

MONTICELLO AVENUE REDEVELOPMENT PLAN

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City of Jersey City
Division of City Planning

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INTRODUCTION

The first **Monticello Avenue Redevelopment Plan**, written in 1987 and amended in 1988, lacked substance in that it failed to provide comprehensive development guidelines and any real vision for Monticello Avenue's revitalization. The city has worked closely with the **Monticