privately owned properties, the responsibility will be on owners to respond to the City's RFPs/EOIs to access the subsidies from the various funding sources.

While it is not possible to allocate a specific block of funds from either HOME funds or the CDBG funds at this time, it is possible to make a rough estimate of the overall cost of the program based on the inventory of 79 dwelling units. At least 70% of the HOME funds for '93 will be targeted for substantial rehabilitation of units in the City from which the Area could benefit.

The Plan will target the rehab of at least 20 units per year with an average subsidy of \$30,000 per unit. This will be dependent on the specific project needs, such as unit size and availability of other funding sources.

2. Residential Infill Strategies: New Construction

In addition to focusing on the revitalization of existing buildings for new affordable housing units, the city hopes to foster development of new homes for low, moderate and middle income families in designated residential districts where there is a large percentage of vacant land. The New Jersey Casino Reinvestment Development Authority funds (CRDA) will be tapped for projects of this magnitude.

New housing development on MLK Drive will generally take the form of townhouse and garden apartment type development, because of the pre-existing character of these limited areas, and then only in the relatively small areas reserved as Residential Districts.

The Plan prohibits the development of housing below the second floor in the commercial districts, (HUB, Neighborhood Shopping and Communipaw Commercial). It prohibits conversions of ground floor commercial space into residential space, with minor exceptions for rear facing space that is not visible from MLK Drive and has no impact of lessening the intensity of the established or potential commercial character of the immediate area.

3. Employment and Housing

The issue of employment opportunities and job creation has been a primary concern of the MLK community throughout the planning process. The Plan stakes out strategies to increase employment. The role of housing production in this effort was examined. Those charged with producing affordable housing have said that the Jersey City affordable housing strategies are primarily housing programs, not jobs programs. This is not an invalid statement. It is appropriate, however, to look at a development strategy that provides more labor intensive methods of housing production.

It is recommended that development and redevelopment of housing and commercial enterprises be conducted in as labor intensive a manner as feasible. To this end, the Plan calls for the rehabilitation of existing structures along the Drive, rather than new construction, wherever feasible, (excluding the HUB area). This is not only because of the historic character of the buildings, but also because of the desire to promote a strategy that can increase employment opportunities for community residents.

New residential construction is limited to the Residential Districts, primarily in Sub-district B. Outside the Residential District, there are only limited pockets of where new construction (mixed use structures) would be appropriate and permitted. The construction of these particular structures is strictly regulated by this Plan's design guidelines. These designs lend themselves to site built construction.

The neighborhood development corporation can have much to say in the award of contracts to construct and renovate. The caliber of craftsmanship, the quality of materials and techniques, and the local labor component will have to be considered before contracts are awarded. It is possible to envision projects where more local labor is employed putting together modular structures than another site-built project using crews of mostly out-of-town laborers. It becomes clear that the issue of local employment cannot determine the type of construction, but must drive the selection of contractors and sub-contractors.

4. Housing, Income and the Marketplace

It has been suggested at several of the roundtable discussions about this Plan, that the Plan needs a policy statement about the role of market-rate housing in this redevelopment strategy.

Such a policy should advocate many forms of housing, so that there is a mix of income types included within the revitalization area. With that in mind, the following is said.

The housing effort will certainly include units that are built or rehabilitated through government subsidies, but just as importantly, there will be those that are built by the private sector, for profit. Both types will most likely include new and rehabilitated units. The Plan does not encourage one over the other. It encourages housing. Housing is occupied by people, and it is people that patronize shops and make an area vital. By bringing in new housing, new markets for goods and services will be created, and the Area's economic base will be strengthened.

However, it must be remembered that we are dealing with a narrow strip of land, most of which is zoned for retail uses. There will be no massive new residential development within the Plan area. MLK Drive simply does not have the room for that. The average depth of the Plan area is 100 feet on either side of the centerline of Martin Luther King Drive. It is the side streets where new housing can be properly developed. And it will be.

The latest discussions on this Plan have shown that there is intense interest in the provision of housing for middle class, African-American families. For the most part, the MLK Plan envisions housing in the form of apartments over shops. Generally, such apartments do not appeal to such families. Given the current state of MLK Drive, this is even more true. However, in the traditional pattern of urban development, proprietors often reside over their shops. This Plan aims to restore this tradition by introducing initiatives to encourage entrepreneurial investment to rehab an entire building for both living and working purposes. The end result would be a ground level business for community based entrepreneurs who would also reside in the quarters above.

Beyond the traditional storefront and residential units above, there must be residential development for middle income families. Such areas will most likely be located behind MLK Drive, given its size constraints. Of particular concern is the area behind the HUB, between Virginia and Orient. It is envisioned that townhouse type development, similar to that built at the Society Hill developments in Jersey City and Newark, would work well here given the mass transit alternatives and new HUB activities.

5. Equity Partnerships

Interest in developing a program similar those known as "Sweat Equity" has been expressed at several of the community meetings. It is recognized that there are those who would participate in the rebuilding of MLK Drive, if financial resources were available. The concept of an "Equity Partnership" has emerged as a possible solution to this problem. Such a program is being explored and although not currently enacted, it is mentioned here as one concept that may close a gap in the needs of this community.

This program would entail a three way partnership of the City, financial institutions and private entrepreneurs with the desire to rehab and occupy the property. As envisioned, this program would involve City-owned buildings, which would be made available to qualified community residents, together with a funding package sufficient to cover the cost of rehabilitation. The City would act as guarantor of the loan funds, which would be dispensed as a construction loan. After rehab, the property title would be released to the private entrepreneur, with a permanent mortgage provided by the financial institution. The rehabed property would have sufficient worth to accommodate the required loan to value ratio.

6. Mandated Rehab

In the interest of rebuilding this community in the shortest possible timeframe, some limits on deferral of rehab should be established. Baltimore's "Old Town" plan established two (2) years as the cut-off period for rehab of private property so designated by that plan. If after two years, the owner of such property had not yet commenced action to rehab his or her property, Baltimore moved to condemn the property. Such a program would not be a new concept in Jersey City. A similar procedure was adopted as part of the Jackson Avenue Redevelopment Plan in 1975, wherein private properties were listed for mandated rehab, with the provision that if an owner could not, for financial reasons, rehab the property, the City would "encourage" the owner to sell the property, and failing that, the JCRA would acquire the property for sale to someone who was willing and able to do the required rehab.

The properties listed on the Acquisition Maps in the Appendix of this Plan as "To Be Acquired If Not Rehabed Within Two Years" are targeted for this mandated rehab program. The conditions of these select properties are such that it is recognized that two years is the maximum timeframe of deferred rehab that can be allowed without causing significant detriment to the public good. The owners of properties mapped under this heading must commence rehabilitation, within the guidelines established by this Plan, within two years of the effective date of this Plan, as adopted by ordinance. If such rehab has not commenced by that date, the City, through the JCRA, would be empowered to begin procedures to acquire the property by eminent domain. After acquisition, the JCRA would sell such property to a qualified community resident, or a redevelopment entity approved by the neighborhood development corporation. Properties acquired under this "2 Years To Rehab" program would be allowed to come in under the terms of the "Equity Partnership" program described above.

D. Public Safety

Every discussion of urban revitalization eventually settles in on the joint issues of public safety, security, crime and degradation. Without security, nothing can be accomplished that is sustainable. There are many actors involved in this issue - the police, merchants, residents, criminals, drug addicts, drug dealers. The list is long, but standing on the side of the public good are the people and their police force. It is a strategic initiative of this Plan to create a relationship between the community and their police officers that will not allow crime to occur on MLK Drive.

The Mayor is working to implement a community based policing program on a citywide basis. This includes the MLK Drive area. This plan calls for the creation of separate districts throughout the City, with each district being assigned an appropriate number of officers to patrol a small and specific area. It is expected that such policing would provide improved responses to community problems and

concerns. The police would not only be better informed as to local issues, but they would also provide the needed security to stabilize the Drive once new businesses and residents are introduced.

E. Land Use Strategies

The MLK Redevelopment Plan emphasizes land use options that are designed to create and attract business development. This is done through a variety of land uses that take advantage of the unique set of elements that make up the entire 26 block area. The following development program provides an appropriate mix of land uses for the twenty-six block strip. In order to accomplish the goal of revitalizing the MLK Drive shopping strip, it is essential that there be a well ordered mix of new and old, commercial and residential, mixed with community and municipal resources.

It is proposed that the following types of land uses be implemented:

- * Commercial Infill areas, where new commercial development is encouraged;
- * Special, mixed-use areas, where existing commercial in residential buildings can exist, subject to design and use controls;
- * Residential Preservation areas, where commercial intrusions would be discouraged to maintain the original residential development pattern of the district;
- * Residential Infill areas, where new residential and community facilities are encouraged; and
- * Streetscape controls which guide future construction and rehabilitation.

Clearly, attracting new development to the Area will be dependent upon public and private investment in the Area and the implementation of certain pre-conditions and strategies which must be met for this redevelopment to tap the spending potential that is currently going elsewhere. They are as follows:

1. Commercial Infill Areas

After performing a careful and considered examination of the entire twenty-six block corridor of MLK Drive, conducted to determine the best location for a major community HUB, it was determined that the area directly south of the old railroad cut at Virginia Avenue would prove the most feasible and viable for a development endeavor of this magnitude. This is due to the 1) quantity of vacant land here; 2) the central location of the Area; 3) New Jersey Transit's (NJT) emerging "preferred alternative" to locate a Light Rail Transit (LRT) system in the cut; and 4) the potential therefore to build a transit station at this location. This area already has a noted jazz club, prominent community churches, and a large percentage of city owned vacant land and buildings that were unsafe and unsound. Furthermore, on the side streets adjacent to the Area were also a large percentage of city and privately owned vacant land which could be used to augment the development project. (i.e. parking and/or new housing).

Given the fact that the market segment generating the largest volume of retail sales and customer traffic is the food and restaurant sector, the plan focuses on the creation of a new commercial HUB, or town center, in this area which will capitalize on food, entertainment, and retail specialty items. To be successful, this multi-functional center must be characterized by both daytime and night time activity generators, which will give the community residents a

special place for social gathering, shopping and leisure time activities, and, it must be aesthetically pleasing. The following development mix is recommended for this HUB area:

- a.** A full service supermarket which will carry basic food and household items as well as a specialized product mix such as ethnic foods; a delicatessen, fresh fish and prepared foods. The supermarket must maintain strong ties with the community. It should give back some of what it takes by sponsoring on-site medical tests, special events, and run a shuttle and/or pick-up delivery service for area shoppers without cars.
- b.** In order to foster the development of locally owned businesses, the new HUB will also incorporate a "retail incubator," in the form of an ethnic market place to house small, minority, and women owned retailers and crafts people, who lack the available start-up capital to operate out of a storefront. To maintain control over the operation and management of this market place, this incubator should be set up as a cooperative venture between the vendors who rent space and the yet to be established local development corporation. This way marketing, promotion and operating costs can be shared, as can decision making as to the utilization of space. In the initial stages of development, these merchants would be assisted in the form of low rents and low interest loans and given technical assistance in the form of management training to learn how to own and operate a business and a business cooperative. Details of the available financial assistance programs and subsidies available to new businesses will be discussed in the section on business assistance programs. This pavilion could also incorporate a food court or green market specializing in local ethnic foods, a stage and community room for local events.
- c.** The HUB should also contain a concentration of cultural/ entertainment facilities (nightclubs, cinema, ethnic market place) mixed in with restaurants and cafes which will contribute to the ambience of the place as well as provide for nighttime and weekend pursuits which are enriching and community-based.
- d.** A public plaza or park is a key design component of the HUB for it will serve as an important focus as a town center as well as serve as a welcome oasis from the predominant concrete environment so prevalent throughout the twenty-six block area. This plaza shall be designed so that it may be used for a variety of events - social gathering, eating, card playing, relaxing, and just plain, people watching.
- e.** The provision of ample parking, so that people can come from around the City to utilize the many facilities and activities that this HUB will have to offer.
- f.** Improvement of the transportation access to the Area through reuse of an abandoned rail line adjacent to the site. This railroad cut is slated to be reactivated in the near future as a Light Rail Transit (LRT) line, operated by New Jersey Transit (NJT). As part of that reactivation, a new transit station will be built at the railroad cut between Ocean Avenue and MLK Drive. The LRT system will enable residents to access employment opportunities within the greater metropolitan area and bring visitors and residents from other neighborhoods to access the new shopping and entertainment district, but it can also take them away. The city and the community must work closely with NJT to ensure that the transit stop and waiting station is built to impact

positively on the MLK Drive revitalization effort. NJT has agreed to assist the redevelopment of the "HUB" through coordination of station design with streetscape and commercial redevelopment designs. The station must have its main access leading to and from MLK Drive. NJT must promote the "HUB" and its commercial attractions in its advertising and all other appropriate media.

- g.** Coordination and implementation of the an element of the Jersey City Capital Improvement Program (CIP) to include new streetscape amenities, expanded parking facilities, upgrades to the water and sewer systems, and street and intersections improvements. Complete coordination of all municipal services is needed to provide efficient, cost-effective and rapid renewal.
- h.** Establishment of a design review panel to work with architects, engineers and planners to ensure excellence in design of all buildings and public open spaces. A program should be established which enlists the contributions of local artists in the design of streetscape amenities and public art.

2. Special Mixed Use Development Areas

The redevelopment plan calls for the strengthening and preservation of existing retail businesses and the attraction of new entrepreneurs who can offer a wider selection of quality goods and services at reasonable prices. This strategy focuses on a combination of commercial revitalization programs and housing strategies, in conjunction with business assistance programs and an extensive capital improvement program which calls for an upgrade to the infrastructure, vacant lots and streetscape.

An extensive analysis of MLK Drive has indicated a high percentage of marginal retail businesses mixed in with taverns, fast food restaurants, and churches. Most of these businesses are located in deteriorated storefronts or buildings which have the appearance of fortresses due to exterior renovations which enclosed the storefront windows, and the use of solid security gates, which are often pulled down during daytime hours. Contributing to these dismal surroundings are numerous vacant buildings and vacant lots, which are scattered throughout the twenty-six block area. Over 45% of the Area's retail space is vacant and decaying, based upon recent surveys.

The revitalization strategy focuses on a two-fold approach.

- a.** The renovation of existing mix-used buildings to their former state by utilizing a sensitive rehabilitation approach as outlined in the Plan's Design Guideline section; and
- b.** By encouraging the redevelopment of vacant building and lots for new retail uses, professional services, apartments, community and educational facilities, shoppers parking, and community parks and gardens.

To encourage reinvestment in the Area, the City of Jersey City will offer a package of incentives to property owners, merchants, new businesses and developers considering commercial or residential projects on MLK Drive. These programs and incentives are the subject of the next section of this plan.

3. Residential Preservation Areas

There are limited areas of MLK Drive that are only appropriate for residential uses. These areas have been delineated because of their existing patterns of development, which is predominantly residential. These areas are essentially located in the northern and southern reaches of the strip. To protect these existing residences, the Plan strictly limits commercial development in these limited areas.

In the Residential districts, development will be encouraged to produce housing that is compatible in design with that which is already there. Design controls will be strictly adhered to, to assure that the newly constructed housing fits into its neighborhood.

4. Residential Infill Areas

These areas will be treated much the same as the purely residential areas. However, in these areas those uses more commonly associated with residential uses, such as parks, community centers, schools, churches, and accessory uses, such as off-street parking will be allowed. As these areas are larger, they will require more flexibility in terms of the range of land uses permitted. Again, the same design guidelines and zoning requirements as outlined above will apply.

5. Streetscape Controls

A list of design parameters are set out in the following sections to assure continuity to the implementation of this Plan. As the entire Plan will take many years to come to fruition, it is necessary to set down design standards that can be referred to years from now, as a new project is taking shape. In this way, the overall look and feel of MLK Drive will be cohesive and comprehensive. As much of this type of work is done with public funds, it is more important, (and sometimes more difficult) to achieve the desired result. As the Plan is an ordinance, these design guidelines have the force of law.

F. HUB Area Development Program

The single most difficult, and yet significant project in the entire Plan is the HUB project at MLK Drive and Virginia Avenue. To proceed with the HUB project, it will be necessary to produce schematic designs and engineering studies to evaluate infrastructure needs, space requirements, and site development costs. This is in addition to determining site acquisition and relocation costs. The following agencies will be involved in these efforts.

- 1.** It may be necessary for the Jersey City Redevelopment Agency (JCRA) to acquire, assemble, and clear tracts of land to make way for this large scale redevelopment project. Acquisition prices for privately owned land and buildings will be determined by appraisers, who will determine fair market value. As required by state and federal law, any business or resident affected by these redevelopment actions must be given relocation assistance to reestablish them within the community if these displaced individuals and businesses so desire. This function may also be directed to the Jersey City Economic Development Corporation (JCEDC), as permitted by law. The JCRA may designate developers for the tracts of land it is assigned to acquire, and it may be retained by the MLK NDC and/or the JCEDC to do this

statutorily restricted function for them, in the interest of the Redevelopment Plan. In order to achieve the ends desired by the HUB project, the JCRA will designate a citywide local development corporation, experienced in small business financing and development, as developer of the HUB Area. That entity will in turn enter into a joint venture partnership with a locally based Neighborhood Development Corporation.

2. The Engineering Division, working with the City Planning Division, will be responsible for the coordination and implementation of a Capital Improvements Program (CIP) which will include provision for streetscape amenities, upgrades to water and sewer lines, and improvements to streets, sidewalks and intersections. This coordination of municipal services will help ensure efficient, cost-effective and rapid renewal of the Area.
3. The Division of City Planning will be responsible for providing technical and design assistance for the development of all buildings and public open spaces to ensure excellence in design, and to ensure that the functional needs of the community are met. To accomplish this end, it is required that all development proposals will involve pre-design consultations between the City Planning staff and the developers and their architects. Representatives of the Neighborhood Development Corporation will be party to these consultations to assure that the objectives as set forth in the MLK Plan are maximized. A "percent for art program" will be explored as a possible option to ensure that public open spaces incorporate significant focal features.
4. New Jersey Transit is closing in on the necessary federal funding to proceed with their proposed light rail transit (LRT) project . As part of this redevelopment effort, the City and the MLK Steering Committee have been working with New Jersey Transit to ensure that this project has a positive impact on the community. To this end, New Transit is encouraged to construct an "at grade" intermodal station at MLK Drive. This station should interconnect the LRT to local bus routes, and become a significant station as the LRT progresses. New Jersey Transit should coordinate the LRT station construction with the HUB construction, to minimize costs and disruptions. Station retail areas, linking the station and the HUB development, are also encouraged. New Jersey Transit should conduct marketing and promotion campaigns which would publicize the new attractions of the HUB and the LRT, and promote upcoming events. New Jersey Transit can provide advertising and promotion through print and broadcast media, PATH train advertisements and on the video monitors located at PATH stations.
5. As part of the City's commitment to the community to expand employment opportunities for minority and women owned business, all developers, and vendors involved in any HUB project will be required to employ local residents in the various building trades. Lists of qualified subcontractors will be made available to developers bidding on various jobs.
6. As administrator of the City's Urban Enterprise Zone program, as well as a provider of Community Development Block Grant funds for specific economic development projects, Jersey City's Economic Development Corporation (JCEDC) will be responsible for overall coordination of redevelopment activities. This will include providing technical and financial assistance to existing and new businesses as described in the Business Assistance Plan as well as overseeing all development efforts in the HUB District. In regard to the development of the HUB, JCEDC will be join forces with the NDC, and become responsible for marketing the Area to potential developers and anchor tenants; structuring agreements with developers

and affected property owners, overseeing and managing construction of the various HUB projects, and providing financial and technical assistance to small and minority owned business desiring to participate in the construction or retail end of the development process. These various programs available to new or existing businesses are to be discussed in the section on Business Assistance Programs.

7. The Jersey City Division of City Planning will be called upon to monitor the progress of the implementation of the Plan. The City Planning Division will also conduct studies, as required or requested, to assure that the surrounding neighborhoods are properly developed to augment the redevelopment process. In particular, it has been brought to the attention of the staff of the City Planning Division that the area immediately east of the HUB area is experiencing similar conditions that led to the declaration that the MLK Area is an area in need of redevelopment. It is a recommendation of this Redevelopment Plan that the area east of the MLK HUB site be studied to determine if it meets the statutory criteria to declare it an area in need of redevelopment. This process should begin immediately upon adoption of this Plan by the Municipal Council of the City of Jersey City.

G. Youth and Education Programs

Opportunities and responsibilities for the youth of the MLK community is an important issue. It is agreed that the younger members of this community must see their place in the future of their neighborhood in order for the Plan to be truly successful. This can be accomplished by looking at some successful examples of established programs for youth from around the country, and building on those experiences. Jersey City should implement its own versions of these programs, tailored to meet the local needs.

Community Services Programs

The federal Commission on National and Community Service supports innovative community service projects that target school age children and their families, college students and recent graduates and out of school youths. Teenagers and young adults receive job and skills training, living allowances and scholarships. Service activities include educational, human services, environmental and public safety projects. This program works through a grants program to fund such local initiatives. Neighborhood organizations could initiate and organize such efforts. This program is a competitive grants program, designed to assist locally based non-profits.

Other Examples

Boston - Youth Build Boston is a program to involve unemployed youth to renovate abandoned buildings to house homeless youngsters.

New York City - Community Conservation Corps is a program that employs youths for the purpose of cleaning and greening city owned lands.

Baltimore - EMPOWER is a program involving the University of Maryland and community based organizations to provide tutoring and health services to at risk kids.

After School Programs

The City should provide space in city owned buildings to house after school programs. Specifically, educational and recreational programs should be emphasized. It is recommended that if and when any of the 100 year old firehouses in this area are replaced, (ie, the Ege Avenue firehouse) the City should make these old buildings available for such after school programs. Tie-ins to the youth services programs mentioned above could provide tutors and monitors for these after school sites.

Community Center

It has been determined that the area on the east side of MLK Drive, between Dwight and Fulton, (Block 1329) should be set aside for the construction of a community center to serve the divergent needs of the community. This facility will house, at a minimum, a gymnasium and multi-purpose rooms.

H. Implementation Considerations and Prospects

There are a number of positive factors associated with the revitalization potential of the MLK Drive area. These factors include:

- * An existing framework of retail and professional businesses
- * The presence of a noted jazz club which draws customer support from an area beyond the local neighborhood
- * Strong and committed local leadership as exemplified by the MLK Steering Committee, The Urban League, the Greenville Steering Committee, and community church leaders who will see that this plan is carried through
- * The existing and committed private investment of local banks
- * The public investments by the City of Jersey City in the MLK Drive revitalization projects
- * The commitment and support of New Jersey Transit to provide light rail transit in the abandoned railroad cut at MLK Drive and Virginia Avenue, with a stop at MLK Drive
- * The historic and cultural significance of the Area to the City of Jersey City, as well as to African-American entrepreneurial and institutional life
- * An economic revitalization committee whose membership includes capable, committed residents, property owners, business persons, and community leaders
- * The support of top city officials for the revitalization projects

These factors, along with the private investment potential identified earlier, favor a substantial level of support for the revitalization of MLK Drive. It is important, however, to consider several significant issues which will determine to some extent the nature and level of the impact of the program described earlier. The critical factors in the revitalization process are described below. In addition, issues deserving special consideration as a part of the revitalization program strategies are outlined herein.

I. Critical Factors

1. Leadership Requirements:

The establishment of a community-based decision making body is a critical component to the success of the revitalization process. It is essential because the community must accept a new role based on the understanding that the revitalization efforts are going to take a long time to fully implement and it will need the full support and commitment of the community if it is to happen and if the community it is to derive economic and social benefits. Since the beginning of the MLK planning process merchants, business and community leaders, the consulting teams, and city staff have worked with the MLK Steering Committee, Bergen-Lafayette Merchants Association and The Urban League to develop a redevelopment plan that reflected the goals and aspirations of the community, as well as to assure legitimate participation in the design and implementation of the MLK plan. This level of involvement must be continued and expanded through the auspices of a working not-for-profit 501(c)(3) corporation. Incorporation as a non-profit structure will provide for a degree of flexibility in seeking and attaining available funds for housing and commercial ventures from private banks, foundations and governmental agencies which cannot be obtained under other structural arrangements.

This type of corporation is known as a Community Development Corporation (CDC). We have discussed this earlier and referred to it as the Neighborhood Development Corporation. They are the same.

2. Catalytic Projects

While the revitalization proposal is comprehensive, it must be cautioned that in addition to inevitable changes that will occur simply due to the dynamic nature of the development process, all of the recommended actions will not occur simultaneously. Constrained by resources - manpower and otherwise - project implementation should be viewed, at a minimum, as a four to five year endeavor. Implicit in the implementation process, therefore, is the need to set priorities to ensure that catalytic projects which are critical to stimulating other projects are, in fact, undertaken first. Other priority determinations will have to be decided later in the development process. At this point in the revitalization project planning process, certain key and "special treatment" area can be established.

In determining those projects which should receive priority attention and resources, consideration has been given to those activities which are important not only in their own right, but which, for a variety of reasons, offer the greatest possibility for immediate implementation. The priorities described herein reflect an assessment of those catalytic projects which, by virtue of their being undertaken, can generate significant economic confidence in the Area and stimulate additional private and public investment and interest. The recommended approach to implementation is to focus on activities which relate to the two components of the revitalization concept 1) those actions and activities leading to the improvement of the HUB area; and 2) those actions designed to improve, upgrade and expand the retail/commercial uses serving the local MLK residents. It is recommended that efforts be focused on developing the broader regional framework in the initial stages of the revitalization effort. Such actions will have the greatest and most dramatic impact, thereby encouraging the improvements and reinvestment activities necessary to improve the local serving retail uses. Further, improving the Area's regional appeal will ensure an expanded customer base for those services which, though essentially local serving, can also benefit from the increased

customer traffic. With these considerations in mind, the following activities are proposed for priority action.

- * HUB commercial component
- * Implementation of Business Assistance Program
- * Public improvements
- * Mixed used (housing and commercial) rehabilitation

3. Coordination of Government Efforts

The Plan will be a major success if it does only one thing - get government officials to talk to each other. Coordination of the municipal effort to make this Plan work is essential. There is much to be done, little financial resources available which to do what needs to be done, and a pressing need to deliver quickly, before the blight spreads to adjoining residential side streets.

It is recommended that the overall coordination of Jersey City's government efforts be coordinated out of the Department of Housing & Economic Development. The department head, or his or her designee, would be empowered to coordinate delivery of all municipal services, call regular meetings and make assignments, as provided for by law and contractual agreements. This over-sight role will include the autonomous agencies, including, but not limited to: the Sewerage Authority, the Incinerator Authority, the Redevelopment Agency, the Parking Authority, and the Economic Development Corporation. As these autonomous agencies are, by definition, outside the direct control of municipal government, their respective boards should agree to bind themselves to the coordination role to be played by the HED Director. Only then can an efficient, organized attack on blight be launched with a high probability of success.

J. Implementation Prospects

The MLK Drive revitalization program recommended in this plan is designed to reverse the decline of the Area's economic viability through a program of public improvements and private reinvestment as well as new investment. MLK Drive like many urban neighborhood across the country has suffered from the out-migration of residents and businesses. However, the Area, as this plan has described, has many assets not often found in similar neighborhoods.

The magnitude of the revitalization program proposed herein will not be easy to accomplish given the magnitude of physical and economic decline in the Area, the declining residential economic base and the difficulty in securing the resources needed to implement the proposed project. The prospects for implementation of the program, however, are good. And the Area can, in fact be altered significantly over an estimated five to ten year period. Whether or not the Area can be revitalized to the extent indicated in the revitalization program depends on several factors discussed earlier in this chapter. Although the revitalization process is expected to continue over a five to ten year period, we recommend a series of activities and projects to be implemented during the first year of the revitalization program.

K. MLK Drive Revitalization Program Tasks

The following is a list of some of the tasks that must be accomplished for the overall implementation of the MLK Drive Redevelopment Plan.

1. Formation of a Local or Neighborhood Development Corporation. This includes the development of a funding proposal for such a corporation.
2. Organize an overall MLK Drive Merchants Association.
3. Provide technical assistance to MLK area merchants and property owners.
4. Preparation of Business Development Plans and Financial Packages.
5. Preparation and issuance of Request for Proposals for several of the smaller sites in the Area and for the HUB development site.
6. Engineering and Architectural studies for areawide improvement plan.
7. Identify and budget revenues for major capital improvements plan for the entire twenty-six block area (sidewalks, curbs, intersections, lighting, street trees, public plaza, parks, etc.
8. Develop a funding resource for community facilities.
9. Obtain developer(s) commitments for HUB area projects.
10. Develop relocation plans and financial assistance packages.
11. An appropriate environmental analysis and search of title shall be conducted for all lands to be disposed of by the City of Jersey City.
12. Conduct property appraisals.
13. Negotiate and Purchase properties on acquisition lists.
14. Prepare Public Improvement Plans.
15. Construction of Public Improvements.
16. Establish a Job Training Program for local residents.
17. Establish subsidized Day Centers for local parents in need of such services.
18. Provide mass transit services so that those seeking employment opportunities can access them.
19. Issue code violations to building owners.
20. Sign up property owners for facade and commercial rehab programs.

21. Implement housing strategies.
22. Continue to work closely with New Jersey Transit on expediting the light rail transit project.

With the implementation of improvements directed towards the physical environment, we hope to achieve certain social objectives, such as those listed below.

1. By providing most of the activities of daily life within walking distance, the community gains independence of movement as automobile usage is reduced and more time is made available for leisure time activities.
2. By emphasizing rehabilitation of mixed use buildings, infrastructure costs are minimized, new retail spaces are made available, employment opportunities are created, and affordable housing is provided.
3. By providing a full range of housing and workplaces, all age groups and classes are integrated and the bonds of authentic community are formed.
4. By providing habitable public places, citizens have a place for social gathering that is pleasant and encourages positive behavior.
5. By providing specialized cultural and commercial facilities, a positive identity is created for the community as well as providing for leisure time pursuits of the community.

L. Summary

In sum, revitalizing MLK Drive as proposed will require the combined efforts of the city government, Economic Development Corporation, private investors and Area merchants. Key elements in this cooperative strategy include:

- * The City of Jersey City's continued involvement in the revitalization process by providing the public improvements and preconditions necessary to attract private investment
- * Financial incentives, including loans for acquisition and interior and exterior improvements, working capital for existing merchants, and land write-downs for commercial ventures, must be made available to stimulate additional private investment
- * Participation by local financial institutions in the financing of small and large venture projects
- * Financial packaging and technical assistance to new and existing merchants
- * Continued involvement of the MLK Steering Committee in the revitalization program decision-making process

VI. GENERAL PROVISIONS OF THE REDEVELOPMENT PLAN

The following provisions apply to all property located within the MLK Redevelopment Plan Area.

- A. The regulations and controls in this section may be implemented, where applicable, by appropriate covenants, or other provisions, or through agreements for land disposition and conveyances executed thereto.
- B. There shall be no restriction of occupancy or use of any part of the Area on the basis of race, creed, color, age, gender, marital status or national origin. No lease, conveyance or other instrument shall be executed by a developer or any of his successors or assignees, whereby land within the project area is restricted upon the basis of race, creed, color, age, gender, marital status or national origin in the sale, lease, use or occupancy thereof.
- C. No building or structure shall be constructed over public rights-of-way or easements without the prior, written approval of the Municipal Engineer and site plan approval by the Planning Board. No building shall be constructed in the bed of a mapped street unless such street has been vacated by vote of the Municipal Council as part of this Plan.
- D. Prior to the commencement of any new construction, reconstruction, and/or rehabilitation of any existing building, or change in the use of any existing building, or change in the nature, character, and/or intensity of the operation of an existing use, a site plan for such shall be submitted by the developer or property owner to the Planning Board of the City of Jersey City for review and approval, so that compliance of such plans with this Plan can be determined. No Building Permit shall be issued by the Construction Official of the City of Jersey City for any work which would result in a change of use, as determined by this paragraph, for any premises within the Area, without prior review and approval of such work by the Planning Board. No restaurant of any type may be established within the Area without site plan review and approval by the Planning Board.
- E. No use or reuse shall be permitted, which produces toxic or noxious fumes, hazardous discharges, glare, electromagnetic disturbances, radiation, smoke, cinders, odors, dust or waste, undue noise or vibration, or other objectionable features which are detrimental to the public health, safety or general welfare and damaging to the physical environment.
- F. No junked motor vehicles, or parts thereof shall be permitted to be stored on any lot within the Area.
- G. All residential redevelopment proposals and construction plans shall meet or exceed applicable minimum room size requirements.
- H. The provisions of this plan specifying the redevelopment of the project area and the requirements and restrictions with respect thereto shall be in effect for a period of forty (40) years from the original date of approval of this Plan by the Jersey City Municipal council. Subsequent amendments hereto shall not alter or extend this period of duration, unless specifically extended by such amendments.
- I. Site plan review shall be conducted by the Planning Board pursuant to NJSA 40:55D-1 et.seq. Site plan review shall consist of a preliminary site plan application and a final site plan application. Applications may be submitted for an entire project or in phases. For projects involving three (3) or more acres, a master plan which depicts the overall layout of the site must be submitted and approved

by the Board prior to preliminary site plan approval and as part of the application process. Preliminary site plan approval for any phase shall entitle an applicant to building permits. Final site plan approval for any phase shall not be granted unless or until that phase is substantially complete, or performance guarantees for site improvements for that phase have been furnished by the redeveloper in accordance with NJSA 40:55D-53. No Certificate of Occupancy (CO) of any type shall be issued for any construction until the Planning Board has given final site plan approval for the phase in which such construction is located.

As part of site plan approval, the Planning Board may require a developer to furnish performance guarantees pursuant to NJSA 40:55D-53. Such performance guarantees shall be in favor of the City of Jersey City, and be in a form approved by the Corporation Counsel or the Planning Board attorney. The amount of any such performance guarantees shall be determined by the City Engineer and shall be sufficient to assure completion of site improvements within one (1) year of final site plan approval.

- J. Any subdivision of lots and parcels of land within the Redevelopment Area shall be in accordance with this Plan's requirements and the Jersey City Land Subdivision Ordinance.
- K. All utility distribution lines, utility service connections from such lines to the project area's individual uses, and utility appliances, regulators and metering devices shall be located underground or within enclosed structures. Remote readers are required for all utilities, in lieu of external location of the actual metering devices. Developers are required to arrange for connection to public and private utilities.
- L. Private developers and property owners along Martin Luther King Drive may be required to construct and maintain accessory open space and sidewalk areas along each parcel's street frontage according to the Mandatory Design Guidelines as stated in Chapter VIII . Developers must maintain the established design pattern for spacing of street trees and lights, and coordinate building entrances and utility hook-ups with that pattern.
- M. Chain link fencing shall be prohibited, except during construction, for all developed parcels. Only wooden board-on-board, picket or stockade fences or tubular steel or mild steel, "wrought iron" type fences will be permitted on redeveloped parcels, except in the HUB – Side Street Sub-District and HUB – Ocean Avenue Sub-District, where unique fencing requirements shall apply. Other types of fences may be permitted, subject to review and approval by the Planning Board.
- N. All existing structures, lots of record and land uses shall be "grandfathered". Any use existing at the time of the adoption of this Plan by the Municipal Council may continue, even those uses listed under prohibited uses, provided the use does not change or expand. Such protection shall lapse upon the cessation of such use by the current owner or occupant. The use of the building shall thereafter conform to the uses permitted in the district. Any proposed expansion of conforming uses will be subject to Planning Board review and approval. Uses not conforming to the requirements of this Plan, may not be expanded, or rebuilt in the event of destruction exceeding fifty percent (50%) of replacement value, as defined in the Jersey City Zoning Ordinance (Chapter 28-17). Site plan review is the exclusive domain of the Planning Board. In the case of variances approved by the Zoning Board of Adjustment prior to the adoption of this Plan, any request to expand or modify such approved sites, within the parameters of this Plan, shall be brought to the Planning Board. No use or "d" type variances are allowed in this or any other redevelopment plan.

- O. Upon demolition of any existing structures, the site shall be graded, planted, sodded and/or paved with a durable, dust free material.
- P. Interim uses may be established, subject to agreement between the developers and the Planning Board that such use will not have an adverse effect upon the existing or contemplated development during the interim use period. Interim uses shall be subject to site plan review and approval by the Planning Board, which may establish an interim use period of up to three (3) years in duration. Subsequent renewals of an interim use may be granted by the Planning Board.

VII. GENERAL LAND USE PLAN

OVERVIEW: The **land use plan** provides zoning regulations and design guidelines which will regulate future development and growth on MLK Drive. While the highlight of these efforts will be to encourage building restoration and infill construction, a significant objective is the establishment of a centralized "HUB" district which will serve as a commercial anchor and catalyst for reinvestment and stabilization of the entire MLK Drive shopping strip.

The twenty-six blocks are divided into four land use districts to accommodate a variety of needs and land uses. Two of these zones are envisioned as more intense commercial districts which can serve to revitalize and stabilize existing retail activities on MLK Drive. A third district is designated as a mixed-use, preservation district in order to maintain and preserve the current mix of housing and retail sales of goods and services. A fourth district has been designated as residential, recognizing the need to protect the limited amount of purely residential areas now existing on MLK Drive by permitting the development of appropriately designed new housing.

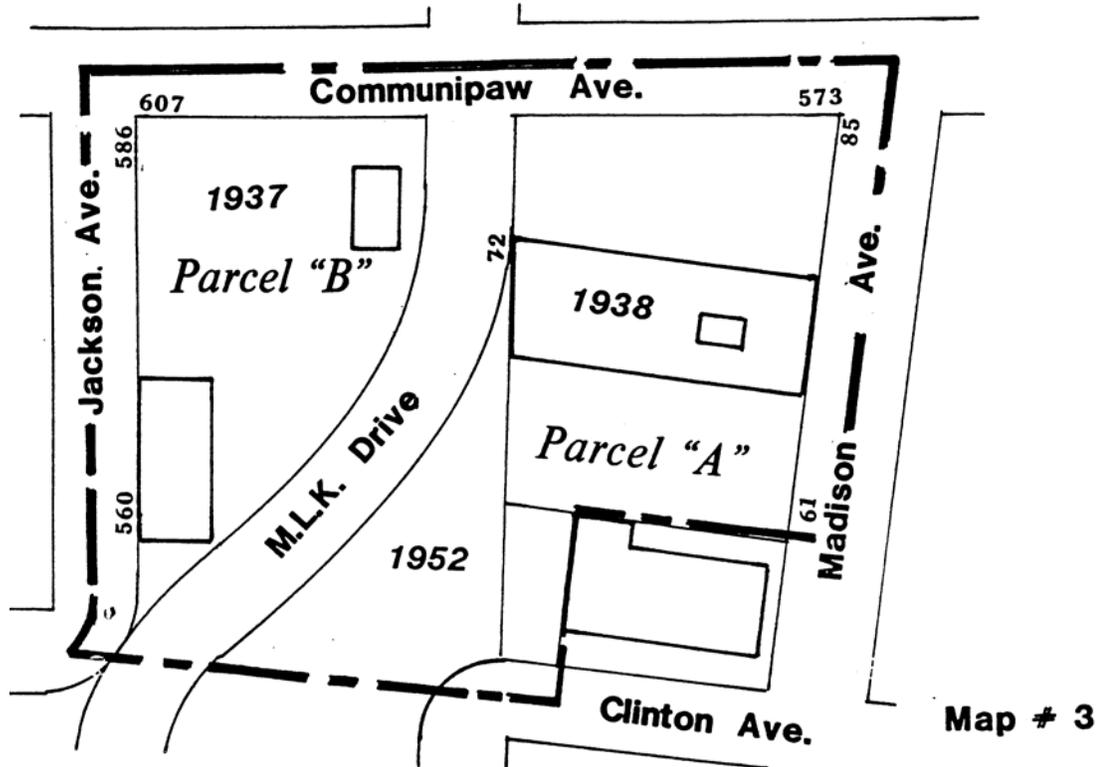
The four land use districts will be referred to as follows:

- **Communi~~paw~~ Commercial District, (CC)**
- **Community "HUB" District, (HUB)**
- **Neighborhood Shopping District, (NS)**
- **Residential District, (RES)**

District boundaries are delineated according to established patterns of existing land uses, hubs of activity, and potential or proposed development opportunities. Each district has a specified land use plan, providing a list of permitted uses, bulk and area requirements. Deviation from these requirements shall not be permitted unless otherwise noted. Refer to the map at the beginning of each section below to determine those properties in each specific land use district.

The maps at the beginning of each district depict the boundaries for each specific zone or redevelopment district. The numbers inside the dashed line represent the street addresses that are the beginning (lowest) and ending (highest) numbers within that particular district. Therefore, a street address number that is higher or lower than the numbers given on the maps would not be in that district.

A. COMMUNIPAW COMMERCIAL DISTRICT (CC)



1. Permitted Principal Uses.

- a. Residential (above the first floor)
- b. Offices, both professional and general
- c. Civic Uses: community center, art or cultural facilities
- d. Commercial, Retail/Specialty Items:
 - (1) Retail stores selling specialty or comparison goods such as specialty and ethnic foods, dry goods, apparel and accessories, department stores, sporting goods, home furnishings or supplies, bicycles and toys
 - (2) Antique stores which sell goods including collectibles, that by virtue of their age or unusual character are generally considered to be of historical and/or artistic interest.
 - (3) Specialty Outlets selling designer clothes, accessories, housewares
- e. Food Sales, limited to:
 - (1) Supermarkets or Specialty food stores
 - (2) Catering Services or Facilities
- f. Eating and Drinking establishments: limited to
 - (1) Conventional dining room restaurant where food is consumed primarily on the premises with limited take-out service, defined as 20% or less of all transactions as sales of food for off-site consumption
 - (2) Carry-out Sales: snack and sandwich shops delicatessen, catering services

- g. Educational Institutions
- h. Health Club
- i. Designed Open Space
- j. Day Care Centers
- k. Medical facilities
- l. Banks
- m. Appropriate mixed use of any of the above
- n. Utilities

2. Accessory Uses Permitted.

- a. Day Care Centers
- b. Health Club
- c. Designed Open Space: Park, Plaza, Community Garden
- d. Newsstand
- e. Off-street Parking and Loading
- f. Offices
- g. Fences and Walls
- h. Signs (see signage regulations)
- i. Employee restaurants and eating places

3. Prohibited Uses

- a. Automotive service stations and supplies
- b. For Parcel A: Fast food restaurants establishments defined as restaurants where more than 20% of the transactions are sales for off-site consumption and where food and beverage are commonly served to customers in disposable containers from a behind a serving counter
- c. Discount variety stores
- d. Liquor stores
- e. Pool halls, Massage parlors, Video arcades
- f. Pornographic or Adult movie theaters, adult book stores, massage and other such establishments exploiting human anatomy, including nude or topless dancing.
- g. Used goods and appliance stores
- h. New and used car sales lots
- i. Salvage type operations and junk yards

4. Site development regulations.

Bulk controls and regulations regarding streetwalls and building configuration define each building's placement and its coordination and compatibility with adjacent development, the streets and open space. These controls are the most important tools for preventing any single building from dominating others. These regulations are to be applied to all new construction within this district.

a. Area, Yard and Bulk Regulations - Parcel A

- (1) Floor Area Ratio shall be a maximum of 4.8
- (2) Building(s) shall be built to the Madison and MLK Drive property line(s)
- (3) A maximum of eighty percent (80%) of the site may be developed with building coverage.
- (4) Building height may not exceed sixty-five (65) feet for the first 250 linear feet along MLK Drive south of Communipaw; thereafter, the maximum height shall be 45 feet, provided that those buildings facing Madison Avenue shall be no higher than thirty-five (35) feet.

b. Area, Yard and Bulk Regulations - Parcel B

- (1) Floor Area Ratio shall be a maximum of 4.8
- (2) Building(s) shall be built to at least one street line and no more than 350 feet from a second street line.
- (3) A maximum of eighty percent (80%) of the site may be developed with building coverage.
- (4) Building height may not exceed sixty-five (65) feet for the first 250 linear feet along MLK Drive south of Communipaw; thereafter, the maximum height shall be 45 feet, provided that those buildings facing Jackson Avenue may be no higher than thirty-five (35) feet.
- (5) One freestanding sign not exceeding twenty one (21) feet in height and 45 square feet in area is permitted on Communipaw Avenue only. It must incorporate design elements of the principal building.
Two building signs are permitted and may be back lit, but shall not exceed 35 square feet in area.

5. Design Guidelines:

Design Guidelines are detailed requirements that go beyond zoning regulations. They are intended to complement and augment the development regulations and relate to the physical design and appearance of the structure. The guidelines set forth design and density controls that are not typically addressed by the zoning. They establish a level of quality that sets a precedent for future development to enhance the value of property and protect the investment of each developer.

The following design regulations will govern the siting and design of buildings proposed for Block 1937 (referred to as "Parcel B") at the southwest corner of MLK Drive and Communipaw Avenue. The regulations provide a discipline for all subsequent development to be built there.

The lots which contains the New Jersey Bell switching station and parking for employees are exempt from these regulations, as these lots are fully developed and the uses thereon are public utilities with very long life expectancies. The only exception to this is for the landscaping requirements around the perimeter of the existing parking lots.

a. Siting requirements:

- (1) **Entrances** shall be encouraged in both the front and in the rear of buildings to allow pedestrian access from both the street and the courtyard side of property.

b. Building Design and Materials:

- (1) Building are to be designed so that their appearances reflect the historic development patterns of the older mixed used buildings on Martin Luther King Drive. Uniformity in materials, scale, and facade articulation shall be mandated to create architectural harmony within the district. An exception to this rule is to allow for decorative elements such as articulated rooftops, expression lines, and projections from the parapets or corners of the buildings.
- (2) **A Focal Point**, such as a clock tower or arch, shall be constructed on the northeast corner of Block 1937, to mark the point of entry to MLK Drive.
- (3) **Walls:** Wall facing of commercial structures may contain a combination of the following materials: brick, stone, sheet metal and cast aluminum. For buildings of a mixed use character (i.e. retail on first floor with residential or office above), the storefront portion of the building should follow the design guideline regulations listed in the Neighborhood Shopping District (NS) design regulations.
- (4) **Rear of Buildings:** Building facades not controlled by principal building plan designation, shall appear similar to other building facades and shall be of high quality construction.
- (5) **Windows:** Glass shall constitute a minimum of seventy percent (70%) of the base facade of all structures, which shall serve as display windows. Heat absorbing tinted glass is permitted; reflective glass is not permitted. All window frames shall be in a complementary color.
- (6) **Roofs** may be flat or pitched. All roofs shall be internally drained and have parapets.
- (7) **Canopies/Awnings:** All canopies must allow for a clear distance from ground to lowest point of canopy of seven feet and extend horizontally from the vertical surface of the building at least ten (10) feet. The canopy must be permanently fixed to the building and made of flexible materials. There should be a uniformity in color as well as design to give the district an harmonious appearance. Canopies must be properly maintained and cleaned at least once a year.
- (8) **Security Gates** shall be power operated, transparent and placed on the exterior or interior of the glass window. To increase security and decrease possible breakage, the storefront portion of building may be recessed from the front property line, leaving a space between the security gate and the window.
- (9) **Lighting:** All shop windows are to be internally lit with spot lights of an incandescent type, and shall remain lit during the night to provide increased security on the street and for the store. Overhead lights that project from above the canopy or sign board are recommended to provide for additional

street lighting. The use of florescent, flashing and blinking lights is prohibited. All exterior spaces, public and private, must be furnished with an adequate level of lighting relative to police and citizen surveillance. All exterior lights shall be designed as photocell controlled or a combination of photocell plus time control. This applies to security lighting.

c. Off Street Parking/Loading Requirements:

- (1) Below grade parking garages as accessory to the primary building would be ideal and are recommended for this district. No front-yard parking shall be permitted on Martin Luther King or Communipaw Avenue. Off-site surface parking lots are permitted if located within 400 feet of this district. All surface parking lots are subject to the landscaping requirements as stated in Chapter VIII, "**Landscaping Objectives**" and parking ratio requirements as stated in the **Circulation** section of this plan.
- (2) A separate area, ideally located below the building is recommended for the loading and unloading. Otherwise, all loading and unloading is to be provided from Jackson Avenue. A service entrance is to be provided through the building for this purpose.

d. Open Space Requirements:

- (1) Private developers are required to construct and maintain the required open space and sidewalk areas along each parcel's street frontage according to the Urban Design Guidelines as stated in Chapter VIII.
- (2) The established design pattern for spacing of street trees and street lights must be maintained, and building entrances and utility hook-ups must be coordinated with that pattern.
- (3) All developers are required to plant approved street trees on all sidewalk areas fronting on streets as required in the streetscape plan. The types of trees and pattern of spacing are indicated in Chapter VIII, Section N., entitled "Landscaping Design Guidelines".

B. COMMUNITY "HUB" DISTRICT (HUB)

Purpose: The redevelopment and revitalization of MLK Drive is tied to the successful establishment of a vibrant community commercial center, or "hub". As envisioned by the residential and business population, this hub is to serve as a major new activity center and showplace for the MLK community. However, to become competitive with established shopping districts and malls throughout the City, it is important that the hub distinguish itself by offering a diversity of goods and services that present an interesting alternative to the traditional shopping center experience.

The key concept of the expanded MLK HUB District is to develop a mix of uses, including commercial, civil, cultural, and residential which will tend to reinforce each other. Development will be concentrated on a 6 block, 18 acre site centered on MLK Drive between Virginia and Orient Avenues. Much of the land in this neighborhood is vacant. Many of the remaining structures are abandoned, structurally unsound and should be demolished. A substantial part of the land needed for the proposed project has been acquired by Jersey City through tax foreclosure. The Plan calls for the City, acting through its Redevelopment Agency, to acquire the outstanding property needed for the commercial center and other redevelopment purposes, including relocation and residential development. During the planning process, an effort was made to work around existing neighborhood churches and schools. Five of the nine houses of worship will remain in place and become a part of the HUB's design concept.

Following is a list of the prime development components of the HUB District:

- Full Service Supermarket
- Retail Shops and Service Establishments
- Professional Office Space
- U.S. Post Office Facility
- Jersey City Firestation
- Jersey City Community Police Station
- African-American Cultural Center/Museum
- In-Fill Townhouses and Apartments
- HUB Plaza on MLK Drive
- Light Rail Transit Station

Urban Design: From an urban design point of view, the goal of the HUB project is to integrate this new development into the City's historic street grid and orient the commercial development toward MLK Drive. The churches that will remain in the HUB will be integrated into the final design concept of the HUB as a commercial, cultural and civic center. The proposed light rail transit station has been placed so that it is visible from MLK Drive and directly connected to the new commercial center. The US Postal facility will stand across MLK Drive from the shopping center. A green space of approximately 12,000 square feet will be directly across MLK Drive from the Post Office. This green space will become the "town square" of the new Martin Luther King Drive HUB, while it also serves as a buffer between the parking lot for the shopping center and the pedestrian traffic on MLK Drive..

A cluster of civic facilities is proposed for the two blocks on the west side of MLK Drive, on either side of Ege Avenue. The public uses will include: an African-American Cultural Center/Museum, a Community

Bazaar, a Credit Union, and a US Postal Service office. The museum and community bazaar would be developed within existing historic structures - the old Jackson Avenue Railroad Station would house the museum, and the old Claremont Branch Bank building would house the community bazaar and Credit Union. The concentration of public activities along MLK Drive will reinforce the street's traditional role as the neighborhood's main street.

A public green plaza space is proposed for the east side of MLK Drive between Kearney and Ege Avenues. This densely landscaped area will be an amenity for neighborhood residents. It will become the site of festivals, special events and civic activities. Within the plaza, there would be a large sign designed to bring architectural elements of the shopping center out to MLK Drive, while marking the commercial center's location for motorists. The plaza will provide a view from MLK Drive of the supermarket and its adjoining retail stores.

Ample off-street parking will be provided to support all the proposed commercial, civic and residential development. The majority of the parking will be located in a lot of approximately 350 spaces in front of the supermarket and adjoining retail uses. An additional approximately 250 spaces will be located in smaller parking lots behind the proposed new development. All the parking areas will be brightly lit and landscaped with trees and shrubs.

Following is a brief description of the specific commercial elements of the plan:

SUPERMARKET

The site plan allows for a supermarket of approximately 40,000 to 50,000 square feet. It may be larger, but cannot be smaller. The supermarket's entry would be on axis with the HUB Plaza and the Post Office. This will provide visual connections between these major elements of the HUB. Service and deliveries for the supermarket will come off Ocean Avenue into off-street loading dock areas which will be enclosed with a wall and landscaping. There will be a sign structure located on MLK Drive designed to be compatible with the architectural character of the center to identify the supermarket and other major retail tenants.

RETAIL (approx. 18,000 square feet adjoining supermarket)

This would be a location for typical convenience stores such as cleaners, baker, bookstore, and video rental. The typical store would be 60 feet deep with service access from the rear. A larger footprint for a major tenant is provided next to Virginia Avenue. The facade design for the retail shops and supermarket calls for a brick and stucco exterior with large windows and a sloped metal roof. Store signs composed of individual letters would be located above the metal roof on a vertical stucco panel. Building colors, and store signs will be coordinated to produce an attractive overall design.

RETAIL (approx. 15,000 square feet, MLK and Virginia Avenue)

This would be a one story structure with stores and shops fronting on MLK Drive. Tenants might include a large restaurant and/or a catering facility. The facade design follows the format established in the supermarket/retail block.

RETAIL/OFFICES (approx. 45,000 square feet, MLK and Kearney Avenue)

A three store structure would contain retail uses on the first floor and professional office space on the upper two levels. This site is next to a former drug store which is being rehabed by the Jersey City Economic

Development Corp. As in the case of other new structures being proposed for MLK Drive, this structure has a strong visual element at the corner of the building.

HOUSING

Housing development requirements in the HUB – Side Street Sub-District and HUB Ocean Avenue Sub-District will be flexible enough to accommodate a variety of redevelopment opportunities that may arise, but will maintain high standards in order to provide attractive structures and accessories that are long lasting and durable.

It is the intention of this Plan that new construction in the two sub-districts are to complement their surrounding built environment in character, style and materials used. Permitted housing types will include detached, semi-attached and attached. Corner signature buildings will be constructed along Ocean Avenue at Orient Avenue, Kearney Avenue, former Ege Avenue, and Virginia Avenue. Existing houses of worship are to remain.

The lowest density permitted in the HUB shall accommodate single family townhouses on twenty foot wide lots along Kearney Avenue, Orient Avenue and Rose Avenue. However, higher residential densities are permitted and encouraged in order to provide a resident pedestrian oriented population that will shop at the nearby stores, as well as take advantage of the highly accessible public transportation network. They are encouraged to be predominantly market rate housing.

Low parking ratios are appropriate for the HUB due to the proximity to the new Hudson-Bergen Light Rail Transit stop, with nearly all of the HUB within a 5 minute walk of the LRT stop. A variety of parking arrangements are available in order to accommodate a variety of permitted densities and building types.

COMMERCIAL (approx. 11,000 square feet, MLK and Kearney)

This site would be well suited to an auto oriented use such as a drive-up bank. Off-street parking is provided behind the building out of view from MLK Drive.

Following is a brief description of the public and/or civic elements of the plan.

HUB PARK ON MLK DRIVE

An effort has been made to maintain the traditional street character of MLK Drive by building structures up to the property line. To provide a contrast to the MLK street facades and to provide a view of the supermarket and its parking, the plan calls for an open space between Ege and Kearney Avenues. This 12,000 square foot area would be developed as a green plaza with densely planted trees and decorative paving. A statue of Martin Luther King might be located in the center of the park.

U.S. POST OFFICE

A two-story U.S. postal facility would be located opposite the HUB Park. The main pedestrian entry would be off MLK Drive, with truck access coming off Kearney Avenue. Customer and employee parking would be provided off Ege and/or Kearney Avenues. The postal facility should have a strong civic design character reminiscent of public buildings built by previous generations. A large clock might be included on the building to emphasize its public service role.

FIRESTATION

An existing fire station will need to be relocated off Ege Avenue to make way for the commercial development. The plan proposes to relocate this facility to Ocean Avenue. In addition to providing fire protection services, the firestation in this new location will make the area a safer place for pedestrians by putting more public eyes on the street. The building is designed so that fire trucks can enter from the rear and drive straight out onto Ocean Avenue when the alarms is sounded.

COMMUNITY BAZAAR/CREDIT UNION/MUSEUM

Two existing historic structures on MLK Drive (a former railroad station and a former bank) are proposed to be converted to a mix of community uses. The community bazaar would be a small scale public market-place featuring stalls selling goods and foods of local interest. The former railroad station which adjoins the abandoned railroad tracks would be converted into an African American Cultural Center and Museum.

MLK LIGHT RAIL TRAIN STATION

As part of the Hudson River Waterfront Transportation Project, New Jersey Transit is planning the restoration of light rail trolley service on the abandoned rail line which adjoins the proposed HUB development. When implemented, the LRT line will provide a mass transit link between the MLK Drive neighborhood and other parts of Jersey City, Hudson and Bergen Counties.

The design concept for the LRT calls for the trolley tracks to pass under Ocean Avenue and then to rise up to be at grade at MLK Drive. A passenger station would be located as close as possible to MLK Drive. This new station should have a strong visual connection to Virginia Avenue and the proposed commercial center. BY being at-grade, the LRT Station will be a part of the HUB center. Paving, signs, street furnishings, landscaping, and other elements of design, including public art, will make the LRT Station part of the total design concept for the HUB project. Off-street parking related to the station might be located on a vacant lot north of the rail off MLK Drive. The area immediately adjacent to the tracks will be landscaped and lighted. Old elements of the former railroad will be refurbished, making this transit corridor much more compatible with future commercial and residential development.

POLICE-SUB STATION

The plan calls for the construction of a police sub-station on Virginia Avenue next to the MLK LRT Station. This fixed post facility would provide security to both the station and the neighborhood center. The station would be visible from all points of the parking lot and thereby act as a deterrent to crime in the area.

INFILL HOUSING SITES

Sites along Ocean Avenue have been identified as locations for the construction of infill housing. This would be townhouse type units to continue the architectural context of this portion of Ocean Avenue. Off street parking and yards would be located behind the units. Clearance of several dilapidated six family structure along Orient Avenue would provide opportunities for new townhouses or detached homes.

HOUSING REHAB

Within the HUB District boundary there are a number of existing housing structures which will remain and be rehabilitated. These include the row houses along the north side of Virginia Avenue, the four multi family

buildings along Ocean Avenue between Ege and Kearney. Homes along Orient Avenue that are in rehabable condition will be encouraged and assisted to be brought up to the standards of this plan and the City's Housing Codes.

HUB DISTRICT DEVELOPMENT CONTROLS

Hub District Development Controls shall apply to all land and buildings in the HUB District, **except where the HUB – Side Street Sub-District and HUB – Ocean Avenue Sub-District controls apply**, in which case the sub-district regulations shall supercede the HUB District regulations.

1. Purpose - The HUB District is to be a multi-use commercial and cultural center for the MLK area.
2. Principal Permitted Uses
 - (a) Retail sales of goods and services
 - (b) Supermarket of a minimum 45,000 sq ft, which may include liquor sales, but which must be located wholly within such supermarket and accessed only from within such supermarket
 - (c) Restaurants, bars and taverns
 - (d) Banks, Credit Unions, including drive-in facilities
 - (e) Theaters, bowling alleys, cinema, and other indoor recreation areas
 - (f) Offices and office buildings
 - (g) Residential
 - (h) Government and/or transit facilities
 - (i) Community and/or cultural facilities, museum
 - (j) Houses of Worship
 - (k) Mixed-use structures containing one or more of the above listed permitted uses.
3. Accessory Permitted Uses
 - (a) Off-street parking and loading
 - (b) Public open space, plaza and/or park
 - (c) Fences and walls
 - (d) Canopies, awnings, signs
 - (e) Free-standing project signs
 - (f) Storage uses located above or below the ground floor or in the rear of any of the other uses, provided such storage is related to the business on the ground floor
 - (g) Day care centers
 - (h) Street Furniture: decorative lighting, seating
4. Prohibited Uses
 - (a) Liquor stores, except as provided for in Paragraph 2(b) above
 - (b) Pool halls, Massage parlors
 - (c) Pornographic movie theaters, adult book stores, massage and other establishments exploiting human anatomy including nude or topless dancing
 - (d) Automatic amusement device arcades
5. Site Development Regulations

Jersey City, acting through the City Planning Division and the Jersey City Economic Development Corporation, has prepared a redevelopment plan for the HUB District. This plan shall be the general guide for development within the HUB District and it shall control land use, building bulk and location, vehicular and pedestrian access. To implement development within the HUB District, the

City, through the Jersey City Redevelopment Agency, will acquire development sites and dispose of development parcels to qualified parties who will agree to build and operate according to the redevelopment plan.

The redevelopment plan describes the general character of development for each parcel. The developer for specific parcels within the HUB District shall prepare a detail plan for the development of the specific site for site plan review and approval by the Jersey City Planning Board.

6. Area, Yard and Bulk Requirements

The bulk, yard and area standards for the district are designed to be flexible to encourage new development concepts, innovative design, public/private ventures and other unique proposals or circumstances which might not be accommodated by the standards established in other zoning districts.

- (a) Floor Area Ratio may not exceed 4.0
- (b) Minimum lot size shall be 5,000 square feet
- (c) Setbacks shall be zero (0) feet, except where the abutting property is exclusively used for residential purposes, in which case, the minimum setback shall be five (5) feet and walls of occupied buildings may be no closer than twenty feet
- (d) Height may not exceed forty-five (45) feet for the first 100 feet back from the Right of Way (ROW) line of MLK Drive, except for focal points and unique design elements. Beyond 100 feet from the MLK Drive ROW line, the maximum height shall be 40 feet.
- (e) Impervious lot coverage may equal 100 percent for any particular parcel, provided that the overall lot coverage in the HUB District does not exceed ninety-five percent (95%), and the required plaza (sub-section 8 below) has been provided.

7. Building Location

The redevelopment plan calls for new construction to be built up to the property line on major streets including MLK Drive, Virginia and Kearney Avenues. The plan allows for certain exceptions to the requirement to build to the property line as follows:

- (a) At the corner of MLK Drive and Virginia, Ege and Kearney Avenues, buildings may set back from the property line to allow a building and/or retail facility entryway. This corner set back from the property line shall not exceed 35 feet on each street line.
- (b) The U.S. Post Office Facility for Block 1982 may set back up to 20 feet from the MLK Drive property line. The sidewalk and set-back area along MLK Drive shall be developed as a public open space with decorative paving trees, lighting and appropriate street furniture.
- (c) The firehouse facility may set back the property line up to 20 feet to allow visibility for fire truck bays.

8. Open Space

The redevelopment plan calls for a 12,000 square foot area on the East side of MLK Drive between Ege and Kearney Avenues to be developed as a public open space with decorative paving, trees, lighting and appropriate street furniture. This public amenity will either be developed by the City,

with individual developers building within the HUB District paying a pro rata share of the development cost, or by a prime developer within the HUB District paying the total cost.

9. Vacated Streets

Jersey City shall act to vacate sections of Ege Avenue (between MLK Drive and Ocean Avenue) and Hart Street (between Ege and Kearney Avenues) as shall be required to implement the redevelopment plan.

10. Building Design and Materials

(a) Exterior Walls: All new construction and improvements to existing masonry structures shall be constructed so that the exterior cladding of the building is predominately brick or a brick veneer composed of full size brick. Jumbo brick may not be used. The brick mortar is to complement the color of the brick. Stucco and equivalent cladding materials shall be prohibited on building exteriors below an elevation of 10 feet off ground level. The only exception to this shall be for decorative features (i.e. lintels, sills, moldings, quoins) which can be of stucco, stone, pre-cast concrete or brick.

(b) Storefronts: For buildings of a mixed use character, the storefront portion shall be subject to the design guidelines for the Neighborhood Shopping District. Glass shall constitute a minimum of seventy percent (70%) of the base of the facade to accommodate large display windows. Store front facades may combine the following materials; brick, stone, sheet metal, wood and/or cast aluminum.

(c) Windows: Heat absorbing tinting glass is permitted; reflective glass is not permitted. All window frames shall be in a complementary color to the exterior cladding of the building.

(d) Roof Types: All buildings fronting on major streets (MLK Drive, Virginia and Kearney Avenues) shall have a sloped standing seam metal roof visible from the street. Behind the sloped metal roof section and/or parapet, the building may have a flat roof. All roof areas shall be connected to internal drains.

(e) Roofs are to be flat, to maintain the architectural uniformity of adjacent districts. The only exception to this is to allow for architectural projections from the corner of the building constructed on Block 1997, Parcel A. All roofs shall be internally drained and have parapets.

(f) Canopies/Awnings: All canopies must allow for a clear distance from ground to the lowest point of the canopy of eight (8) feet and extend horizontally from the vertical surface of the building for a maximum of six (6) feet. The canopy must be permanently fixed to the building and made of flexible materials. Canopy design and color shall be reviewed and approved by the Planning Board. The height of the top of the awnings from building to building shall maintain uniformity in height. Canopies must be properly maintained and repaired or replaced immediately if damage occurs. An annual cleaning is required.

(g) Sides and Rear of Buildings: Building facades not designated as the principal building facade shall appear similar to the principal building facade and shall be of high quality construction.

(h) Security Gates: All front security gates shall be completely composed of the see-through type. Storage boxes for all security gates shall be mounted on the interior of the building. Gate tracks shall be recessed into the glazing reveal and the gate housing shall be

flush with the plane of the storefront. No storage box, tracks or mechanical devices related to the gates may project from the plane of the storefront.

(i) Lighting: All shop windows are to be internally lit with spot lights of an incandescent type, and shall remain lit during the night to provide increased security on the street and for the store. Overhead lights that project from above the canopy or sign board are recommended to provide for additional street lighting. The use of florescent, flashing and blinking lights is prohibited.

11. Off Street Parking/Loading Requirements:

The parking space requirements for this district shall conform to Chapter VIII, Parking and Loading Regulations.

HUB SUB-DISTRICTS DEVELOPMENT CONTROLS

All development controls apply to both the HUB – Side Street Sub-District and the HUB – Ocean Avenue Sub-District, unless otherwise indicated.

1. Purpose: The unique arrangement of the HUB District, which is predominantly designed as a commercial and community center, dictates that in order to facilitate new residential development, specialized development requirements are needed. The HUB Sub-Districts create these specialized development controls and enables new residential construction to occur.

The development controls will be flexible enough to enable a variety of development opportunities to occur should they arise, while seeking to provide a certain minimum density, and clearly maintaining high design standards.

Residential development in both Sub-Districts will have shallow front setbacks, front porches or stoops, iron picket fences or brick planters, and off-street parking in the rear. Types of roof lines will be determined by the sub-district, and even the particular street. Bay windows are an optional design element, and will be clad either in brick, clapboard style vinyl siding, or wood.

HUB – Side Street Sub-District: New residential structures in the HUB Side Street Sub-District will face Kearney Avenue, Orient Avenue, and a re-aligned Rose Avenue. Rose Avenue, between Kearney Avenue and Orient Avenue, will be re-aligned a few feet to the west and reconfigured as a more narrow one-way street in the southbound direction.

Density in the Side-Street Sub-District will be either one unit on a twenty feet wide lot, or two units on a wider lot, up to thirty feet. Facades will be brick on the first floor and below, and either brick or “clapboard style” siding above. Each structure will have a landscaped rear yard. One option for rear parking will be a shared parking lot that is accessible to vehicles via Rose Avenue. The other option will be rear alley access to a garage or parking pad in the rear yard.

HUB – Ocean Avenue Sub-District: In the Ocean Avenue Sub-District, signature buildings will be constructed along Ocean Avenue at the northwest corners with Orient Avenue,

Kearney Avenue, and the former Ege Avenue, as well as at the southwest corner with Virginia Avenue. These structures will be between 35 and 68 feet tall. The existing residential structures between Virginia Avenue and the former Ege Avenue will remain.

Mid-block infill redevelopment in other places along Ocean Avenue may match the height and density of the corner signature buildings, or may be shorter townhouses or rowhouses. The rear yard will be occupied by parking lot and/or rear alley; however, there will be a landscaping strip between the vehicular areas and the adjacent properties to the rear. A rear garage integrated into the rear of the structure will be a permitted option, however the parking ratio will not exceed 1.5 spaces per unit.

2. Principal Permitted Uses

- (a) Detached dwelling units.
- (b) Semi-Attached dwelling units.
- (c) Row houses.
- (d) Townhouses.
- (e) Parks and playgrounds.
- (f) Houses of worship.
- (g) Service access to supermarket and/or shopping center (Block 1997, lot 64 only).
- (h) Off-street parking lot for principal permitted uses.
- (i) Multi-family Residential.
- (j) Retail sales of goods and services limited to ground floor on corner lot locations.
- (k) Offices limited to ground floor on corner lot locations.
- (l) Restaurants limited to ground floor on corner lot locations.
- (m) Live-work units.
- (n) Art gallery.
- (o) Mixed use buildings with any of the above uses.

3. Accessory Permitted Uses

- (a) Rear Yard off-street parking.
- (b) Off-street parking lot for principal permitted uses.
- (c) Parking within a building.
- (d) Public open space, plaza and/or park.
- (e) Fences and walls.
- (f) Rear Garages.

4. Prohibited Uses

Uses that are not permitted are prohibited.

5. Site Development Regulations

Site Development regulations shall be as listed in this HUB SUB-DISTRICTS DEVELOPMENT CONTROLS section. For all elements that are not specifically addressed therein, the HUB District Development Controls shall apply.

Floor Area Ratio requirements set forth in the HUB District above shall not apply within the HUB-side Street Sub-District or the HUB-Ocean Avenue subdistrict.

6. Area, Yard and Bulk Requirements

(a) HUB – Side-Street Sub-District

	Maximum Building Height	Minimum Building Height	Minimum Lot Width	Maximum Lot Width	Maximum Lot Depth	Minimum Dwelling Unit Density Per Lot / Maximum Dwelling Unit Density Per Lot	Maximum Setback of façade and side of primary structure or porch, (not stoop) from Public Right-of-way	Minimum Landscaped Rear Yard Area
Detached Structures	35 feet (40 feet on Kearney Avenue Only)	27 feet	25 feet	30 feet	120 feet	2 / 2	10 feet	540 sq. ft.
Semi-Attached Structures	35 feet (40 feet on Kearney Avenue Only)	27 feet	25 feet	30 feet	120 feet	2 / 2	10 feet	540 sq. ft.
Attached Structures (Row Houses and Town Houses)	45 feet	27 feet	20 feet	30 feet	120 feet	1 / 2 (on 20 feet wide lot) 2 / 2 (on wider than 20 feet wide lot)	10 feet	540 sq. ft.
Multi-family Residential	90 feet	40 feet	100 feet	None	None	None	Shall be contextual to the block or greater.**	20% of lot area*

*may be provided on top of a parking structure

(b) HUB – Ocean Avenue Sub-District

	Maximum Building Height	Minimum Building Height	Minimum Lot Width	Maximum Lot Width	Minimum Dwelling Unit Density Per Lot / Maximum Dwelling Unit Density Per Lot	Maximum Setback of Façade(s) of primary structure (not stoop) from Public Right-of-way
Detached Structures	50 foot	35 foot (corner buildings*) 27 foot (mid block only)	25 foot	30 foot (35 foot for corner lots)	2 / 4	5 foot** (7 foot for mid block)
Semi-Attached Structures	50 foot	35 foot (corner buildings*) 27 foot (mid block only)	25 foot	30 foot (35 foot for corner lots)	2 / 4	5 foot** (7 foot for mid block)
Attached Structures (Row Houses and Town Houses)	50 foot	35 foot (corner buildings*) 27 foot (mid block only)	20 foot	30 foot (35 foot for corner lots)	1 / 2 (on 20 foot wide lot) 2 / 4 (on wider than 20 foot wide lot)	5 foot** (7 foot for mid block)
Multi-Family Residential***	68 feet	35 feet	20 feet	None	None	Shall be contextual to the block or greater.**

Mid-block shall mean those buildings that are not corner buildings.

* Corner Buildings shall be considered as those buildings that are at the corner of Ocean Avenue and the following streets: Orient Avenue, Kearney Avenue, former Ege Avenue, and Virginia Avenue.

** Setback in Ocean Avenue Sub-District may also match that of existing adjacent Ocean Avenue Residential Structures.

***Building coverage and lot coverage may be 100%

7. Building Design and Materials

(a) Façade and exterior walls:

(1) All Sub-Districts

- i. The façade shall face the public street.
- ii. The majority of the façade shall be parallel to the public street.
- iii. Exterior Insulation Finishing Systems (EIFS), shall be prohibited from all exterior surfaces.
- iv. The front façade shall not be punctured by vents, pipes, wires, or mechanicals of any type. Punctures of the sides and rear shall be minimized wherever possible. Where punctures occur, they shall be screened.
- v. Bay windows shall be a permitted option:
 - Trim that is applied to the surface material in order to create the illusion of a panel, where there is no recessed or raised panel, shall be prohibited because the trim will not create an appropriate shadow line.

(2) Ocean Avenue Sub-District

- i. On corner signature buildings, the structure shall have two (2) primary facades. One façade shall face Ocean Avenue, and one façade shall face the side street.
- ii. Corner buildings may utilize corner bay windows above the first floor that extend over the public right-of-way.

(1) HUB – Side Street Sub-District:

- i. Kearney Avenue: Buildings on properties that front Kearney Avenue shall utilize one of the following options:
 - All structures may have a flat roof.
 - All structures may have a pitched roof with the eave end facing the street.
 - Where there is a single project with at least six (6) buildings of varying heights and architectural styles in a row, an aesthetically pleasing mix of flat roofs and eave ends and gable ends may be utilized.
- ii. Orient Avenue and Rose Avenue: Buildings on properties that front Orient Avenue and Rose Avenue shall utilize one of the following options:
 - All structures may have a pitched roof, with the gable end facing the street.
 - Attached townhouses may have a pitched roof with a mix of gables and eaves facing the street.
 - Where there is a single project with at least six (6) buildings of varying heights and architectural styles in a row, an aesthetically pleasing mix of flat roofs and

eave ends and gable ends may be utilized.

8. Streetscape:

- (a) All sidewalks in the public right-of-way shall maintain a minimum five (5) foot passageway that is uninterrupted by utility boxes, street furniture, or other objects. Along Ocean Avenue, the sidewalk shall extend from the curb line to the edge of the right-of-way. Along the side-streets, the sidewalk may be setback from the curb line to allow a landscaping strip.
- (b) All sidewalks shall be of concrete or superior materials such as brick pavers.
- (c) All concrete sidewalks shall be tinted French Grey in color, or a color that is compatible to nearby existing sidewalks.
- (d) Street trees shall be evenly spaced and set at a rate of at least one (1) tree every twenty-five (25) foot, in a straight line that is located within four (4) foot of the curb, and shall be installed at a minimum caliper of three and one-half (3½) inches. Tree wells shall be a minimum of fifteen (15) square foot, and rectangular in shape with the long end parallel to the curb. Tree well shall be fitted with a decorative brick walking surface set in sand or dust, or where the sidewalk extends to the curb line, decorative iron grates that are fitted with removable or expandable centers to allow for tree growth. Tree grates shall sit on a shelf of metal or masonry.
- (e) Lamppost style shall complement the overall lighting design scheme of the HUB and shall conform with this plan's Lighting Design Guidelines.

9. Landscaping:

(a) Side Street Sub-District

(1) Front yard:

- i. The front yard shall consist of all land between the façade and the edge of the public right-of-way, including walkway areas.
- ii. Landscaping shall be in the ground or in permanent planters constructed of mortar and brick or stone. Where planters are used, they shall be constructed of mortar and brick or stone, be between one (1) and three (3) foot above sidewalk grade level, and may have a decorative wrought iron picket fence along the top, not to exceed twelve (12) inches in height.
- iii. The front yard shall contain 100% landscaping coverage, except where allowances for walkways and planters are made.
- iv. Front yard landscaping coverage shall consist of evergreen shrubs, which at full maturity do not typically grow higher than the bottom of the first floor window sill.

(2) Side yard that abuts the public right-of-way:

- i. Landscaping shall be in the ground or in permanent planters constructed of mortar and brick or stone.
- ii. The side yard shall contain 100% landscaping coverage.
- iii. Side yard landscaping coverage shall consist entirely of evergreen shrubs or trees, which at full maturity typically grow higher than the shrubs used in the front yard.

(3) Rear yard:

- i. Minimum landscaping area shall be in accordance with area, yard and bulk requirements above.

(b) Ocean Avenue Sub-District

(1) Front yard:

- i. The front yard shall consist of all land between the façades (including both facades of corner signature buildings) and the edge of the public right-of-way, including walkway areas.
- ii. Landscaping shall be in permanent planters constructed of mortar and brick or stone, that are between one (1) and three (3) foot above sidewalk grade level, and which may have a decorative wrought iron picket fence along the top, not to exceed twelve (12) inches in height.
- iii. The front yard shall contain 100% landscaping coverage, except where allowances for walkways and planters are made.
- iv. Front yard landscaping coverage shall consist of evergreen shrubs, which at full maturity do not typically grow higher than the bottom of the first floor window sill.

10. Landscaping Replacement:

All landscaping that is not resistant to the urban environment, or that dies within two (2) years of planting, shall be replaced by the developer.

11. Fencing:

(a) General Requirements:

- (1) All fence posts shall be set in a poured concrete base that is at least three (3) feet deep
- (2) All fence posts for board on board fences shall be located such that the center of the post is equidistant from the surface of both sides of the fence.

(b) Rear yards in the Side Street Sub-District that do not abut the public right-of-way:

- (1) A board-on-board wood fence, that is six (6) foot in height, shall be installed from the rear of the structure, along the rear yard lot line, to a point that is between eight (8) and twelve (12) foot from the primary structure. A matching transition section of fence, which reduces the height of the fence line at a rate of between one-half foot and one foot for every foot of horizontal run, shall be installed along the lot line at the intersection of the taller fence and the shorter fence. A matching board-on-board fence, not to exceed three (3) feet in height, shall be installed along the remainder of the perimeter of the rear lot line, except where there is a garage or parking pad at the rear lot line.
- (2) In all instances, a self closing gate (not to exceed three foot in height) shall be provided that provides direct pedestrian access from the rear yard to the parking area or alleyway.

- (3) Where a rear yard parking pad is utilized, the fence shall be installed around the perimeter of the parking pad, with driveway access unimpeded by a fence or gate.
- (4) Where a freestanding rear garage is utilized, there shall be no gaps between the fence and the garage.

(c) Rear yards in the Side Street Sub-District that abut the public right-of-way (along Kearney Avenue, Orient Avenue and/or Rose Avenue only): a wall that is an average height of between five (5) and six (6) foot, shall be installed along the lot line that abuts the public right-of-way, except along the portion of a lot line that borders a shared parking lot (wherein Shared Parking Lot screening requirements shall apply). Additional sections of decorative wrought iron picket fence shall be installed as necessary to meet with the edge or corner of the primary structure.

12. Off Street Parking Requirements

There shall be a minimum of one (1) off-street parking space provided for every three dwelling units, and a maximum of one and one-half (1.5) off-street parking spaces provided per dwelling unit.

The following arrangements are permitted options for parking. Dwelling units and sets of dwelling units shall utilize one option only, except where otherwise indicated. Carports shall be prohibited. Front yard parking shall be prohibited.

(a) Rear parking lot (Permitted option for both HUB – Side Street Sub-District and HUB – Ocean Avenue Sub-District):

(1) General Requirements

- i. May contain a sliding gate that is operated by remote control.
- ii. There shall be accessible parking spaces provided in accordance with the Americans with Disabilities Act (ADA) guidelines.
- iii. The short side of an outdoor parking lot shall face the public right-of-way.
- iv. Screening: Where an outdoor parking lot abuts the public right-of-way, a brick wall that is three (3) foot in height shall be constructed along the edge of the right-of-way. The wall may be set back up to five (5) foot from the public right-of-way if a dense planting of evergreen trees is provided between the right-of-way and the wall. Total wall and fence height shall not exceed six (6) foot in height.
- v. Landscaping: A minimum of one tree, that is a minimum of three and one-half (3½) inches in caliper, shall be planted for every five (5) parking spaces. Trees shall be placed in landscaped planting areas that are separated from the parking area by poured in place concrete curbing. The tree requirement may be met by placing multiple trees within a planting area, provided that proper planting distances between trees are achieved.

(2) Side Street Sub-District

- i. All parking must be accessed from a single alley running through the block connecting Kearny Avenue to Orient Avenue.
- ii. Parking may be provided inside a building.

(3) Ocean Avenue Sub-District

- i. Parking lot vehicular access shall only be from the side street.
- ii. Parking is preferred to be enclosed within a building.

(b) Accessory Rear Garage (Permitted option for HUB – Side Street Sub-District Only):

- (1) Accessory garages (detached, semi-attached to other garages or attached to other garages) shall be permitted in the rear yard, however, the garage may not be placed adjacent to the public right-of-way (unless the right-of-way is an alleyway) or used to screen the rear yard from the public right-of-way way (unless the right-of-way is an alleyway).
- (2) Exterior cladding materials shall be brick, or “clapboard style” siding with a four (4) inch reveal. Metal siding shall be prohibited.
- (3) Freestanding garages shall not exceed one (1) story, plus pitched roof, in height.
- (4) Freestanding garages shall be accessible to motor vehicles via a rear alley, which may be gated if owned by an association of residents and owners, or which may be dedicated to the municipality. Dedication of any alleyway to the municipality shall be contingent upon approval of roadway standards by the Division of Traffic Engineering.

(c) Rear Yard Parking Pad (Permitted option for HUB – Side Street Sub-District Only):

- (1) Parking pads shall be constructed of either concrete, brick, cobblestones, or a combination thereof, or other semi-permeable surface that is approved by the Planning Board.
- (2) The perimeter of all parking pads shall be encompassed by poured in place concrete curbing, except where the parking pad meets the alleyway. One curb cut for pedestrian access, not to exceed thirty-six (36) inches, shall be permitted for each parking pad.
- (3) Parking pads shall be accessible to motor vehicles via a rear alley, which may be gated if owned by an association of residents and owners, or which may be dedicated to the municipality. Dedication of any alleyway to the municipality shall be contingent upon approval of roadway standards by the Division of Traffic Engineering.

(d) Garage that is integral to the rear of the primary structure (Permitted option for HUB - Ocean Avenue Sub-District Only):

- (1) May be used in conjunction with shared rear parking lot above.
- (2) Shall be accessible to motor vehicles from either the shared parking lot or a rear alley or side street. The rear alley may be gated if owned by an association of residents and owners, or which may be dedicated to the municipality. Dedication of any alleyway to the municipality shall be contingent upon approval of roadway standards by the Division of Traffic Engineering.

13. Maintenance of Common Areas

Prior to full occupancy of a site, the developer of that site shall establish an association of residents and homeowners of the site that will oversee short and long term maintenance of any common areas on the site.

C. NEIGHBORHOOD SHOPPING DISTRICT (NS)

Purpose: This district, which consists of four (4) subdistricts, is designed to protect and promote the existing mixed use (retail with residential uses above the ground floor) character of these neighborhoods. The guidelines are written to create a balance between preservation and restoration of existing housing and the need to provide the residents with a variety of goods and personal services which cater to recurring needs. The district regulations are, therefore, designed to strengthen convenience shopping by mandating continuous retail frontage at grade, while allowing residential apartments located above the stores.

Commercial uses which require curb cuts and create a negative impact on the surrounding land uses are discouraged from locating in these districts. Such uses can be determined by evaluating whether the use detracts from the livability of the district or adjacent residential areas by causing traffic congestion, offensive noise, odors, or annoying lighting, particularly in the late night or early morning hours.

1. Permitted Principal Uses

- a. Retail Sales of Goods and Services
- b. Community Facilities
- c. Day Care Centers
- d. Restaurants/Cafes: sit-down only
- e. Financial Institutions
- f. Professional Offices
- g. Educational/Vocational Schools
- h. Residential (above the first floor, or as limited in Subsection 5, below)
- i. Specialty Goods
- j. Houses of Worship, religious schools (as limited by Subsection 5, below)
- k. Funeral homes, as limited by Subsection 5, below
- l. Mixed Use of any of the above
- m. Parking Lots
- n. Public Uses, Parks, Community Gardens
- o. Utilities
- p. Projects that contain 100% affordable housing with ground floor retail (as limited by Subsection 7 below)

2. Permitted Accessory Uses.

- a. Designed Public Open Space
- b. Fences and walls
- c. Signs
- d. Parking facilities

3. Prohibited Uses.

- a. Discount variety stores
- b. Fast food restaurants
- c. Liquor stores
- d. Pool halls, Massage parlors, video arcades

- e. Pornographic or Adult movie theaters, adult book stores, massage and other such establishments exploiting human anatomy, including nude or topless dancing.
- f. Storefront conversions to residential or religious uses
- g. Used goods and appliance stores
- h. No building or part thereof designed and built for use as a tavern, retail or wholesale store, or for the conduct of such a business may be used or converted into a place of public assembly or dwelling unit.
- i. Existing houses of worship may expand or improve, provided they meet the area, yard, bulk, and parking regulations and receive site plan review and Planning Board approval.

4. Site Development Regulations

Bulk controls and regulations regarding street walls and building configurations define each building's placement and its coordination and compatibility with adjacent development and the streets and open space. The following standards shall apply to all new construction within these districts, exclusive of those uses limited by Subsection 5.

Please note that existing, isolated lots of record may be exempted from the following minimum requirements at the discretion of the Planning Board.

a. Area, Yard and Bulk Requirements

Building Coverage	70%
Floor area ratio	4.0 maximum
Lot Area	2,000 square feet
Lot width	20 feet
Front Yard	0 feet
Side Yard	0 feet
Rear Yard	15 feet
Building Height	4 stories and 45 feet
Density	65 units per acre

5. Limited Use Requirements

a. **Houses of Worship and uses customary and incidental thereto**

Minimum lot area	:	5,000 sq. ft.
Minimum lot width	:	50 feet.
Minimum Lot Depth	:	100 feet

Parking Requirements: 1 space/10 seats, exclusive of the first one hundred (100) seats. One seat is to be considered twenty-two (22) inches in calculating the capacity of the pews or benches, or ten (10) square feet for houses of worship without seats.

Height Limitation: Houses of worship may be built as tall as sixty feet in height, except that a steeple may exceed the height limitation.

b. Funeral Homes

Minimum lot area	:	5,000 sq. ft.
Minimum lot width	:	50 feet.
Minimum Lot Depth	:	100 feet

Parking Requirement: 5 spaces plus 1 additional space per 100 square feet of viewing room or 10 spaces per viewing room, wherever is greater.

Design Regulations for Funeral Homes

- 1) **Setbacks:** If the building is constructed as infill development on a block, the building's principal building plane or facade must meet the street line so that a continuous street wall is maintained for the entire block. If the building is constructed to stand alone, the building shall be setback at least ten (10) feet from the street line.
- 2) **Landscaped Open Space:** If a front yard setback is provided, such front yard shall be appropriately landscaped with a manicured lawn, shrubs, trees, and flower beds. In the rear yard, at least ten percent (10%) of the lot must be landscaped to create an attractive buffer around the required parking lot.

c. Residential Development, as the only principal use on a lot

- 1) Site Standards - In the Neighborhood Shopping Districts, small scale, purely residential infill is not permitted. However, if a redevelopment parcel of 10,000 square feet or more, and containing a corner lot, is assembled, such parcel may be developed for residential townhouses or rowhouses.
- 2) Design Requirements:
 - a) These structures shall be designed as attached single or multifamily structures, and no more than four (4) apartments per individual structure will be permitted.
 - b) To encourage safety, security and privacy, each building must be setback a minimum of ten (10) feet from the street line, contain a front stoop, and have a thirty (30) to forty-two (42) inch high fence to be located at the street property line. This fence is to be constructed of brick, wrought iron, or cast aluminum or a combination of these materials, and must match any neighboring fence in height and design. The garden level unit must be located at least four (4) feet below grade and have a ceiling height of at least seven and one-half (7.5) feet.
 - c) All residential structures are to maintain the same height of the adjacent buildings on the same side of the block. The maximum building height is to be four (4) stories or 45 feet.

- 3) Area, Yard, and Bulk
 - a. Maximum Building Coverage shall not exceed fifty percent (50%) of the lot
 - b. Minimum Open Space Ratio shall be fifteen percent of the lot
 - c. Minimum Lot Width is eighteen (18) feet
 - d. Minimum Lot Area is 1,800 square feet
 - e. Maximum Floor Area Ratio is 2.0
 - f. Front Yard setback shall be a minimum and maximum of ten (10) feet
 - g. Side Yards may be zero (0) feet
 - h. Rear yards shall be a minimum of twenty (20) feet and shall contain a garden area

- 4) Density
 - a. Density shall not exceed 65 units per gross acre

- 5) Parking
 - a. A minimum ratio of one (1) parking space per dwelling unit shall be provided on site, but no curb cuts may be located onto MLK Drive.

- 6) Those buildings which contain residential uses on the ground floor as a pre-existing use are permitted as non-conforming uses. No conversions of ground floor retail space, facing onto MLK Drive, to residential use is permitted.

d. Residential Conversion of ground floor retail.

- 1) Ground floor retail may be converted to residential use where the following conditions are met to the satisfaction of the Planning Board.
 - a. The owner of the property to be converted must reside in the property prior to conversion and intend to occupy the converted ground floor space.
 - b. The owner of the property must have been the owner of the property at the time of the adoption of the MLK Redevelopment Plan (January 1, 1994) and continue as the owner, unabated, since that time.
 - c. The owner of the property who intends to occupy the converted space must present a recommendation from a licensed physician that he or she needs to occupy the space on the ground floor due to a permanent medical condition.
 - d. The owner of the property must present to the planning board an affidavit to the effect that the conversion of the ground commercial space is temporary and that the converted apartment will revert to the ground floor commercial use upon the sale of the property by the occupant of the converted premises or the vacation of said premises by said owner or the demise of said owner.

- e. The owner shall present evidence to the Planning Board staff of the recordation of the above conditions as a deed restriction of the property filed with the Hudson County Registrar.

e. Residential Development on vacant (as of November 8, 2006) corner lots 2,500 square feet or less.

New development on corner lots shall comply with all the standard and regulations of the Neighborhood Shopping District, Sections 1-6, except that the following area, yard, bulk, and parking requirements shall supersede:

- i. Maximum Building Coverage: 90%
- ii. Minimum Rear Yard Setback: 10 feet
- iii. Maximum Building Height: 5 stories and 60 feet
- iv. Maximum Density: 120 units per acre, provided that any number of units above three (3), within this district shall provide an elevator at least 5 feet by 7 feet in dimension, serving all units. No deviations shall be granted from this requirement.
- v. Parking is optional, except that no curb cut or access shall be located along Martin Luther King Drive.

f. Residential Development on vacant (as November 8, 2006) corner lots greater than 2500 square feet.

New development on corner lots shall comply with all the standards and regulations of the Neighborhood Shopping District, Sections 1-6, except that a density of 120 units per acre may be applied to the first 2,500 square feet only. For the first 25 feet in from the corner along Martin Luther King Drive, the required rear yard is 10 feet, and 15 feet thereafter. A Building Coverage of 90% may be applied to the first 2,500 square feet only, and 70% thereafter.

6. Design Guidelines for all Uses.

The following design guidelines will govern the siting and design of buildings proposed for all subdistricts within the Neighborhood Shopping Districts, notwithstanding the use limitations of Subsection 5, above. Additional regulations regarding rehabilitation of existing buildings and storefronts are to be found in the Appendix.

a. Siting requirements:

- (1) For all new infill construction it is mandatory that buildings be constructed up to the front property line to match the existing street walls of adjacent buildings in order to maintain a continuous street wall on the block.
- (2) New construction may only be setback from the established front property line if such new construction equals fifty percent (50%) or more of the block's frontage on MLK Drive

- (3) Adaptive Reuse shall be allowed, subject to all use restrictions of this Plan, and further provided that buildings used for adaptive reuse must retain the ground floor storefront and all upper story windows in their original design, configuration and materials.

b. Building Design and Materials

- (1) **Height:** No commercial structure shall exceed four (4) stories, and forty-five (45) feet in height. For structures constructed as in-fill development, the roof line of building shall match in height those of the adjacent buildings, or the average of the block if different heights exist. Remember design uniformity is the key to good design.
- (2) **Density:** For all new residential development, the density should not exceed sixty-five (65) units per acre.
- (3) **Mixed Use Structures:**

In order to preserve, enhance and promote attractive, clearly defined building facades, which are appropriate and compatible with the existing buildings, the following requirements shall apply to all new structures or rehabilitation involving a change in the facade of the building.

 - (a) All new construction and/or exterior improvements to mixed use buildings shall be designed so as to be harmonious with the neighboring buildings in terms of material, height, scale, facade proportions, window patterns, decorative features, and architectural style.
 - (b) The width of the new altered structure, parallel to and facing MLK Drive shall abut the front property line, except as limited in Subsection 5, above.
 - (c) The storefront proportion of the building should have a definable base facade and shall adhere to the Storefront and Signage Regulations as outlined in the Design Objective Section of the plan.
 - (d) All retail uses shall have windows installed facing the street and shall be at least 75 percent open to perpendicular view and no more than four feet in height above grade. The glass is to be clear, untinted, except for etchings or gold lettering.

7. Sub District E

Development within **Sub District E** shall comply with all the standards and regulations of the Neighborhood Shopping District, Sections 1-6, except that the following area, yard, bulk and parking requirements shall supersede:

- i. Maximum Building Coverage – 90%
- ii. Minimum Rear Yard Setback – 10ft
- iii. Maximum Number of Seven (7) Dwelling Units, provided that any number of units above three (3), within this district shall provide an elevator – at least 5 ft. x 7 ft. in dimension, serving all units. No deviations shall be granted from this requirement
- iv. Parking – optional, except that, no curb cut or driveway access shall be located along Martin Luther King Drive.

8. Site Development Regulation for Affordable Housing

Notwithstanding the provisions of section 6 above, projects that contain 100% affordable housing must be state and/or federally funded, with rents of no greater than 50% of the Average Median Income of the housing region as defined by NJCOAH, with rental restrictions and covenants in place for no less than forty five (45) years.

a. Area, Yard and Bulk Requirements

- Building Coverage: 75%
- Floor Area Ratio: 4.0 Maximum
- Lot Area: 10,000 square feet minimum
- Lot Width: 50 feet minimum
- Front Yard: 0 feet maximum
- Side Yard: 0 feet
- Rear Yard: 15 feet
- Building Height: 5 stories
- Density: 130 Units per acre
- Parking: 1 space per unit. If new construction is within 600ft of a Hudson-Bergen Light Rail station, no parking is required.

b. All new construction and/or exterior improvements to affordable housing buildings shall be designed so as to be harmonious with the neighboring buildings in terms of material, height, scale, façade proportions, window patterns, decorative features, and architectural style.

c. For all new infill construction it is mandatory that buildings be constructed up to the front property line to match the existing street walls of adjacent buildings in order to maintain a continuous street wall on the block.

D. RESIDENTIAL DISTRICTS (RES)

Purpose: Due to the excess of retail square footage on the Drive, marketing experts have proposed revitalization strategies that were directed toward a consolidation of the shopping area to allow for the establishment of non-retail functions (e.g. housing, education, community facilities, parks) that can stabilize the neighborhood and eliminate blight, and provide for an increase in property values.

Subdistricts A and C are so designated because of the present concentration of residential land uses and the need to preserve and protect their future right to exist once new zoning regulations are adopted. District regulations therefore encourages the restoration of existing dwelling units and the construction of infill housing on vacant lots in a manner that reinforces the historic development patterns of the Area.

Subdistrict B: Due to the high percentage of commercial vacancies and empty lots throughout the twenty-six block area, market analysts have recommended a consolidation of retail activity into commercial nodes and an introduction of land uses that could immediately stabilize the Drive and strengthen established businesses. District regulations therefore encourage the construction of non-retail functions such as housing and community facilities which can eliminate blight, provide for an increase in property values, and address the need for new affordable housing and employment opportunities.

The major focus of both districts is the construction of infill housing on vacant lots and the rehabilitation of existing housing in order to preserve ensure a continued supply of affordable housing.

1. Permitted Principal Uses:

1.1 Subdistrict A:

- a. Residential: In-fill housing
 - One and two family detached homes
 - One and two family attached or semi-detached homes
 - Rowhouses
- b. Community Facilities

1.2 Subdistrict B:

- a. Residential Uses:
 - One and two Family attached dwelling unit
 - Garden Apartments
 - Rowhouses
 - Townhouses
- b. Mixed Use Structures (Wegman to Dwight, on Blocks 1318, 1326 only)
- c. Community Facilities owned and operated by a municipal entity.

1.3 Permitted Accessory Uses - Subdistricts A & B

- a. Designed Public Open Space
- b. Off-Street Parking and loading (in rear alley only)

1.4. Subdistrict C:

1.5 Permitted Principal Uses.

- a. One or two family detached and attached dwellings
- b. Garden Apartments
- c. Mixed Use Structures (retail on the ground floor with residential units above the ground floor)
- d. Townhouses
- e. Retail establishments (ground floor only)
- f. Commercial Businesses
- g. Charter School (on Block 1349, Lot B.23, 46-8 MLK Drive, only)

1.6 Permitted Accessory Uses:

- a. Designed Public Open Space
- b. Off-Street Parking

2. Prohibited Uses.

- a. Discount variety stores
- b. Fast food restaurants
- c. Liquor stores
- d. Pool halls, Massage parlors, video arcades
- e. Pornographic or Adult movie theaters, adult book stores, massage and other such establishments exploiting human anatomy, including nude or topless dancing.
- f. Storefront conversions to residential or religious uses
- g. Used goods and appliance stores
- h. No building or part thereof designed and built for use as a tavern, retail or wholesale store, or for the conduct of such a business may be used or converted into a place of public assembly or dwelling unit.
- i. Existing houses of worship may expand or improve, provided they meet the area, yard, bulk, and parking regulations and receive site plan review and Planning Board approval.

3. Site Development Regulations.

Subdistrict A & C: INFILL HOUSING

A. Design Guidelines:

These districts are designed to allow for several different housing types with limitations concerning density, height, scale, form, setback and parking.

All new construction as **infill housing** (Subdistricts A & C) must respect the scale and character of nearby structures and should contribute to an overall impression of visual unity. Criteria to consider in evaluating the degree to which the new building fits in with the adjacent buildings on the block are as follows:

- * Building Silhouette: pitch and scale of roof line
- * Spacing between buildings: spacing of street facades
- * Setbacks from street property line
- * Proportion of windows, bays, doorways, and pediments
- * Massing of the building form
- * Location and treatment of entryway
- * Surface material, finish and texture
- * Shadow patterns from massing and decorative features
- * Building scale
- * Style of architecture
- * Landscaping and front yard treatment, if any

B. Area, Yard and Bulk Requirements:

1. Subdistrict A & C:

Area, Bulk, Yard, and Density Requirements for new residential construction built as infill housing as a permitted use:

Maximum Building Coverage	:	50%
Minimum Lot Width	:	18 feet
Minimum Lot Area	:	1,800 square feet
Front Yard	:	5 feet minimum or to match adjacent building setback
Side Yard	:	0 feet minimum
Rear Yard	:	25 feet
Maximum Height	:	2-4 stories *

- * Note: Building height is dependent upon the height of existing buildings on the block. New buildings should match adjacent building heights or average of street.

2. Subdistrict B:

a. Design Guidelines:

- 1.) **Permitted Building Type:** Single Family detached, Garden Apartments, Townhouses, Rowhouses

These districts allow for single family detached units or multifamily attached rowhouses. All new construction must respect and respond to the material, scale, form, height, and facade of the surrounding buildings. Setbacks or front yard requirements are to match adjacent buildings setback to maintain visual harmony and a continuous streetwall.

- 2.) A Mandatory Wrought Iron type fence with a height of between thirty (30) and forty-two (42) inches is to be located at front property line. Such fence must match the height and materials of any neighboring fences previously installed on the block front in question.

b. Area, Yard and Bulk Requirements:

Maximum density	:	65 units/acre
Minimum lot size	:	1800 square feet
Minimum lot width	:	18', corner lots 20'
Minimum front yard	:	10 feet
Minimum side yard	:	0 feet
Rear Yard Requirement	:	15 feet
Parking Requirement	:	1 space per dwelling unit
Height Limitations	:	4 stories or 45' feet
Maximum F A R	:	1.4

E. SENIOR HOUSING OVERLAY DISTRICT

Purpose: this overlay district is designed to promote senior citizen housing within the residential district. As the baby-boomer generation begins to retire, the need for senior housing can be expected to grow. While senior citizen housing is typically at much higher intensity, both in height and density, than surrounding residential structures, it is a compatible residential use that can be carefully integrated into the surrounding neighborhood.

1. Permitted Principal Uses: this district is an overlay on the existing Residential District. The following uses and standards are in addition to that which is permitted in the Residential District.
 - a. Senior Citizen Housing.
 - b. Houses of Worship.
 - c. Retail.
 - d. Parking.
 - e. Mixed Use of any of the above.
2. Permitted Accessory Uses
 - a. Community Facilities.
 - b. Parking.
3. Site Development Regulations
 - a. Area, Yard and Bulk Requirements:

Maximum Building Coverage:	80%
Minimum Lot Area:	5000 square feet

Front Yard: Minimum of zero, maximum of 10 feet. The majority of a buildings façade must match the existing nearby setbacks.

Side Yard: Minimum of zero

Rear Yard: 15 feet

Maximum Height: 10 stories.

b. Parking Requirements:

Senior Citizen Housing: 0.2 spaces per bedroom, as in R-1. This parking requirement may be accommodated with off-site parking within 200 feet.

Houses of Worship: 1 space per 10 seats, as in R-1. One seat shall be considered 24 inches in calculating the capacity of pews and benches. Houses of worship without seats or pews shall allow for six square feet per prayer space. This parking requirement may be accommodated with nearby off-site parking.

4. Design Guidelines

- a. Building height along MLK Drive is only permitted to be 4 stories and 45 feet in height to match the adjacent building types. The remainder of the permitted height limit of up to 10 stories must be set back from MLK Drive by 25 feet.
- b. All mechanical equipment should be fully screened from public view.
- c. Storefronts shall adhere to the Storefront and Signage Regulations as outlined in the Urban Design Guidelines section of the plan.
- d. Lower rooftops shall be used for tenants as open space.

F. Deviation Requests - (applies to all districts)

The Planning Board may grant requests to deviate from the regulations contained within this Redevelopment Plan, where, by reason of exceptional narrowness, shallowness or shape of a specific piece of property, or by reason of exceptional topographic conditions, pre-existing structures or physical features uniquely affecting a specific piece of property, the strict application of any area, yard, bulk or design objective or regulation adopted pursuant to this Redevelopment Plan, would result in peculiar and exceptional practical difficulties to, or exceptional and undue hardship upon, the developer of such property. The Planning Board may also grant such relief in an application relating to a specific piece of property where the purposes of this Redevelopment Plan would be advanced by a deviation from the strict requirements of this Plan and the benefits of the deviation would outweigh any detriments. No relief may be granted under the terms of this section unless such deviation or relief can be granted without substantial detriment to the public good and will not substantially impair the intent and purpose of the Redevelopment Plan. An application for a deviation from the requirements of this redevelopment plan shall provide public notice of such application in accord with the requirements of public notice as set forth in NJSA 40:55D-12.a. & b.

VIII. URBAN DESIGN GUIDELINES

General Guidelines: Urban Design Guidelines establish the minimum design criteria and performance standards by which all future improvements to properties on MLK Drive will be measured. These guidelines are mandatory and are intended to provide a framework for creating an aesthetically pleasing and functionally efficient design program for MLK Drive.

The Plan's strategies aim for design uniformity by requiring the preservation and restoration of the best of the existing physical fabric as well as the inclusion of a coordinated open space plan which emphasizes pedestrian and streetscape amenities that enhance the appearance of the street and the quality of life of the people who live, work, and visit the community.

A. Historical Overview: The majority of buildings along MLK Drive were designed by trained architects, engineers or master builders. Each building or building block was planned as a whole composition, based on formal architectural patterns. The styles, for the most part, were designed with the Italianate school of architecture in mind and were built between the 1890s and 1920s. Archival research verifies that most of the buildings were in place before 1930.

In evaluating the current appearance of the commercial corridor, the first thing one will notice is that there exists an architectural harmony from building to building in terms of style, proportion and building type. The buildings are typically three to five story, simple brick structures, with first floor storefronts and apartments above. The five story structures are usually corner properties, and are all located on the west side of the street. Their similarities lie in height, location and physical characteristics. The straight line facades of the buildings is varied with architectural ornamentation and period alterations. The alterations reflect the history of the Area and the evolution of the neighborhood.

The commercial establishments located in the ground floor of the buildings reflect the culture of the current residents of the neighborhood in terms of type of merchandise offered and facade treatment. While the buildings have largely retained their original mixed use character - ground floor retail with residential apartments above - quite often there have been several "improvements" made to the building facades in an attempt to modernize or to avoid making repairs that appeared to be costly and difficult. The result is a commercial corridor which appears architecturally disjointed and visually uninviting.

Fortunately, in most cases, the original integrity of the building is still intact, and the layers of materials can be peeled away and removed, and the original facade restored. That the design of these storefronts will continue to change over time, reflecting different cultural influences, is one of its most exciting aspects of MLK Drive. The key to revitalization is to understand that all changes hereafter must capitalize on the district's historic buildings and the unique character they create.

B. Urban Design Goals and Objectives

- 1. Goal:** To emphasize the best characteristics of each architectural composition. To establish a design standard which enhances the entire MLK Corridor.
- 2. Objective:** Consistent with the goal to transform MLK Drive into an attractive and vibrant neighborhood commercial district, it is necessary to mandate that all property owners undertake restoration of their buildings in a manner which is consistent with a set of

established standards. It is the City's hope that the use of these standards, in conjunction with the initiation of several major new commercial ventures, will stimulate the renovation of individual commercial buildings, as well as produce a special new identity for the Area - an identity of which the community can be proud.

For ease of reference, the design standards are organized in the following manner:

- * Existing Buildings Rehabilitation Standards
- * New Building Design Objectives
- * Commercial Storefronts
- * Signage Regulations

C. Urban Design Plan

- 1. Goals:** To maintain each block as a unified whole which enhances the character, qualities, image, and composition of the district.
- 2. Design Requirements:**
 - a. Shared architectural elements (materials, colors, roof lines, front facade set back, detail/ornament) should not be interrupted or over powered by individual facades in the block.
 - b. Each individual building facade should enhance the overall quality and composition of its respective block.
 - c. Corner buildings must complement mid-block buildings in scale, materials, colors, signage, detail/ornament.
 - d. Mid-block buildings must not overpower corner buildings in a block.

D. Existing Buildings - Rehabilitation Standards

- 1. Goals:** To preserve and rehabilitate existing structures using combinations of existing and new materials and components which will enrich the character of MLK Drive.
- 2. Building Design Elements**
 - a. **Facade:** The front of the building
 - b. **Windows:** Openings in a wall for light and ventilation, including all parts and accessories.
 - c. **Door:** a hinged, pivoted or sliding member, permitting passage through a wall.

- d. **Detail/Ornaments:** a small element added to a building for beauty and added attractiveness.
- e. **Storefront:** the combination of doors, display windows, awnings, lighting and exterior wall (bulkhead), treatments(s) which form the front of a business or retail establishment.
- f. **Security Gate:** an open grille style of security is the only type allowed for the front of buildings
- g. **Signage:** Visual messages relating information about buildings, their occupants, and products or services offered therein.
- h. **Materials:** type of physical substance (wood, glass, metal, brick, stone, plastic, fiberglass, sheet metal, etc.) from which each building element is made.
- i. **Colors:** is harmony achieved in the choice of colors?
- j. **Restoration:** Returning a building to its documented past appearance by removing later work, and repairing and replacing distinctive features.
- k. **Preservation:** Maintaining a building's current appearance through diligent maintenance and repairs. **Historic preservation** means saving valuable building and architectural details.
- l. **Rehabilitation:** Repairing and altering a structure to make it livable (or usable) again. Distinctive architectural features are preserved when possible.
- m. **Remodeling:** changing a building without regard to its distinctive architectural features or style. Remodeling has, until recently, been the most popular "improvement" technique employed in shopping districts. Evidence of this is seen in the use of aluminum or vinyl siding on the upper portions of buildings to cover up the brick work and upper story windows in need of repair. The use of oversized signs, disproportional to the storefront, and which often cover architectural features of the building, is another popular method of "improving" the facades of commercial buildings. Storefront windows are often made smaller in size than was originally intended to increase security. Ground floor conversions to residential or religious uses have resulted in the removal of some storefronts all together. The resulting look is one of a complete lack of harmony in building facades, which results in a disjointed and largely unappealing shopping experience.
 - 1.) The purest technique, **restoration**, often is impracticable because it involves the replacement of all original features which have been removed or deteriorated. This, of course, is costly, and often impracticable because modern building codes have changed and often updating is needed to make the building usable.
 - 2.) A more practical approach is **sensitive rehabilitation**. This means making sure that renovation plans are compatible with the character of existing

buildings, materials and the street as a whole. Sensitive rehabilitation is the technique outlined and recommended by the United States Secretary of the Interior's Standards for Rehabilitation, and the techniques mandated by this Plan.

3. The Secretary of the Interior's Standards: The Secretary of the Interior's Standards, **Ten Basic Principles for Sensitive Rehabilitation**, condensed here, will serve as a broad overview for any rehabilitation project. They are as follows:

- a. Make every effort to use the building for its original purpose. (ground floor retail, residential above)
- b. Do not destroy distinctive original features, such as moldings, cornices, transom windows.
- c. Recognize all buildings as products of their time.
- d. Recognize and respect changes that have taken place over time.
- e. Treat sensitively, distinctive stylistic features or examples of skilled craftsmanship.
- f. Repair rather than replace worn architectural features when possible. When replacement is necessary, new materials should match the old in design, composition and color.
- g. Protect and preserve affected archeological resources.
- h. Clean facades using the gentlest methods possible. **Never** sand blast the bricks or use harsh chemicals to remove paints. It is wiser to paint over painted brick than try to remove paint.
- i. Compatible contemporary alterations are acceptable if they don't destroy historical or architectural fabric or cover up any of the original window openings.
- j. Build new additions so they can be removed without impairing the underlying structure.

3.1 These guidelines are stated in general terms since their purpose is to assist in the creation of harmonious appearances, and not to restrict creativity, individuality or variety. Their use is also recommended for design concepts for new structures in the various commercial districts.

3.2 In terms of benefits to the community, sensitive rehabilitation, as a tool for community revitalization, saves energy, cuts costs, and allows building owners and the public to enjoy irreplaceable assets which link each area to its history. The proper application of the standards can increase a building's value and its lifespan. It also demonstrates the pride and commitment of property owners to the community and to their businesses. Sensitive rehabilitation also plays an important marketing role by creating handsome buildings which advertise the quality of their services and products, thus helping to attract new merchants to

locate on the street. Finally, diverse older buildings act as symbols of the community, as well as of each business, and differentiate the lively and interesting inner city commercial street from the more anonymous shopping mall.

- 3.3** Owners of older commercial buildings may also take advantage of the Investment Tax Credits (ITC) for rehabilitation provided under the Economic Recovery Tax Act of 1981. To qualify for a tax credit, property owners must follow the guidelines in a way that preserves the original features and design integrity of a building. To get further information and criteria for eligibility on this program contact the Office of New Jersey Heritage at (609) 292-2023.

4. Sensitive Rehabilitation Guidelines

- 4.1 Goals:** To preserve original materials, components, colors and textures in existing buildings on MLK.

- a. For existing buildings in need of rehabilitation or restoration, original photographs of the street should be reviewed to ensure historical accuracy in terms of design and use of materials. The Jersey City Tax Assessor's Office in City Hall has photos of most properties taken by WPA workers in the 1930's. Some 1950's era photos are also available.
- b. In general, the first step is to investigate the building thoroughly and set priorities before beginning work. Many alteration materials have obscured serious structural or cosmetic problems. Before removing the current surface, determine the condition of materials underneath. Use this information to assess the costs of rehabilitation.
- c. Plan to repair structural problems first, such as, obvious cracks, sagging beams or damaged roof rafters, and then move on to cosmetic improvements. For example, imagine a building where plywood panels have been applied over the windows of unoccupied upper stories. While removal of these panels would be a dramatic visual improvement, it would necessitate costly window repair. At the same time, the building has a leaking roof and requires storefront improvements. The first priorities for this example would be to repair the roof and to refinish the storefront to improve business. An interim solution for the upper story windows would be to paint and caulk the plywood until window replacement becomes feasible.
- d. Stabilize the building. Take necessary measures to repair structural problems to protect the building from any further deterioration. Attend to leaking roofs, broken windows and foundation problems first. Provide proper site and roof drainage to assure that water does not splash against building or foundation walls, nor drain toward the building.
- e. Preserve the existing roof shape when adding structural reinforcement. Retain the existing roofing material, whenever possible. Replace deteriorated roof coverings with new material that matches the original in composition, size, shape, color, and texture.

- f. Preserve or replace, where necessary, all architectural features that give the roof its essential character, such as dormer windows, cupolas, cornices, brackets, chimneys, cresting, weather vanes, gutters, downspouts and lightning rods.
- g. Safeguard and retain special features such as the size, scale, mass, color, and building materials that give the building a distinctive look. Do not make permanent alterations which remove original features, such as cornices, projecting bays, storefront elements, transom windows or ornamentation. Removal of any of these elements destroys part of what is valuable about the building.
- h. Select materials and colors sensitively. Alterations, repair and new construction should make use of materials which are as similar as possible to the original materials used on the street. Replace missing architectural features, such as cornices, brackets, and railings, only when necessary, and use new materials that duplicate the original in size, texture and appearance. These can be duplicated or repaired by using a combination of materials, such as brick, stone, sheet metal, cast aluminum, plaster, wood, or fiberglass.
- i. Color can also create continuity on the street, while enhancing individual buildings and accenting ornamental features, such as, the cornice, decorative moldings, and window frames. Cooperation between neighbors is encouraged to produce a harmonious shopping district.
- j. Retain signs that reflect the property's history and development.
- k. Retain existing window and door openings, including transom window, sash, glass, lintels, sills, architraves (door surround moldings), shutters, doors, pediments, hoods and all hardware.
- l. Install storm windows or insulate windows when old glass, art glass, or fragile sash require protection from the weather. Protective windows should be as unobtrusive as possible and should be removable without damaging original fabric.
- m. Retain existing masonry and mortar, whenever possible, without the application of any surface treatment.
- n. Repoint only those mortar joints where there is evidence of moisture problems or where sufficient mortar is missing to allow water to stand in the mortar joint. Duplicate old mortar in composition, color, and texture.
- o. Retain the original or early color and texture of masonry surfaces wherever possible. Brick or stone surfaces may have been painted for practical and aesthetic reasons. It is better to repaint the brick than to try to remove the paint.
- p. Clean exterior of facade carefully. Improper cleaning techniques can cause irreparable damage to a building. The gentlest methods should be tried first, such as, low pressure water and soap and soft natural bristle brushes. Abrasive methods such

as sandblasting will strip away the waterproofing surface of the brick, causing permanent and costly damage.

E. Infill Construction:

1. **Goals:** To enhance established patterns of architectural scale, proportion, and composition to produce new architecture which compliments and enlivens the district.
2. New buildings will be part of an existing pattern of development. New designs and alterations should be compatible with existing buildings in the Area. This does not mean limiting the architectural variety or interest of the street, but rather that designs should respect existing buildings and strive for visual harmony with neighboring buildings in terms of material, height, scale, facade proportions, window patterns, and architectural style.
3. Infill buildings shall be sited so that the front facades line up with the existing streetwall of adjacent buildings. They should appear harmonious with adjacent buildings in terms of design, materials, location of entryway, and design of the storefront portion of the building. The front of the new structure should abut the front property line.
4. Cooperation among building owners is also encouraged in the choice of signage, awnings and security gates. Merchants shall neither compete with each other nor hide the district's distinctive architecture.

F. New Construction:

1. **Goals:** To assure that all newly constructed structures within the project area are situated with proper consideration of their relationship to other buildings, both existing and proposed, in terms of height, architectural style, building proportions, bulk and land use.
2. New building blocks should have similar scale, proportion, and height as the structures in neighboring blocks.
3. Buildings should be designed so as to have an attractive, finished appearance when viewed from all vantage points.
4. All new commercial buildings should be constructed of masonry and have a brick veneer, exterior cladding. The storefront portion of the building shall resemble the original storefronts on MLK Drive in terms of architectural style, portions, and percentage of window glass to base facade (see shopfront regulations).
5. All mechanical equipment located on the roof of any building shall be screened from view with materials harmonious with those used in the building's facade. The screening shall not impair the functioning of the equipment.
6. Parapet line(s) and spandrel band(s) of new buildings in existing blocks should match those in adjacent structures.

G. Facade Easements

1. **Goals:** To preserve and enhance the character of the old shopfronts to provide a renewed "Main Street" shopping experience. Existing facades should be restored or renovated with the entire building whenever possible.
2. Existing facades may be conserved under public easement. Facade easements may be utilized for total building renovation projects. They may also be used to preserve particularly dramatic or important facades, where only the facade can be saved. In such cases, the facade may act like a wall or fence around an open space.
3. Where a new building rises in the footprint of one that has been demolished, the old facade may be preserved by becoming part of the new building's facade. Original height, roof line, openings, and materials must be retained wherever a facade is incorporated into new building composition. Enough of the old wall structure must be retained in the easement to safely support remaining openings and veneer material. New structure may be erected to support the facade as long as the new members do not change the streetside composition.

H. The Shopfront - Rehabilitation of Existing Storefront

1. **Scale and Proportion:** When renovating an existing storefront every effort shall be made to restore or preserve the original storefront opening, profile and proportion of glass. This type of restoration is often cheaper and helps to maintain the historical, visual and physical integrity of the building. A storefront which extends beyond its boundaries, or has its windows enclosed or made smaller, is out of scale and is expressly prohibited.
2. **Construction Materials:** Historically, the storefront display window comprised about seventy percent (70%) of the facade and was framed by wood, brick, stone, cast iron or aluminum. Avoid using materials that were unavailable when the storefront was constructed; this includes vinyl, plastic, aluminum siding, anodized aluminum, mirrored or tinted glass, artificial stone, stucco, and brick veneer. If the original display window was covered up or enclosed with inappropriate materials, remove all contemporary materials. Restore and display all original openings and architectural features of the lower and upper portions of the building. This includes the storefront's transom window, pilasters or columns, lower window panel, and signboard, and upper story windows.
3. **Bulkheads:** Wherever possible, the original bulkhead materials should be preserved to maintain the historical character of the street. The types of historical materials to be preserved include wood, cast iron, cast aluminum, pigmented structural glass (Carrara or Vitrolite), terra cotta, porcelain enamel, ceramic tile, decorative brick, marble and granite.
 - a. In restoring the bulkhead of the storefront, replace missing sections with original material, if possible. If it is not available, the following substitutions can be made for those materials no longer manufactured. In all cases, make sure to duplicate the profile of the original store's bulkhead.
 - * Cast Iron can be replaced by cast aluminum, wood or fiberglass
 - * Terra Cotta by fiberglass
 - * Pigmented Structural Glass by Spandrel Glass (plate glass with a colored ceramic backing)

- b. In making repairs to an original storefront or installing a new one, the use of the following materials is prohibited: wood shingles, artificial brick or stone, anodized aluminum. The windows can simply be framed in aluminum and another more appropriate material can be used for the bulkhead. For example, a new wood bulkhead can be constructed and finished with plywood and stock moldings and trim.

I. The Shopfront - New Construction:

1. Where an architecturally or historically significant storefront no longer exists or is too deteriorated to save, a new storefront shall be designed which is compatible with the size, scale, materials, color, and character of the upper half of the building or the adjacent buildings. The use of wood, brick or stone masonry, or fiberglass is deemed appropriate for the framing of a new storefront. This will provide visual harmony to the entire streetscape.
2. All retail uses shall have windows installed facing the street and shall be at least seventy (70%) percent open to perpendicular view, and be located so that the window sill is no more than four feet in height above grade. The glass is to be clear, untinted, except for etchings or gold lettering on the interior of window.

J. The Shopfront - Elements Common to Both Rehabilitation and New Construction

1. **Colors** - No more than three colors are recommended for the storefront portion of the building. Complementary historic colors are recommended for highlighting architectural features of the building (upper and lower cornices, moldering, lintels, sign band, etc.).
2. **Window Displays** - Use window displays to communicate information. A window display can project the store's image and tell potential customers more about available products than any number of signs. Do not try to place as many items as possible on shelves in the store window. Aim for simplicity; it generally insures successful displays. Good color schemes and good lighting are essential. At night, windows should be lit using soft spot lights rather than bright or colored lights. Change the display periodically to reflect new merchandise, seasons, and holidays.
3. **Security Gates** - While security gates deter crime, they can also have a negative effect on business and the overall image of the street at night. Gates which are left in place during the day are prohibited, for they obscure the shop window and make it seem that the shop is closed, and that the neighborhood is unsafe. Steel gates with solid slats are prohibited because they create an even stronger negative statement about community safety. The use of transparent exterior gates prevents entry and allows for light to illuminate the street during the evening hours.
4. **Illumination** - It shall be required that the merchant install interior display lights in the display window to provide for increased illumination on the street at night. Adjustable incandescent lamps or spots are recommended. Fluorescent, flashing or blinking lights are

prohibited on any part of the storefront. In addition, it is recommended that overhanging lamps facing down, be installed over the signband, below the second story windows to provide increased security on the street and for the building.

K. Signs

- 1. Goals:** To improve the quality of signs used to advertise on-premise businesses. To reduce the overall size and number of signs.
- 2. Design Intent:** A good sign can help a business by making it distinctive. A good sign should pinpoint the store's location and make the business easy to find. It should create an attractive image for the store and encourage pedestrians to venture inside. When considering a new sign, it is important to remember that bigger is not better and that the typical, mass-produced white plastic panel, which is illuminated from fluorescent tubes inside, does not last longer or appear more distinctive to potential customers.
- 3. Design Requirements:** The three most important criteria to consider in selecting a sign are:
 - * The size and position of the sign,
 - * Design and materials, and its
 - * Illumination
- 4. Approvals:** All identification, business, advertising or other signs placed on public or private property, hereafter erected, displayed or repaired (defined as more than fifty percent [50%] of the cost of replacement) shall conform with the provisions of this subsection of the MLK Plan.
 - a. All signs and awnings shall be subject to review and permitting by the Buildings Division.
 - b. Planning Board review and approval will be required where it is unfeasible to apply the sign band regulation to an existing structure.
 - c. The Planning Board, as part of site plan review, may grant waivers from the minimum and maximum size requirements herein. In such a case, all signs shall be placed no lower than the top of the doorway or transom (if applicable) and shall not cover or interfere with the second story windows.
 - d. No sign shall exceed a height of five (5) feet.
 - e. All signs shall be removed upon cessation of any business occupancy of any premise within the Plan Area. Thereafter, all signs shall comply with the requirements of this Plan.
- 5. Permitted Permanent Signs:**
 - a. **Identification and/or business signs** of the following type:

- (1) Wall signs
- (2) Window signs
- (3) Small projecting signs which display a trade symbol or logo
- (4) Neon signs shall be permitted upon review by the Planning Board
- (5) Signs indicating time, temperature and date may be exempt from these provisions, subject to Planning Board approval.

6. Permitted Temporary Signs:

a. Real Estate signs, subject to the following regulations:

- (1) No such sign shall exceed six (6) square feet. All signs shall be attached to the premises to which they apply.
- (2) No person, including the real estate agent or employee, shall exhibit more than one (1) such sign per premise to which is applies.

b. Construction signs, subject to the following regulations:

- (1) Temporary construction signs shall not exceed twenty-four (24) square feet.
- (2) No person shall exhibit more than one (1) such sign per premise, advertising the name of the building, general contractor, subcontractor, financing institution, public agencies and officials and professional personnel.
- (3) Such signs shall be permitted beginning with the issuance of a building permit and terminating with the issuance of a certificate of occupancy for the entire building.

c. Temporary events, including a drive, activity, or event of a civic philanthropic, educational or religious organization and promotional events sponsored by a merchants' association, shall be subject to the following regulations:

- (1) The permitted number, area, height, location, and construction of temporary event signs shall be determined by the Director of Buildings with consideration given to the intended purpose.
- (2) Any temporary event sign which is permitted by the Director of Buildings to extend over or onto a public right-of-way shall be erected and maintained in such a manner as to not interfere or obstruct access, activity, or vision along any such public right-of-way.
- (3) Temporary event signs may be erected and maintained for a period not to exceed thirty (30) days prior to the date which the drive, activity, or event advertised is scheduled to occur and shall be removed within three (3) days of termination of such campaign, drive, activity, or event.

7. Permitted Number of Signs:

- a. A maximum of one sign per occupant, per street front, shall be allowed.

- b. No more than three (3) different types of signs per building will be permitted if there is more than one occupant.
- c. Only signs which refer to a permitted use, or grandfathered use, as set forth in the Plan are permitted, provided such signs conform to the provisions of this section.
- d. Internally illuminated box and channel letter signs.

8. Permitted Location and Mounting:

- a. **Wall signs** identifying commercial establishments shall be flush mounted and project no more than 12 inches from the face of the building. They are to be attached to the long, continuous information band found directly above the storefront display window or transom window, usually not less than 10 feet and not greater than 15 feet above grade level. All signs shall be set back a minimum of 2 feet from each side of the building.
 - (1) In all cases, architectural details, ornamentation or upper story windows are not to be obscured by the sign's placement. Second or third story commercial occupants shall use window signs or flush mount a sign above the top of their windows.
 - (2) Signs on adjacent storefronts shall be coordinated in height and proportion and wherever possible, should use the same sign format and be constructed of identical materials and background colors.
- b. **Window signs** shall be permitted on any floor of a structure that a business occupies. Such signs shall be of a non-illuminated nature (except for the first floor shop window where neon is permitted). The letters are to be painted, stencilled or engraved onto the glass display window and shall not exceed twenty percent (20%) of the window surface to which it is affixed.
- c. **Neon signs** are to be affixed within the display window.
- d. **Projecting signs** are to be located perpendicular to the building and the lowest portion of the sign shall be at least 10 feet above grade level, but below the windows of the second story.

9. Size and proportion: Sign measurements shall be based on the entire area of the sign, with a continuous perimeter enclosing the extreme limits of the actual sign surface. Signs on adjacent storefronts should be coordinated in height and proportion and, wherever possible, use the same sign format. At a minimum, they should both employ identical background colors.

- a. **Wall signs** should be between 18 inches and 26 inches vertical dimension and shall be set back a minimum of 2 feet from each side of the building.
- b. **Window signs** shall not exceed 20% of the window surface to which it is affixed.
- c. **Projecting signs** shall be limited to a maximum area of 16 square feet. Three dimensional objects can have an area no greater than 9 square feet at their largest cross section.

*** **Remember, smaller, simple signs are encouraged!*****

10. **Design & Materials:** Martin Luther King Drive can be noted for its distinct architectural style. The mixed use buildings are largely brick Italianate, and with the exception of ornamentation and later alterations, there is a uniformity in proportion and style.
 - a. Signage should be uniform from block to block and the materials should be consistent with, or at least complement, the original construction materials and architectural style of the building facade.
 - b. Natural materials such as wood and metal are more appropriate than plastic. Internally lit, plastic signs require high maintenance (their light boxes often break) and are inflexible in terms of alterations. They also appear out of context with the period and style of historic buildings.
 - c. Where a signage band is missing due to alterations, signs painted directly onto a building or window surface often tend to be quite effective.
 - d. Appropriately designed neon window signs (with custom shapes and colors complementary to the building) are another option and can add character to an establishment.
 - e. An awning with the store's name printed on it, may serve as an attractive alternative when properly designed and installed, and may be substituted for a sign.
11. **Message Band:** A sign should identify the name, function and perhaps the address of a business. This information can be conveyed through visual devices: words, pictures, names symbols and logos. The most important point to remember is to keep the sign simple. Avoid listing every product sold.
12. **Lettering:** Lettering should be kept simple and clear and complement the style and period of the building on which it appears. To avoid a cluttered appearance, no more than two (2) different typefaces may be used on the same sign, and wording shall be limited to no more than 60% of the total sign area. Letters or symbols shall range from eight (8") to twelve inches (12") in height and shall not project more than six inches (6") from the building surface.
13. **Color:** No more than three colors per sign. Dark backgrounds with light letters are recommended.
14. **Illumination:** If illumination is desired, external illumination, such as overhead spot lights directed toward the sign, is recommended. These type of lights can illuminate portions of the building as well as the sign, and make it possible to balance the color and intensity of the light with those located in the display windows. If residential units occupy the second story of the building, non-illuminated signs are preferred. All stores should place lights within their shop windows to provide light on the street at night.
15. **Prohibited Signs:**
 - a. Billboards, signboards, streamers, pennants, ribbons, spinners or other similar devices, and all roof signs. Exceptions include all flags and banners exhibited to promote the shopping

district or commemorate special holidays, events, or sales days. These are subject to the approval of the local Merchant Association.

- b. Flashing, blinking or otherwise animated lights and/or signs. Signs containing moving parts, and signs containing reflective elements which sparkle or twinkle in sunlight.
- c. Freestanding signs shall be prohibited with the following exceptions:
 - (1) Houses of worship and funeral parlors, if the buildings are set back from the street line and are located on the same lot as the sign
 - (2) Regulatory signs
 - (3) Transportation, circulation and parking signs
 - (4) Construction signs with necessary permits
- d. Internally illuminated box and channel letter signs.

L. Awnings

- 1. All portions of any permitted awning shall be not less than 8 feet above the finished grade, excluding any variance, which shall not be less than seven feet above the finished grade.
- 2. No portion of any awning shall be higher than the window sill level of the second story of the building and shall not block the window or windows on the upper half of the building.
- 3. The horizontal projection of any awning shall not exceed three (3) feet, six (6) inches from the face of the building.
- 4. The vertical distance from the top to the bottom of any awning shall not exceed 4 feet, including any valance.

M. Open Space Design Guidelines

1. Goals: to encourage the development of high quality, user friendly public open space. To encourage safe and comfortable surroundings for rest and passive recreation.
2. Design Intent: The plan calls for a combination of parks, plazas and landscaped streets which will add visual excitement and uniformity to MLK Drive while addressing the need for a place for social gathering and a reprieve from the urban setting.
3. Buildings are to be orientated to the street and, where appropriate, shall be orientated to give character to the public open spaces within the district. The relationship between streets and public plazas and parks is very important. The intent is to obscure the legal boundary between the street right-of-way and the plaza. Any proposed parks, community gardens or plazas are to be fully integrated with the street to assure high visibility and accessibility, preventing them from being isolated and unsafe.
4. To create variety, interest and comfort, colorful street furnishings and landscaping are encouraged within public spaces. Unity is to be achieved by providing certain uniform elements such as lighting, paving materials, furnishings and plantings.
5. Specific requirements for the design and orientation of each open space are provided within each district's regulations within this Plan. General guidelines are provided here to establish the scope, range and design criteria for elements of streetscape and street furniture to be used throughout the twenty-six block area.
6. All designs of streetscape or specific sidewalk elements should reflect the unique physical and social characteristics of MLK Drive, its historical associations and its potential for future growth and change. All design concepts shall focus on the creation of public open spaces that are aesthetically pleasing while providing for the functional needs of the people using them.
7. All sidewalks and public places will be designed to provide both security and safety to pedestrian users and to minimize conflict with vehicular traffic. All streets, transit stops, parking bays, servicing areas, drop-off zones and any other street related conditions will be designed to provide safe vehicular use and minimize conflict with pedestrians.
8. All streets, sidewalks and public places will be accessible to the physically challenged, to baby strollers and to children. To ensure the safety of pedestrians and the visually impaired, in particular, all abrupt changes in elevation of pedestrian surfaces should be defined by contrasting color, texture or materials.
9. All materials used in the construction of street elements must be as vandal resistant as possible. Materials should also be fade or bleach resistant. All elements and components will be maintenance free or designed for low cost maintenance, ease of replacement and repair.
10. No additional dead loads may be added to any bridge structures. Any additions or modifications to any part of the bridge structure must be coordinated with the owner of the bridge.

11. Public plazas shall provide visual and functional elements such as benches, low walls, focal points, refuse containers and shade trees which increase the usability of the space at different times of the year.
12. Adequate lighting shall be provided to encourage active uses and a sense of security in the open space.
13. Open spaces such as public plazas shall be located so as to provide maximum usability and provide support to the surrounding land uses.

N. Landscaping Design Guidelines

1. Goals: To provide a coordinated landscape program for the redevelopment area and public plazas. To provide a system for creating pedestrian amenities such as comfortable walking surfaces, shelters, shade of street trees and locations for street furniture. To provide visual richness, color, spatial definition and scale to the hard urban environment. To provide shade from the hot summer sun and to reduce glare. To provide windbreak from cold winter winds. To reduce air pollution. To separate and buffer pedestrians from vehicular flow. To allow sunshine to penetrate to pedestrian areas in winter.
2. Design Requirements:
 - a. All site plans shall include plans for landscaping indicating the location, size and quantity of the various species to be used.
 - b. Landscaping shall be required for any part of any parcel not used for building, off-street parking, loading space and/or paved or otherwise surfaced open space.
 - c. The pattern for tree plantings, sidewalk types and paving materials shall extend throughout the district to achieve the greatest degree of uniformity and identity.
 - d. All plant materials used must be able to withstand the urban environment. All planting shall be guaranteed for at least one (1) year after planting. If plantings are damaged, die or are removed for any reason, the developer or property owner is to replace these as soon as possible.
3. Street Trees - large canopy trees suitable for use in an urban environment.
 - a. A major function of street trees is to help buffer vehicular and pedestrian movement on city streets. Street trees provide a basis for a citywide pedestrian linkage system.
 - b. Street trees will be planted directly in-ground with tree grates placed in the surrounding pavement. Tree roots will be encourage to grow and expand naturally to allow the street tree to attain a maximum mature size. Basements, vaults, and utility lines may be a constraint to planting in-ground in some locations. Early investigation into existing conditions will be made to determine the extent of these constraints. In no case shall "street trees" be planted in confined, above grade planters.

- c. Tree grates will be installed in all tree pits. They shall sit on a shelf of metal or masonry. They will be a minimum of fifteen (15) square feet, and may be rectangular, circular or square. They must be fitted with removable or expandable centers for future growth and will be integrated into the sidewalk scoring pattern. The use of red, grey or black pea gravel as mulch in the tree grate is encouraged to prevent the accumulation of trash and debris in tree grate wells. Vertical tree grills may be combined with, or substituted for in-ground tree grates, if appropriate to the streetscape design in a particular development, and approved by the Planning Board.
 - d. Typical street tree spacing, depending on the species and canopy of the mature tree, will be in a range of 20 to 30 feet on center. This allows for a degree of canopy overlap in a relatively short period. To provide adequate clearance for passing vehicles, 10 feet of clearance will be maintained under overhanging branches.
 - e. Minimum caliper of street trees shall be 3.0 to 3.5 inches.
4. Small Trees - smaller trees typically used for color and richness in groupings.
- a. Small trees should be used selectively for color and accent, and only in passive or semi-active off-street spaces. Clustering of small trees will maximize their impact.
 - b. In general, small trees will be planted in-ground to maximize growth potential. Exceptions will be made only in special situations such as plazas or large spaces where above-grade planters will not restrict pedestrian flow.
 - c. Minimum caliper of small trees shall be a minimum of 2.0 to 2.5 inches in caliper.
5. Shrubs - Low level plantings used for richness and visual separation.
- a. Except in rare cases, shrubs will be planted in raised planters to help protect them from damage inherent in high volumes of pedestrian traffic. Methods of discouraging use of raised planters as trash receptacle will be employed. If used in clusters, visual impact will be maximized.
 - b. Shrub plantings shall not obstruct the sightline of an average person, parallel to the ground plane. This will encourage a general feeling of spaciousness through the project area and will increase the sense of personal security.
 - c. Maximum height shall be 4 foot above grade.
6. Ground Cover/Annuals/Perennial/Vines - ground level plantings used in special areas for color and accent.
- a. Ground covers/annuals/perennial/vines can be effectively used for color and accent in pedestrian and vehicular areas. When located at activity points, a concentration of colorful, low-scale planting can reinforce the active nature of the space. Color plantings will be used only to emphasize and highlight areas of special design significance.

- b. As with shrubs, color plantings will be set in raised planters to help protect them from pedestrian traffic. Planting in clusters will maximize visual impact.

7. General Landscaping Requirements

- a. It is essential that all landscape installation be accomplished in a way that will facilitate a viable and economic program of proper and regular maintenance after planting to ensure the best growth and performance of landscape plantings.
- b. All landscape plantings will be watered by a fully automated irrigation system. The type of system selected for use will provide for the lowest possible maintenance requirements.
- c. All trees and shrubs provided within public plazas shall be irrigated by means of a fully automated irrigation system unless an area maintenance person is provided to provide daily watering.
- d. A back-up system of "quick coupler" hose bibs shall be included in all construction plans. Hose bibs will be located, one at each block end and one at mid-block, at intervals no greater than 100 feet.
- e. If spray type emitters are employed, they will be located, so that neither pedestrians nor vehicles are sprayed.
- f. In all cases, landscape plantings will be planted in a sufficient amount of an appropriate planting mixture. This planting mix will be permeable enough to prevent an excessive build-up of standing water. In no case will plants be planted in unamended soil.
- g. All moveable planters will be designed/selected such that they can be moved with a forklift if necessary.

8. Recommended Trees and shrubs - The Division of City Planning will provide a list of preferred trees to anyone who requests it. Also, the Division of Parks and Forestry will assist in tree selection.

O. Lighting Design Guidelines

1. Goals: To provide for safe pedestrian movement throughout the project area and to enable pedestrians to see necessary detail and readily discern the presence of other pedestrians and vehicles. To provide lighting conditions for vehicles and pedestrians which support a general perception of safety and security and facilitate traffic flow. To minimize and eliminate glare from lighting fixtures and streetscape surfaces. To promote pedestrian activity by highlighting public areas of interest as an amenity, and to support adjacent retail and building lighting efforts. To enable the physically challenged to move safely and efficiently through the project area, allowing them to use transit facilities with dignity. To promote civic events and other activities into the evening hours. To create a lighting design that is conducive to a comfortable, pleasant and inviting environment.
2. Design Requirements: Design Components

In order to respond to the changing but constant flow of vehicular and pedestrian traffic, a "hierarchy" of lighting design components will be used throughout the project area. This will also help create an enjoyable urban experience with variety and texture. Although each discrete area offers different situations that will prompt a variety of specific lighting solutions, methods of lighting and equipment must be consistent. This will help guarantee a coherent design and support the long term maintenance of the lighting equipment. The three lighting design components include:

- a. Roadway Lighting and Luminaire - Common to the entire project area, lighting is often the dominant vertical element and plays a major role in the overall street character. It is an object on the streetscape, and a luminaire has overwhelming impact on visual acuity.
 - 1.) Functionally, this component will provide good visibility for the motorist, given the vehicle's speed and traffic conditions. In order to support good visibility on the street, the roadway luminaire selected will have a Type II or III light distribution, as defined by the Illuminating Engineering Society.
 - 2.) A uniform pattern of light is essential so as not to cause distorting shadows of perspective views. To this end, light levels should not vary more than 3:1 from highest level to minimum in a given area.
 - 3.) Higher light levels and/or varied lamp color are encouraged where there are additional burdens to motorists and pedestrians, i.e., high/low background brightness, high speed, multiple collector congestion, etc.
 - 4.) Among the performance and maintenance considerations are:

Source: HID, Mercury, High Pressure Sodium

Mounting Height: 40'0" maximum

Construction: Fixture housing shall be extruded aluminum, internally welded and sealed. Reflector should be one piece, hydro-formed or extruded clear

specular aluminum. Lens will be tempered glass, gasketed with captive hinges secured to lens frame.

b. Pedestrian Lighting Luminaries - Luminaries which are shorter than roadway lights are more readily seen at human scale. As such, they will play a major role in supporting the character of the neighborhoods.

1) The effect of shadows and light masking caused by adjacent trees building canopies and other structures should be studied. Pole locations will be coordinated with street tree placement to minimize shadows from trees and organize the street appearance. Spacing will be mid-way between street trees when street trees are closely spaced. Among the characteristics that designers will consider for luminaire selection include:

a) Pedestrian Globe Luminaire

Source: Metal Halide

Distribution: Diffuse

Mounting Height: 10'0" to 15'0"

Construction: Seamless UV stabilized DR acrylic globe, with a spun aluminum heat shield suspended above the lamp.

b) Pedestrian Bollard Luminaire

Source: Metal Halide

Mounting Height: 1'6" to 3'6"

Distribution: Indirect

Construction: optical assembly should obscure lamp viewing by pedestrians. Luminaire shall be fully gasketed for weather tight operation. Mounting should provide for quick breakaway to minimize personal injury and vehicular damage.

c) Pedestrian Low Level Floodlight

Source: Metal halide or compact fluorescent

Height: 3'0" to light center

Distribution: Directional flood, down or up

Construction: Reflector should be one piece, avoid sheet metal. If lensed, prismatic borosilicate glass. Fasteners should be captive countersunk and vandal resistant.

P. Streets

1. Goals: To allow for the efficient movement of transit and/or vehicular traffic within a consistently defined territory. To minimize conflicts between vehicular and pedestrian traffic. To ensure the safety and independence of diverse pedestrian activity.
2. Design Requirements: Design will conform to street design standards as established by the Division of Engineering and Traffic.
 - a. Street pavement and drop-off, loading and parking bays will be designed in a manner facilitates access and egress between these zones.
 - b. Storm drainage on the streets shall be designed to "Storm Drainage Policy for Capital Improvement Projects" as established by the Division of Engineering of the City of Jersey City.
 - c. Design strength of pavement, subgrade and base material will conform to the specifications of the Division of Engineering, City of Jersey City.
 - d. Special design consideration will be given to different load factors within each street (general vehicular, bus, etc.).
 - e. Pavement materials may include concrete asphalt, modular pavin and/or brick pavers.

Q. Utility Elements

1. Goals: All utility elements will be designed to minimize the disruption of pedestrian flow on the sidewalk and to complement the design of sidewalk.
2. Design Requirements:
 - a. Vents/Gratings - If vents are located on sidewalks, they shall have spaces no greater than 1/2" wide perpendicular to the primary direction of pedestrian traffic. The final location of stretscape elements shall not impact existing vent systems in any way during or after construction. All sidewalk vents shall be designed for complete pedestrian safety and shall not represent an obstruction to pedestrian traffic. Vents which are relocated or replaced will be designed in such a manner as to avoid any incidence of basement flooding.
 - b. Manholes - New manholes will be located a minimum of eighteen (18) inches from the curb line and will not be within the width of new or existing handicap access ramps. Final manhole locations should ensure that future repair work will not interfere with normal pedstrian flow. Manhole covers will be replaced, if necessary with designs which support pedestrian safety when located in sidewalk or crosswalk areas.

- c. Sidewalk Gutters - (from downpipes to street gutters) - Where sidewalk improvements are made, existing gutters between downpipes and street gutters will be replaced. Existing and new gutters to be replaced or constructed in the sidewalk will be located at the subgrade so that the sidewalk paving material is continuous. To avoid cracking through differential expansion, an expansion joint should be considered in the paving material covering the gutter outfall. Cleanouts will be located flush with sidewalk at junction between downpipe and sidewalk.
- d. Service Hoist Doors - Service doors to below grade service cellars will not cause obstructions to pedestrians and will be designed so that pedestrians can walk over the hatches in absolute safety. Service doors which are replaced will be designed to be water tight to ensure that no flooding of basement areas occurs. If alternative arrangements can be made for on-site deliveries, service hoists will be replaced or abandoned depending on Owner's requirements.

R. Pedestrian Circulation Guidelines

- 1. Goals: To provide a circulation system that minimizes pedestrian and vehicular conflicts. To provide for an improved public transit system to support Area development.
- 2. Pedestrian Circulation Objectives:
 - a. The pedestrian circulation system shall be integrated with the roadway circulation network and shall encourage safe and improved pedestrian circulation through the following:
 - b. The focus of the streetscape improvements along primary pedestrian corridors;
 - c. Encourage design features, materials and activities at the street level which create an attractive and interesting pedestrian environment;
 - d. Insure the safety of pedestrian by providing adequate sidewalk space and clearly defined pedestrian crossings;
 - e. Direct new development to minimize pedestrian and traffic conflicts.
- 3. Pedestrian Circulation Regulations
 - a. Sidewalk widths shall measure a minimum of 10 feet and shall be durably paved and smoothly surfaced to provide for free movement of pedestrians through and around the Area.
 - b. All sidewalks and pathways must be designed to provide ease of access for the physically challenged in accord with the Americans with Disabilities Act (ADA).
 - c. Sight triangles at all intersections shall be kept clear of plantings and structures by limiting heights to a maximum of thirty inches (30"). Sight triangles shall be

measured from the right-of-way line and conform to the provisions in Section 345-35 of the Jersey City Zoning Ordinance.

- d. Crosswalks will be provided and clearly delineated at all pedestrian intersections. Materials for crosswalks shall have low maintenance costs with repairs being feasible with "in kind" materials or repainting being necessary only after a minimum of 12 months.
- e. Pavers, plastic, painted markings or other materials used to define crosswalks will be designed to withstand required vehicular traffic wear (see guidelines for streets).
- f. Crosswalks shall be the same width as adjacent sidewalks.
- g. Access ramps will be located so that the physically challenged, visually impaired, and people with baby strollers may access them directly from the sidewalk onto the defined crossing.
- h. Handicap ramps will be located at all four corners of an intersection as specified by the City of Jersey City Division of Engineering.
- i. No streetscape element except handicap ramps will be located at the interface between the crosswalk and the sidewalk or will impede the flow of pedestrians from the crossing sidewalk.

S. Parking and Loading Regulations

- 1. Goals: To provide additional parking facilities on and off MLK Drive to existing total and residential uses and proposed new development.
- 2. Shoppers' parking lots and service access areas shall be clearly designated and designed so as to avoid the backing in and out of vehicles onto the public right-of-way.
- 3. Share use of accessory parking facilities shall be encouraged in areas adjacent to underutilized parking facilities.
- 4. Off-street parking shall be coordinated with the public street system in order to avoid conflicts with through traffic or obstructions to pedestrian circulation.
- 5. Off-street parking areas shall be properly graded to provide easy connections to streets and sidewalks. Design standards shall meet, at a minimum, barrier free design regulations as specified in the Uniform Construction Code.
- 6. Off-street parking shall be properly graded, paved, drained, and lighted in accordance with the Jersey City Zoning Ordinance.
- 7. All surface parking areas for more than two (2) vehicles must utilize poured-in-place concrete curbing to prevent vehicles from encroaching upon planted areas. This shall not apply to one and two family homes.

8. All required parking spaces shall be a minimum of nine (9) feet in width and eighteen (18) feet in depth. Compact parking spaces which measure 8 feet by 16 feet may be permitted up to one-third (33%) of proposed parking spaces.
9. Aisle widths shall conform to the following standards:

90 degree parking	24' wide two-way aisle
60 degree parking	18' wide one-way aisle
45 degree parking	15' wide one-way aisle
30 degree parking	12' wide one-way aisle
10. All one-way aisle shall be clearly designated.
11. A minimum of eight (8%) percent of any surface parking facility shall be landscaped. For large surface parking lots, where more than twenty cars are to be parked, it is required that a landscape median be provided which calls for one (1) shade tree for every seven (7) parking places. The trees shall, at a minimum, measure three to three and one-half (3.0 to 3.5) inches in caliper.
12. Landscape buffers, a minimum three (3) feet in width, shall be provided around the perimeter of all parking lots, except where access point intervene.
 - a. Along street rights-of-way, such parking shall be screened via a dense planting of evergreen shrubs, a minimum of 30 inches high when planted. The maximum height of such screening shall be 42 inches, as maintained. All such screen planting along street lines shall be protected by a solid steel wrought iron type fence, a minimum of 42 inches and a maximum of 60 inches in height.
 - b. Along all other property lines, such buffers shall consist of evergreen shrubs and fences. The fences may be wood (board on board, only) or green or black, vinyl coated, one (10 inch mesh chain link, or steel, wrought-iron type, all a minimum 42 inches and a maximum 72 inches high. No barbed or "concertina" type razor wire will be permitted.
 - c. A planting and maintenance schedule shall be provided by the developer and approved by the Planning Board as part of site plan review.
13. Lighting used to illuminate off-street parking and loading areas shall be arranged and shielded to prevent the spillage of light off-the premises and shall be in accordance with the lighting requirements of the Jersey City Zoning Ordinance.
14. Loading: The number and design of off-street loading spaces shall be demonstrated by an applicant according to an anticipated need. All loading activities should be encourage to be restricted to early morning and/or late evening hours if possible to avoid conflicts with vehicular traffic.

15. Off-street loading facilities should be located so that no vehicle being loaded or unloaded, maneuvering into a loading space or waiting to be parked into a loading space shall interfere with any traffic flow on a street, sidewalk, parking space, aisle, fire lane, driveway, or turning area, nor shall they occupy any part of required improved open space areas.

16. Specific Modifications to the Parking Regulations

- a. Residential dwelling units built within any residential district shall adhere to the specific parking requirements of that district.
- b. There is no parking requirement for all new structures built as infill development within the Neighborhood Shopping Districts, except of houses of worship and funeral homes, which shall provide parking as required above.
- c. Houses of worship shall provide a minimum of one (1) space per ten seats (10) exclusive of the first one hundred (100) seats. One seat shall be considered twenty-two (22") when calculating the capacity of the pews or benches.

17. Communipaw Commercial and Community HUB District Exceptions

- a. Restaurants shall provide a minimum of one (1) parking space per four seats, excluding the first 12 seats. This can be provided off site, and outside the HUB district, as long as it is within 400 feet of the building.
- b. Restaurants/Cafes built as accessory to a primary use, or within an existing buildings, shall be exempt from all parking requirements.
- c. Retail uses (such as supermarkets or outlet store) shall provide a minimum of one (1) parking space per three-hundred and fifty (350) square feet of gross floor area.
- d. The number and design of off-street loading spaces shall be demonstrated by an applicant according to an anticipated need. All loading activities should be encouraged to be restricted to off-peak hours to avoid traffic congestion. The design and number of off-street loading shall be subject to review and approval of the Planning Board.

18. Service Bays

- a. Goals: To provide adequate on-street loading and off-loading space for servicing existing properties where no off-street loading facilities exist. To locate and design bays so that the free flow of vehicular or pedestrian traffic is impeded to and absolute minimum. To design and locate service bays which are compatible with the character and function of the sidewalks.
- b. Design Requirements:

1. Where possible, drop-offs may be combined with service bays and any conflict resolved by regulatory signage and strict enforcement of servicing hours.
2. Service bays should be adequately dimensional to off-load trucks having the following range of dimensions in length:

Straight Body:	17' to 35'
Van:	15' to 20'
Semi-Trailer:	Up to 55'
3. On-street loading and off-street loading are encouraged during the off-peak hours to minimize conflict between servicing and other vehicular or pedestrian movement.

19. Drop-Off Areas

- a. Goals: To provide safe and convenient drop-off and pick-up areas for pedestrian and/or for physically handicapped persons requiring automobile or van transportation. To design and locate drop-off areas which are compatible with the character and function of the sidewalks.
- b. Design Requirements:
 1. No drop-off areas shall be located adjacent to the proposed light rail transit way on Virginia Avenue, and on no side streets within Districts 1 and 2, as long as it does not impede the flow of vehicular and pedestrian traffic.
 2. There will be gradual vehicular access and egress to the drop-off area from the adjacent traffic lane.
 3. Width of drop-off areas will be a minimum 9'-0" to allow car doors to be fully opened for ease of access.
 4. All drop-off areas will be accessible by the handicapped. This will require a minimum sidewalk width of 8'-0" for right side loading only. Where a curb exists and cannot be removed, ramps of 1.8 slope will be provided for curbs that are a minimum of 7 inches.
 5. Drop-off areas will be well lighted.
 6. Care will be taken with drainage so that water does not accumulate in drop-off zones.

20. Transit Stops

- a. Goals: To provide stops for buses and trains which allow for the efficient loading and unloading of passengers.
- b. Design Requirements:
 - 1. If a bus stop is located at an intersection, the stopping and loading zone will have a dimension of 100'-0" from the building line on the street at right angles to the transit street.
 - 2. The design and location of transit stops and related user elements should ensure minimum conflict between transit use, pedestrian movement on the sidewalks and at intersections, as well as the free flow of other vehicles passing the bus stop or turning at intersections.
 - 3. The design of the station platform for the proposed Virginia Avenue transit way shall be subject to the design requirements of the Community Commercial HUB District, Transportation Section.

21. Traffic Signals

- a. Goals: To facilitate and control the safe and efficient flow of pedestrian traffic through the City. To devise a system of traffic signals whose design will be compatible with the character of the street, streetscape and sidewalk elements.
- a. Design Requirements:
 - 1. Designers will coordinate with the City of Jersey City Division of Traffic Engineering to establish requirements for signal systems, traffic engineering issues and proposed location of controllers.
 - 2. Visual simplifications of intersections is desirable. To accomplish this, as many elements as possible will be combined on common supports, including pedestrian signals, lighting and signage with traffic signals.
 - 3. Height of signals will be consistent throughout MLK Drive to provide visual clarity.
 - 4. Height over streets will be sufficient for large vehicle clearance, and be comfortably within the normal visual field: 15'-0" minimum to 18'-0" maximum.
 - 5. At intersections, vehicular signals will be high enough to be easily visible by drivers, whose sightlines will not be impeded by pedestrians and street furniture.

6. Pedestrians signals will be lower than vehicular signals but be easily viewed: 7'-0" minimum to 9'-0" maximum.
7. Signal pole location will be coordinated with paving pattern.
8. Signal standard will be designed so as to discourage climbing and sitting.
9. Material selection for traffic signals will be limited by functional requirements.
10. Technical and maintenance requirements of the City of Jersey City will be fully accommodated in traffic signal element design.

T. Waste and Recycling

1. All trash receptacles shall be adequately secure, enclosed and screened on all sides by opaque fencing and/or evergreens.
2. All development shall make provisions for solid waste recycling in accordance with the City's recycling program.

IX. COMPLIANCE WITH STATE REDEVELOPMENT STATUTES

In accordance with NJSA 40A:12A-1 et seq., Chapter 79 Laws of New Jersey 1992, known as "The Local Redevelopment and Housing Law", the following statements are made.

- A. The Plan herein has delineated a definite relationship to local objectives as to appropriate land uses, density of population, and improved traffic and public transportation, public utilities, recreation and community facilities and other public improvements.

The Plan has laid out various programs and strategies needed to be implemented in order to carry out the objectives of this plan.

- B. The Plan has given proposed land uses and building requirements for the redevelopment area.
- C. The displacement of residents of the Area will be held to the barest minimum. It is estimated that no more than 2 dozen families will be displaced by the acquisition of private property within the Area. The Plan calls for the rehabilitation of 79 existing, but vacant housing units within the Area. All of these units are expected to be affordable to persons of statutorily defined "low" and "moderate" income. In addition, the Plan recognizes that approximately 200 new housing units are approved for construction within three blocks of Martin Luther King Drive, most of which are also to be affordable units. The City of Jersey City will provide relocation assistance to all displaced residents, and businesses, displaced by the redevelopment activity generated by this Plan, in accordance with all applicable state and federal regulations.

There are 184 dwelling units located in the MLK Drive Redevelopment Plan Area Extension. As many as 36 of these are vacant and an additional 37 units are not slated for acquisition at all, and 4 more units will only be acquired if they are not rehabed within two years of the date of adoption of this amended plan. Overall, there are approximately 107 families who will have to be relocated to effectuate the purposes of the amended MLK Redevelopment Plan.

Federal and State laws require that adequate measures be taken to assist homeowners and residential tenants in the process of relocation. The City of Jersey City has a professional relocation staff that is fully aware of the statutory requirements and is experienced in the relocation of hundreds, if not over a thousand displaced persons and families over the fifty years of urban renewal and redevelopment in Jersey City. In addition, the City of Jersey City has built or rehabilitated over 2,000 units of affordable housing since 1989. More such affordable housing has been proposed and will be built, if the past is prologue to the future.

The following list of 334 newly proposed housing developments throughout the City, is indicative of the attempt to achieve the adequate provision for the temporary and permanent relocation of residents displaced from the redevelopment area. 100 residents who fall within the low income bracket are guaranteed priority section 8 certificates.

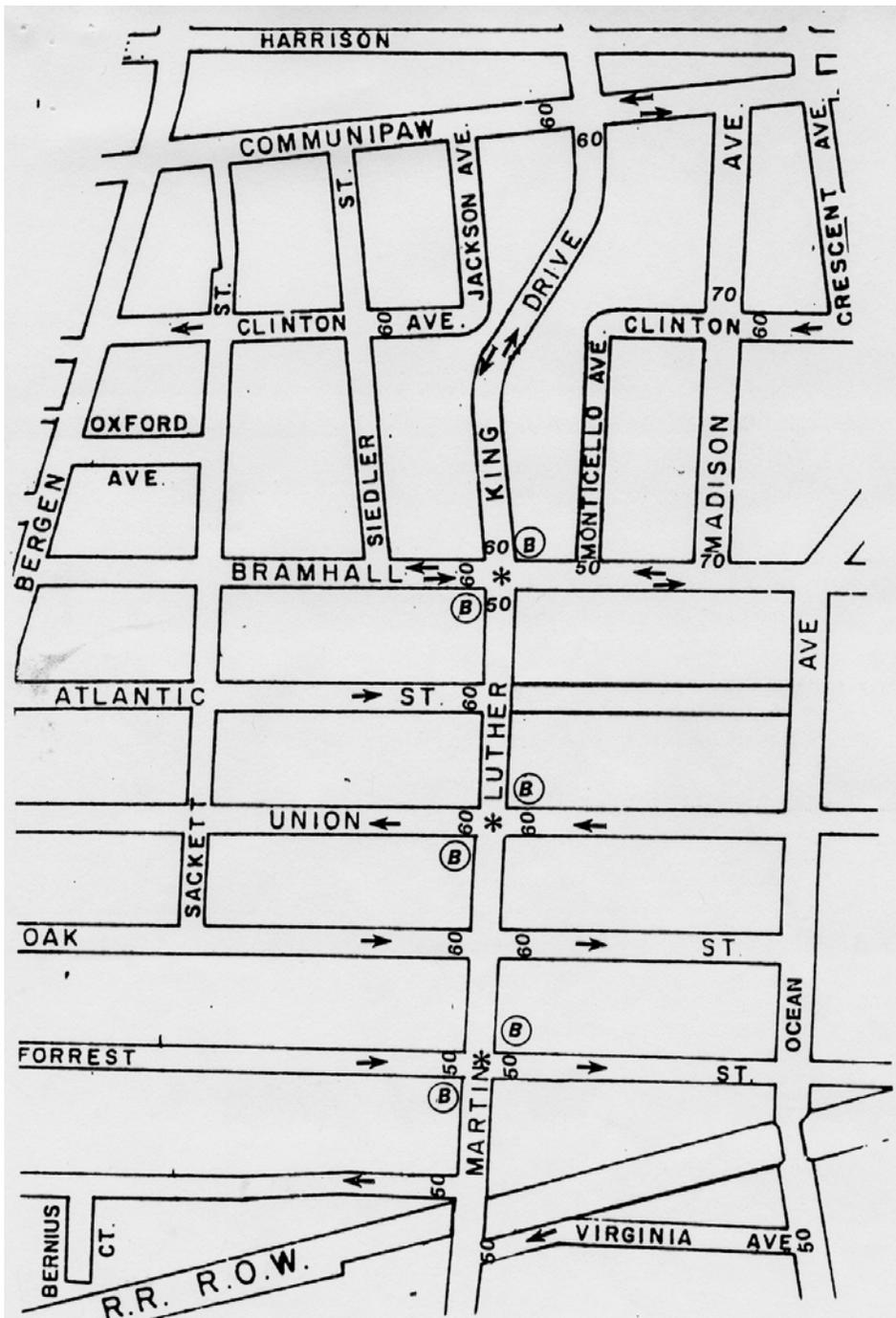
Developer	Type	# units
1. Mid-City II (scattered sites)	Rental	32 (3bedroom units)
2. MCCTW	Ownership	55 (2&3 Bedroom units)
3. Victoria Gardens 78-80 Stevens Ave	Rental	17 (various)
4. 327-329 MLK G&H Development	Rental	4 (2&3 bedroom units)
5. 16 Bergen Ave.	Own/condo	11 (various)
6. JP Affordable Housing Inc.	Ownership	36
7. Lehigh Housing Dev. Corp. (Clerk/Arlington)		22
8. New Community Corp. Orchard St.	Senior Citizen	81
9. Penwal Affordable Housing 1212 Summit Ave.	SeniorCitizen	36
10. The Earl		40
TOTAL	<hr/>	334

These figures indicate the continued commitment to build and rehab affordable units for Jersey City's housing needs. It is further expected that the MLK Redevelopment Plan Extension will provide housing development sites as art of the overall design scheme. Every effort will be made to relocate persons and families displaced by the MLK Redevelopment Plan to sites within or adjacent to the MLK Redevelopment Plan. It is the intent and purpose of this relocation effort to maintain neighborhood connections, to keep families in their schools, social groups, churches and community. Every effort will be made through the relocation processs to achieve that end.

- D. The Acquisition Maps which are a part of this Plan lists all property to be acquired as a result of this Plan.

- E. The Martin Luther King Drive Redevelopment Plan is in compliance with the Jersey City Master Plan, as reviewed in June of 1992. The Jersey City Master Plan specifically calls out the need to revitalize MLK Drive. The Master Plan of the County of Hudson is not contrary to the goals and objectives of the Jersey City Master Plan. The Plan complies with the goals and objectives of the New Jersey Development and Redevelopment Plan in that this Plan and the State's plan both recognize the need to rebuild the inner cities. Jersey City is recognized in the state plan as an "urban center" and is considered in the top priority for funding to help revitalize itself.

- F. This Redevelopment Plan shall supersede all provisions of the Jersey City Zoning Ordinance that we specifically addressed herein. Any zoning related question that is not addressed herein shall refer to the Jersey City Zoning Ordinance for clarification. No variance from the requirements herein shall be cognizable by the Zoning Board of Adjustment. The Planning Board alone shall have the authority to grant deviations from the requirements of this plan, as provided herein. Upon final adoption of this Plan by the Municipal Council of Jersey City, the Jersey City Zoning Map shall be amended to rezone the area covered by this Plan as MLK Drive Redevelopment plan Area, and all underlying zoning will be voided.

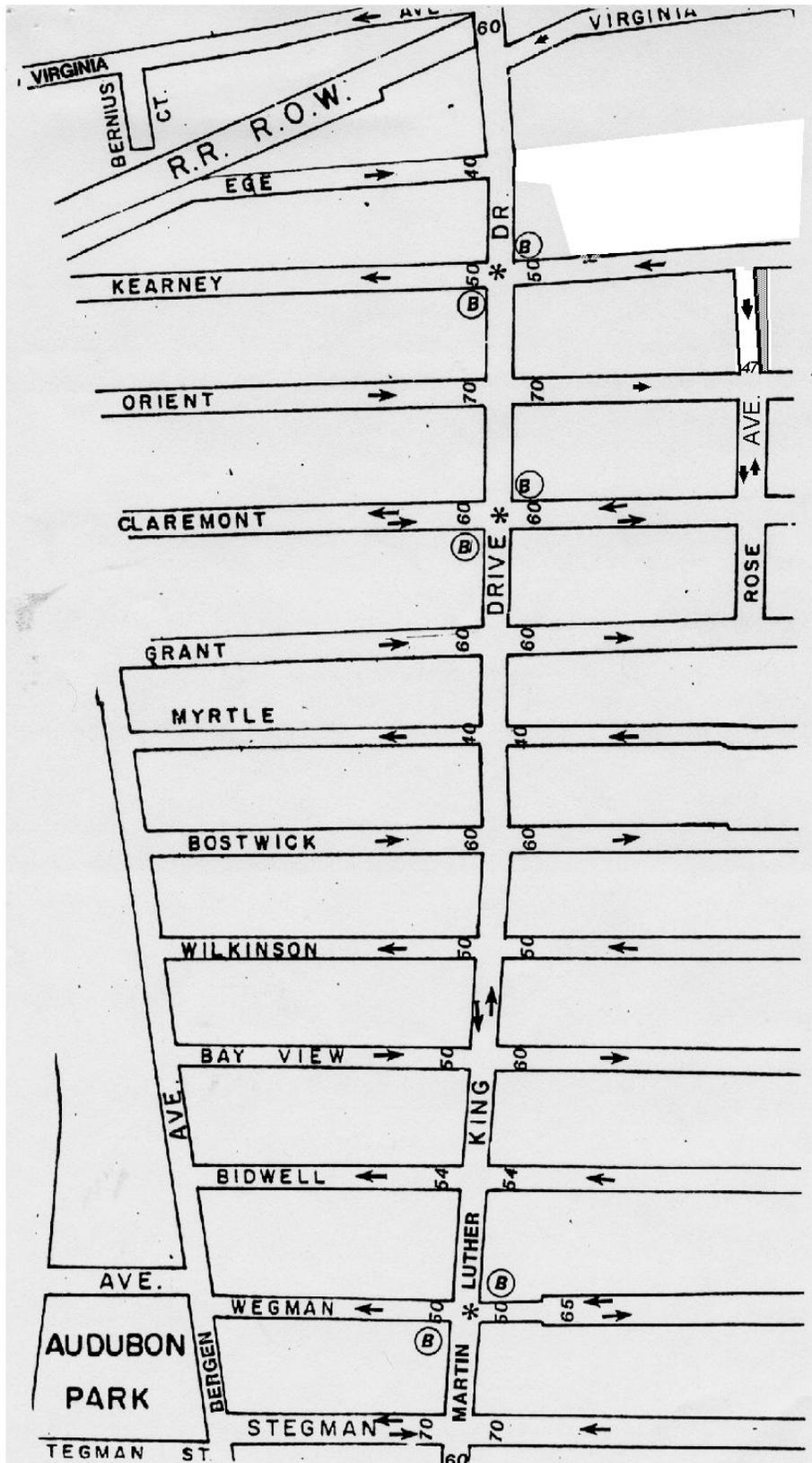


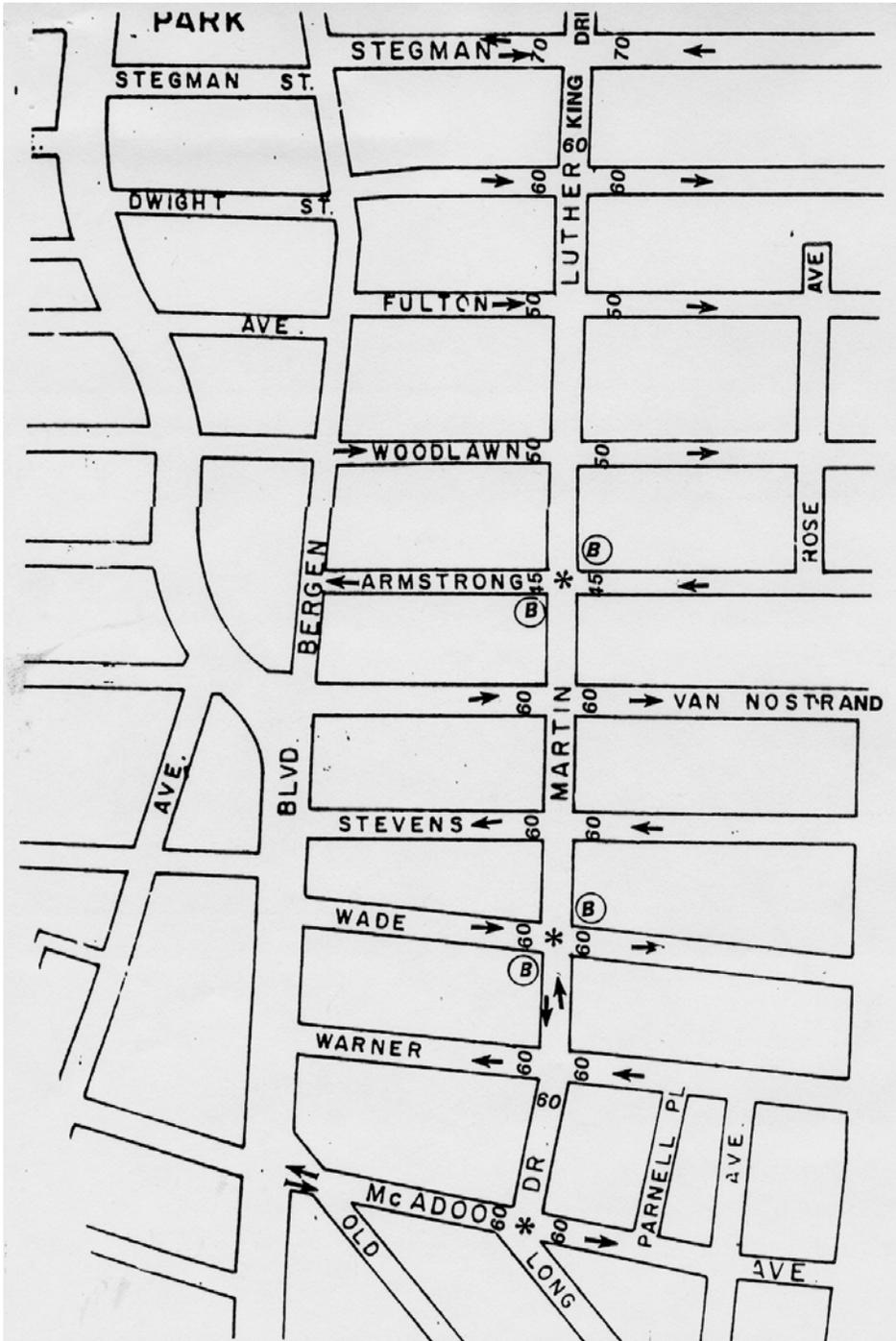
M.L.K. Drive Proposed Traffic Circulation Map

Prepared by
Dept. of Housing & Economic Development
Div. of City Planning

Legend

-  Streets To Be Vacated
-  Traffic Light
-  Direction
-  50 ROW
-  B Bus Stop





M.L.K. Drive Proposed Traffic Circulation Map

Prepared by
Dept. of Housing & Economic Development
Div. of City Planning



- Legend**
- Streets To Be
 - Vacated
 - * Traffic Light
 - ← Direction
 - 50 ROW
 - B Bus Stop

DEFINITIONS

ACCESSORY BUILDING: a building which is subordinate to the main building on a lot and used for the purposes customarily incidental to those of the main building. An accessory building attached to the principal building shall comply in all respects with the requirements applicable to the principal building.

ACCESSORY USE: any use customarily incidental and subordinate to the principal use conducted on a lot.

ADAPTIVE RE-USE: to return a building to a habitable condition by changing to a use which is more economically viable. This may involve some exterior changes to the facade. Interior plan is changed to accommodate the new building use.

ALLEY: a public or private thoroughfare which affords only a secondary means of access to abutting property.

ANTENNA: any device specifically designed for the reception or transmission or both of radio, television or microwave frequency signals but not including receivers, transmitters and transmission lines.

ANTENNA, COMMERCIAL: any combination or antenna support accessory structures and buildings and antennae transmission of radio frequency energy as part of a licensed radio, T.V., or micro-wave facility employed by non-profit or religious stations not licensed under the amateur or CB regulations of the Federal Communications Commission.

ANTENNA, HEIGHT: the height of any antenna shall be measured from the mean grade of the surrounding terrain to a radius of 50 feet and up to and including the highest point of the antenna or antennae support whichever is more elevated. Height shall be measured from the mean grade ground level regardless of whether or not the antenna support is mounted on an existing structure or extends to ground level.

ANTENNA, RADIATING ELEMENT: that part of an antenna which is connected to the transmission line and directly radiates electromagnetic energy into space.

APARTMENT: means any building containing more than one separate residence, or a building with only one residence and space allocated for other uses not associated with a residence.

BUILDING: any structure, part of a structure, extension thereof, or addition thereto having a roof supported by columns, posts, piers, or walls and intended for the shelter, business, housing or enclosing of persons, animals, or property.

ARCADE: a covered passage or alleyway located in front of, or through a building, and which is used exclusively for pedestrian use.

BAR/LOUNGE/TAVERN: any establishment or part of a structure designed, maintained and operated primarily for the dispensing of alcoholic beverages. If the bar/lounge/tavern is part of a larger dining facility, it shall be defined as that part of the structure so designated and/or operated.

BASEMENT: the portion of the building which is below the first floor level, the floor of which is more than one foot below the curb level at the center of the street in front of the building, but not more than one-half of the story height below said curb level.

BUILDING COVERAGE: The area of a lot, that is covered with buildings. Building coverage expressed as a percentage shall mean the percentage of a lot or assemblage of lots occupied by one or more buildings. Maximum building coverage expressed as a percentage of the lot or assemblage of lots means that the lot or assemblage of lots may have that much building coverage provided the site design contains all other requirements of this Redevelopment Plan such as, but not limited to, parking, loading, buffers and circulation. If these other requirements of the ordinance are not met, the building coverage shall be reduced until all provisions of the Redevelopment Plan are satisfied.

BUILDING HEIGHT: The vertical distance measured to the highest point of the roof and measured from the mean elevation of the finished grade five (5) feet away from the foundation along the side(s) of the building facing a street, or the street line, whichever is closer to the foundation. On a corner lot, the height shall be measured from the average of the mean elevation along both streets calculated as outlined above.

BUILD-TO LINES: an imaginary line where the lower floors of the building are required to be built to.

CABARET: any place wherein food and any type of alcoholic beverage is sold or given away on the premises and the operator thereof holds a yearly license to sell such beverages by the glass.

CARPORT: A roof that is used as a shelter for one or more motor vehicles, that is supported by posts, walls, or portions of walls, or that is projecting from the side of a building.

CELLAR: means the lowermost portion of the building partly or totally underground, having half or more of its height measured from clear floor to ceiling below the average adjoining ground level.

COMPARISON GOODS: a major retail item (ie., major appliance, automobile, furniture) that consumers might be expected to price at more than one location to establish the best possible purchase value.

CONSTRUCTION: The act of: A) adding an addition to an existing building or structure; B) the erection of a new principal or accessory building or structure on a lot or property; C) alterations.

COURTYARD: an open public space located in the rear of the two or more buildings which is designed and used for passive recreational purposes.

DENSITY: the permitted number of dwelling units per gross area of land to be developed.

DEPTH OF LOT: the mean distance between its front street line and its rear line. The greater frontage of a corner lot is its depth, and its lesser frontage, its width.

DISCOUNT VARIETY STORE: any establishment that sells close-out, second hand, or damaged goods, and displays them on open tables throughout the store, but not to include charitable organizations recognized as such by the Internal Revenue Service.

DISTRICT: distinct zones within the Redevelopment Plan governed by standards and regulations contained within the Plan.

DWELLING UNIT: any room or groups of rooms located within a dwelling and forming a single habitable unit with facilities which are used or designed for living, sleeping cooking and eating, and sanitary purposes. The dwelling unit shall be self contained and shall not require the use of outside stairs, passing through another dwelling unit, or another indirect unit to get to any portion of the dwelling unit, nor shall one dwelling unit require shared facilities with another dwelling unit.

EATING AND DRINKING ESTABLISHMENTS:

DRIVE-IN RESTAURANT: any establishment providing for over-the-counter sale of foods, frozen desserts and/or beverages to the consumer, which are packaged in paper, or other types of disposable wrappers or containers or which are served in edible containers in a ready to consume state, and whose design and method of operation is likely to generate vehicular traffic in that it caters mainly to clientele arriving by automobiles.

FAST FOOD RESTAURANT: Any establishment providing a limited menu of over-the-counter sale of hot foods, that are cooked on the premises for the consumer and are packaged in paper or other types of disposable wrapping or containers or which are served in edible containers in a ready to consume state.

DINING ROOM: any establishment which is maintained, operated, and advertised as a place where food and beverages are served, and consumed primarily within the structure. Such food and beverages are served primarily in non-disposable containers.

CARRY-OUT RESTAURANTS: any establishment which is maintained, operated, and/or advertised as a place where food, beverages, and/or desserts are served in disposable containers or wrappers from a serving counter for consumption exclusively off the premises.

CATERING SERVICES: preparation and delivery of food and beverages for off-site consumption without the provision for on-site pick-up or consumption.

EATING AND DRINKING ESTABLISHMENTS With TAKE-OUT SERVICE: Establishments at which 20% or more of the transactions are sales for off-site consumption.

SNACK AND SANDWICH SHOP: a non-drive-in restaurant without an outside sales window in which only sandwiches and snack type foods are sold and within which there is no cooking or food preparation. Such snack and sandwich shops shall be operated only during normal business hours and on normal business days.

FLOOR AREA: the sum of the gross areas of all floors of a building or buildings, measured from the exterior faces of exterior walls or from the center lines of walls separating 2 buildings.

FLOOR AREA RATIO: The ratio of gross floor area to the total area of the site or lot, but not including basement, if used for mechanical rooms or storage, nor parking areas.

FRONT YARD: a yard extending from the front building plane to the sidewalk.

GARAGE, PARKING: Buildings used exclusively for the parking or storing of motor vehicles and in which services limited to washing, polishing and other cleaning services may be provided.

GRADE:

1. For buildings adjoining* one street only, elevation of the established curb at the center of the wall adjoining* the street.
2. For buildings adjoining* more than one street, the average of the elevations of the established curbs at the center of all walls adjoining* the streets.
3. For buildings having no wall adjoining* the street, the average level of the ground adjacent to the exterior walls of the buildings.

* (All walls approximately parallel to and not more than 15 feet from the street line are to be considered as adjoining a street.)

GROSS FLOOR AREA: Gross floor area in residences shall be measured by using the outside dimension of the building, excluding the area of a garage, attic, open porch or patio and further excluding the area used as a cellar, basement, utility, heating and cooling rooms. Only those portions of floor areas in residential structures which are at or above grade and have a ceiling height above them of seven and one-half (7.5) feet or more, or those floor areas on the top story which meet the definition of a half story shall be included in the gross floor area.

In non-residential structures, floor areas used for storage and other purposes, regardless of the ceiling height, shall be included in the gross floor area, but floor areas used for parking, loading docks, utility, heating and cooling rooms shall be excluded. The gross floor area of any use sharing a common wall with another use shall be measured from the center of interior walls and the outside of exterior walls.

HISTORIC: A building, structure, object, site or landscape feature having a degree of significance or importance over or at a period of time.

HISTORIC DISTRICT: An area defined as a historic district by City Council, State or Federal authority and which may contain within definable geographic boundaries one or more landmarks or clusters, including their accessory buildings, fences and other appurtenances, and natural resources having historical, cultural, and archaeological significance, and which district may have within its boundaries other buildings or structures, that while not of such historical, cultural, architectural or archaeological significance as to be designated landmarks, nevertheless contribute to the overall visual characteristics of the landmark or landmarks located within the district.

INFILL HOUSING: The construction of a housing unit that resembles in proportion, scale, height, style and bulk the adjacent dwelling units.

JUNKYARD: Any area, lot, land, parcel, building, or structure, or part thereof, used for the storage, collection, processing, purchase, sale, salvage, or disposal of junk.

LOADING SPACE: An off-street space or berth on the same lot with a building or group of buildings for the temporary parking of a commercial vehicle while loading or unloading having fifteen (15) feet of vertical clearance, and lengths and widths that meet the Zoning Ordinance.

LOT: A tract or parcel of land which may abut a street, but not including any portion of a street, which tract or parcel of land is legally separate from any other tract or parcel of land.

LOT AREA: The area contained within the lot lines of a lot not including any portion of a street right-of-way.

LOT COVERAGE: The square footage or other area measurements by which all buildings and paved surfaces occupy a lot as measured on a horizontal plane around the periphery of the foundations and paved areas and including the area under the roof of any structure.

LOT FRONTAGE: The horizontal distance between side lot lines measured along the street line. The minimum lot frontage shall be the same as the lot width except where side lot lines are not parallel or where the lot fronts on a street with a curved alignment having an outside radius of less than five hundred (500) feet, in which case the minimum distance between the side lot lines measured at the street line shall not be less than seventy-five (75) percent of the required minimum lot width. In the case of a corner lot, any street frontage which meets the minimum frontage required for that zone may be considered the lot frontage.

LOT LINE: Any line forming a portion of the exterior boundary of a lot and the same line as the street line for the portion of a lot abutting a street. Lot lines extend vertically in both directions from ground level.

MIXED USE: A lot or structure containing more than one (1) zoning use.

NIGHT CLUB: Any room, building or place in which any musical entertainment, singing, dancing or other similar amusement is permitted in connection with a restaurant business or business of directly or indirectly selling food or drink to the members of the public who are at least twenty-one years of age.

NON-CONFORMING BUILDING: A building which in its location upon a lot or in its size, does not conform to the regulations of this Redevelopment Plan for the district in which it is located.

NON-CONFORMING LOT: A lot of record which does not have the minimum dimension or location of which was lawful prior to the adoption of this ordinance, but which fails to conform to the requirements of the district in which it is located by reason of such adoption.

NON-CONFORMING STRUCTURE: A structure the size, dimension or location of which was lawful prior to the adoption of this ordinance, but which fails to conform to the requirements of the district in which it is located by reason of such adoption.

NON-CONFORMING USE: A use or activity which was lawful prior to the adoption of this ordinance but which fails to conform to the requirements of the district in which it is located by reasons of such adoption.

OFFICE: A place for the transaction of business where reports are prepared, records kept, and services rendered, but where no retail sales are offered and where no manufacturing, assembly or fabricating takes place.

OPEN SPACE: sidewalk, parks, public plaza, courtyards, which is open and unobstructed from its lowest level to the sky and conforms with lot coverage.

PARKING SPACE: An area measuring nine (9) feet in width by eighteen (18) feet in depth, either within a parking structure or a surface lot, for the parking of motor vehicles, exclusive of driveways, access drives, fire lanes and public rights-of-way.

PARKING SPACE (COMPACT): An area measuring a minimum of eight (8) feet in width by sixteen (16) feet in depth, either within a structure or in the open, for the parking of motor vehicles, exclusive of driveways, access drives, fire lanes and public rights-of-way.

POOL OR BILLIARD PARLOR: an establishment the primary purpose of which is to provide a place of public assemblage in which the game commonly known as pool or billiards or games of a similar nature are played.

PRINCIPAL USE: The main use of land or structures as distinguished from a subordinate or accessory use.

PROFESSIONAL OFFICE: The office of a: licensed physician, psychiatrist, psychologist, chiropractor, lawyer, registered architect, licensed engineer; licensed planner, or licensed land surveyor.

REHABILITATION: The act or process of returning a building to a usable state using selective corrective measures as mentioned in the architectural guideline section.

RETAIL SALES: an establishment where goods are sold directly to the consumer for personal or household use, with or without processing on the premises for such retail sale, but excluding the processing, repair or renovating of furniture, bedding or fixtures. In no instance shall bars, service stations or drug rehabilitation centers be considered retail sales.

ROW HOUSE: One of an unbroken line of houses sharing one or more party walls with its neighbors, or one of a number of similarly constructed houses in a row.

SALVAGE YARD: (See Junkyard)

SERVICE STATION: A place where motor fuel, lubricants and miscellaneous accessories for motor vehicles are sold and/or dispensed and where services may be rendered for engine and mechanical repairs.

SETBACK LINE: A line drawn parallel to the street line or lot line and drawn through the point of a building nearest the street line or lot line. The term "required setback" means a line that is established a minimum horizontal distance from the street line and beyond which a building or part of a building is not permitted to extend toward the street line or lot line.

SIGN: Any announcement, declaration, demonstration, display, illustration or insignia used to advertise or promote the interest of any person or product when the same is placed to be seen by the general public.

SIGN, FREESTANDING: A sign which is attached to or a part of a completely self-supporting structure. The supporting structure shall be set firmly in or below the ground surface and shall not be attached to any building or any other structure, whether portable or stationary.

SIGN, INTERNALLY ILLUMINATED: Any sign which has characters, letters, figures, designs or outline illuminated such that the light is directed into the eyes of the viewer from the light source.

SITE PLAN REVIEW: The examination of the specific development plans for a lot. Whenever the term "site plan approval" is used in this Redevelopment Plan it shall be understood to mean a requirement that the site plan be approved by the Planning Board.

STORY: That portion of a building comprised between a floor and the floor or the roof next above it. A half story is a story at the top of a building, the height of which shall not be less than seven and one-half (7.5) feet above at least one-third the area of the floor when the room is used for sleeping, study or similar activity.

STREET: Any street, avenue, boulevard, road, lane, parkway, viaduct, alley or other way which is an existing State, County, or Municipal roadway, or a street or way shown upon a plat heretofore approved pursuant to law or approved by official action pursuant to the Municipal Land Use Law (NJSA 40:55D-1., et. seq.) or a street or way on a plat duly filed and recorded in the office of the County Recording Officer prior to the appointment of the planning board; and the grant to such board of the power to review plats, and any way shown on a plat approved by the City, and includes the land between the street lines, whether improved or unimproved, and may comprise pavement, shoulders, gutters, sidewalks, parking areas and other areas within the street line.

TOWN HOUSE: an attached one-family or two family residential structures in groups of not less than 3 and not

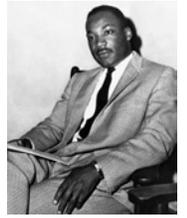
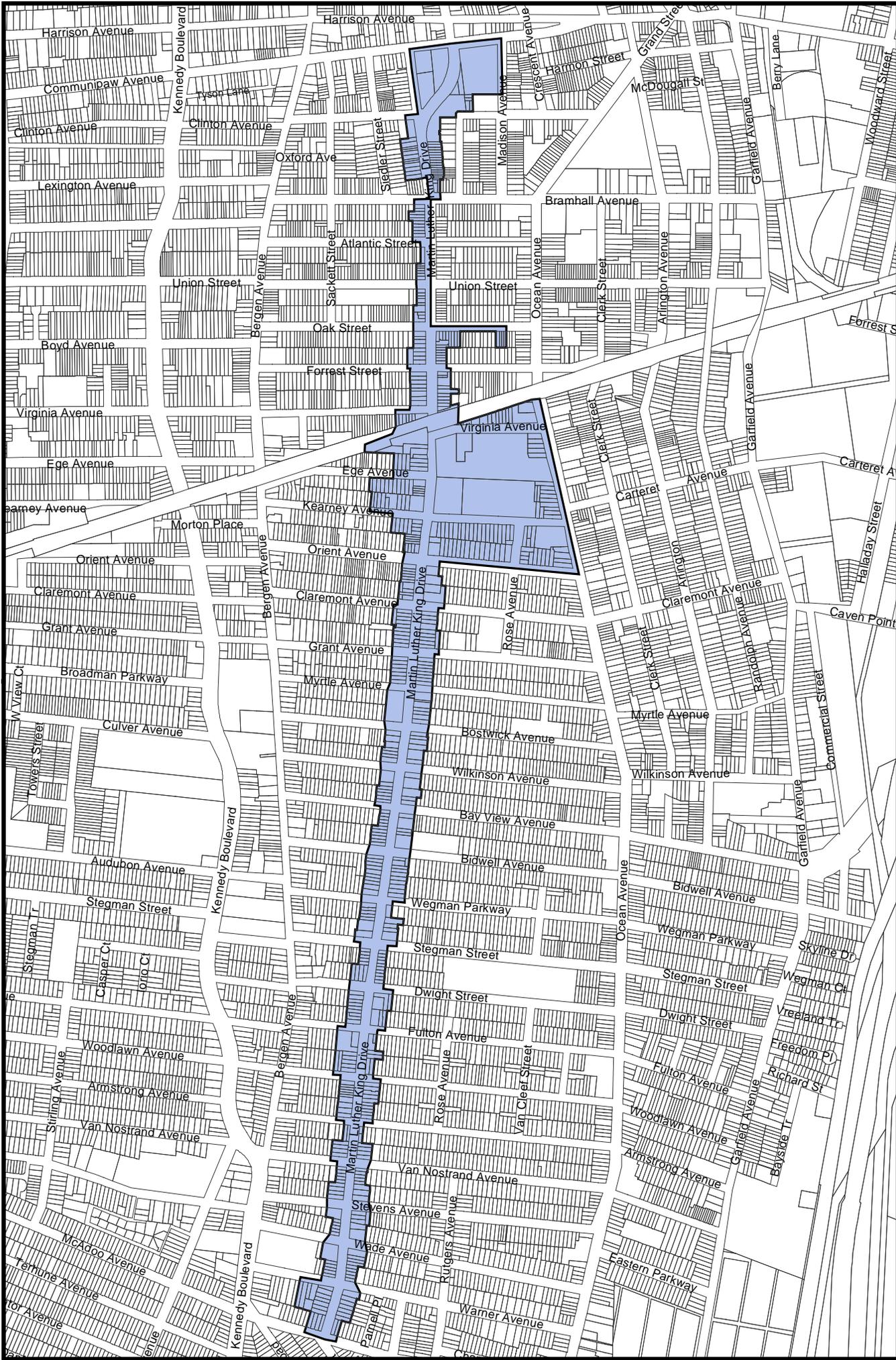
more than 12 erected in a row as a single building, on adjoining lots, each being separated from adjoining unit or dwelling by a party wall extending from the basement or cellar to or through the roof, with separate entrances from each unit or dwelling.

UTILITY: Water, sewerage, telephone, gas, or electric service from a private or public utility company under the regulations of the New Jersey Public Utility Commission. On-site storage of gasoline, compressed gas, steam or use of conveyor belts, elevators, water mains, or other means of storing, servicing, or transporting goods and services on-site shall not be considered a utility.

YARD, FRONT: An open space extending across the full width of the lot and lying between the street line and the closest point of any building on the lot. The depth of the front yard shall be measured horizontally and at right angles to either a straight street line or the point of tangent of curved street lines. The minimum required front yard shall be the same as the required setback.

YARD, REAR: An open space extending across the full width of the lot and lying between the rear lot line and the closest point of the principal building on the lot. The depth of the rear yard shall be measured horizontally and at right angles to either a straight rear lot line or the point of tangent of curved rear lot lines. The minimum required rear yard shall be the same as the required setback.

YARD, SIDE: An open space extending from the front yard to the rear yard and lying between each side lot line and the closest point of the principal building on the lot. The width of the required side yard shall be measured horizontally and at right angles to either a straight side line or the point of tangent of curved side lot lines. The minimum required side yard shall be the same as the required setback.



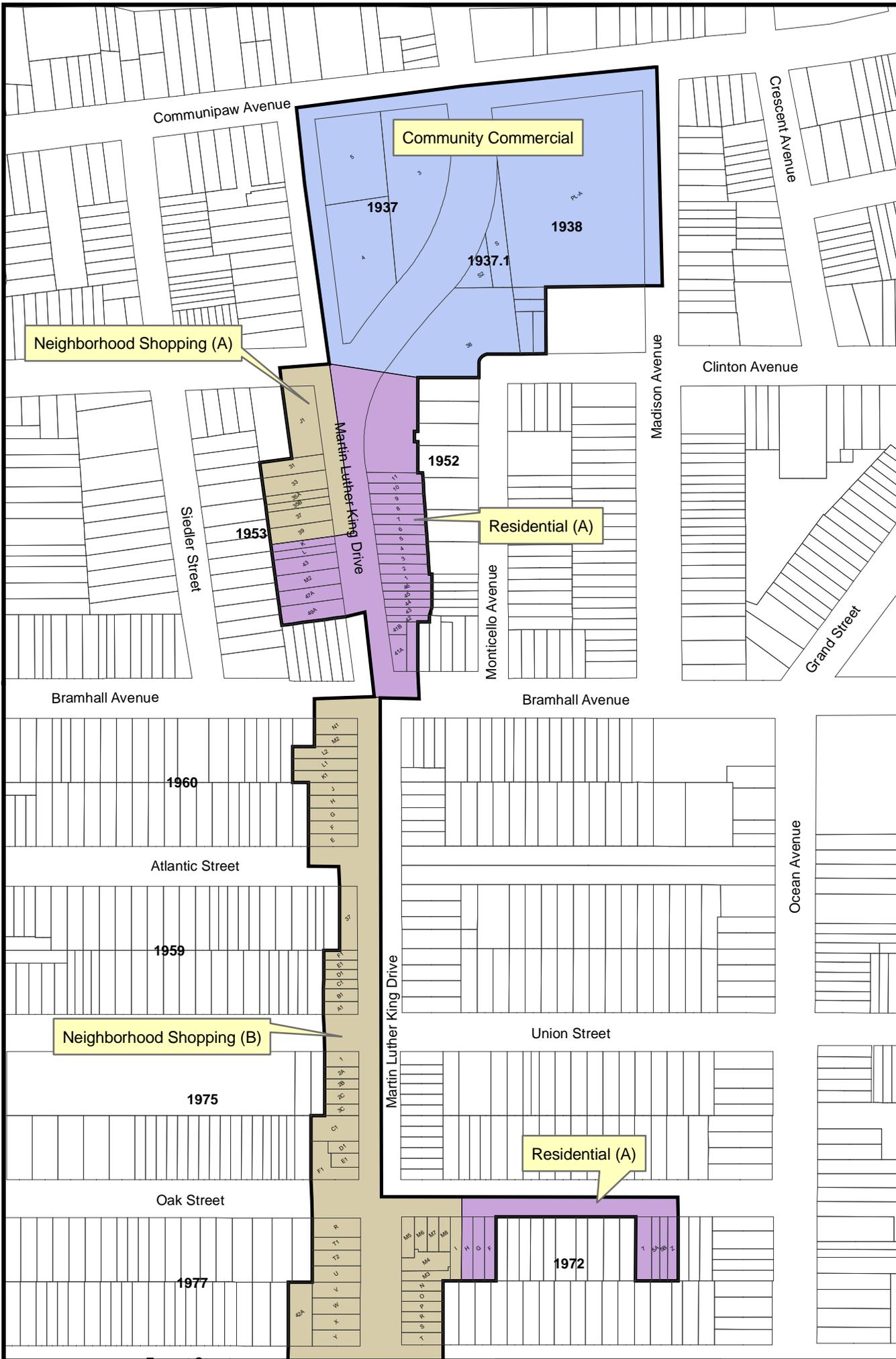
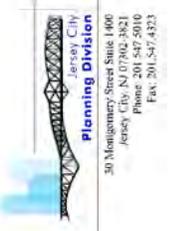
**MARTIN LUTHER KING JR. DRIVE REDEVELOPMENT PLAN AREA
BOUNDARY MAP**



1/4

1/2

Miles May 19, 2009

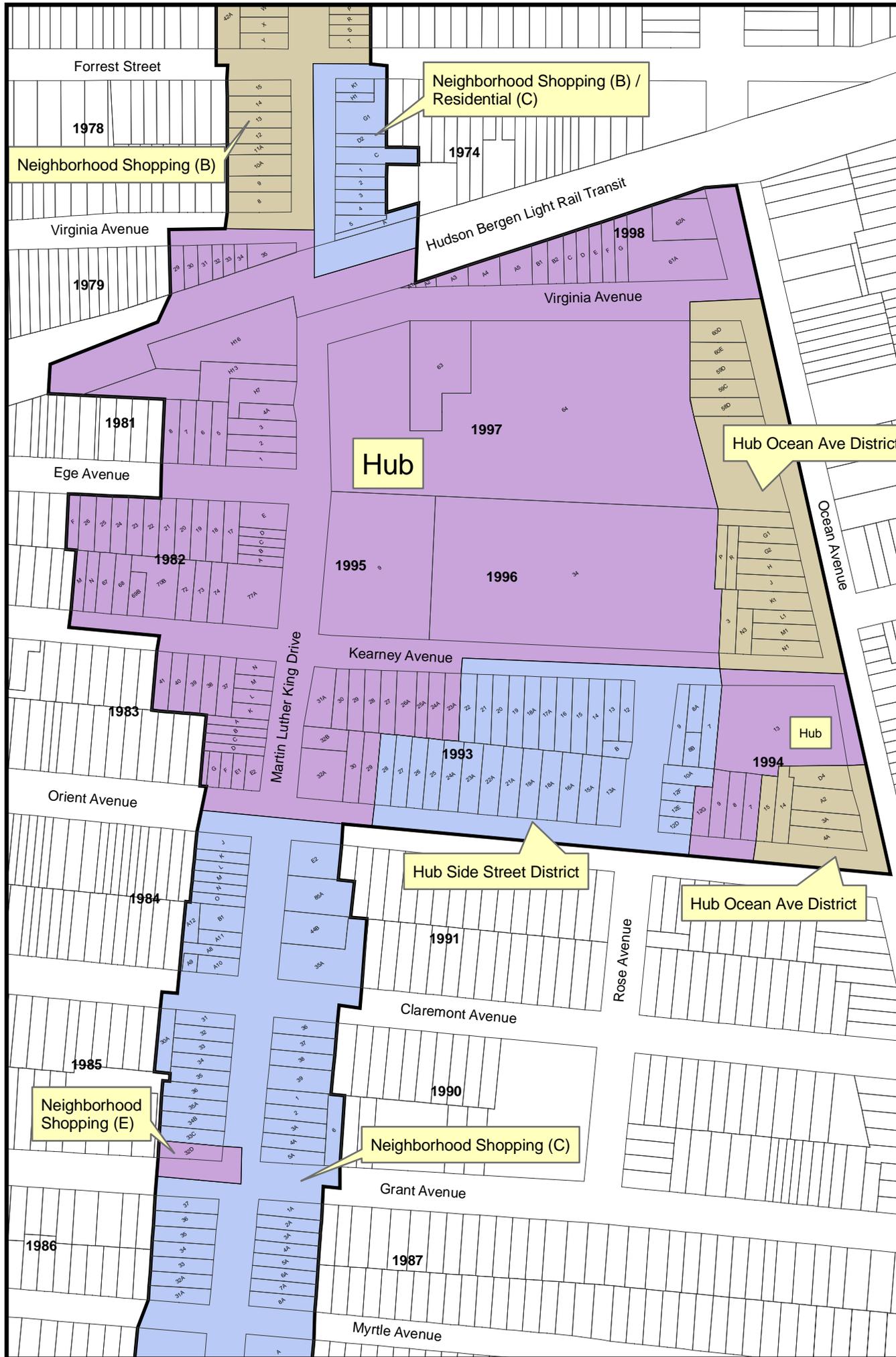


February 23, 2010

1 inch equals 200 feet



MARTIN LUTHER KING JR. DRIVE REDEVELOPMENT PLAN AREA
LAND USE DISTRICTS



February 23, 2010
1 inch equals 200 feet
0 50 100 200 Feet

MARTIN LUTHER KING JR. DRIVE REDEVELOPMENT PLAN AREA
LAND USE DISTRICTS



Neighborhood Shopping (C)

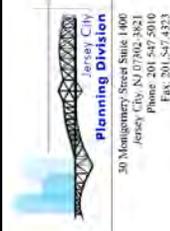
Neighborhood Shopping (D) / Residential (C)

MARTIN LUTHER KING JR. DRIVE REDEVELOPMENT PLAN AREA
LAND USE DISTRICTS

February 23, 2010

1 inch equals 200 feet





Neighborhood Shopping (D) / Residential (C)

Residential (C)

Residential (C) / Senior Overlay

February 23, 2010
1 inch equals 200 feet
0 50 100 200 Feet

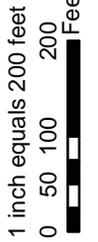
MARTIN LUTHER KING JR. DRIVE REDEVELOPMENT PLAN AREA
LAND USE DISTRICTS



MARTIN LUTHER KING JR. DRIVE REDEVELOPMENT PLAN AREA To be Acquired

To be Acquired for Rehabilitation

ACQUISITION MAP



May 19, 2009



MARTIN LUTHER KING JR. DRIVE REDEVELOPMENT PLAN AREA



To be Acquired



To be Acquired for Rehabilitation

ACQUISITION MAP

1 inch equals 200 feet



May 19, 2009

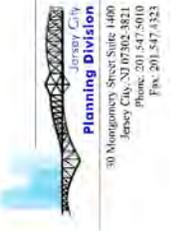


To be Acquired
 To be Acquired for Rehabilitation

MARTIN LUTHER KING JR. DRIVE REDEVELOPMENT PLAN AREA
ACQUISITION MAP

1 inch equals 200 feet
 0 50 100 200 Feet

May 19, 2009



MARTIN LUTHER KING JR. DRIVE REDEVELOPMENT PLAN AREA

ACQUISITION MAP

To be Acquired
 To be Acquired for Rehabilitation

1 inch equals 200 feet

0 50 100 200 Feet

May 19, 2009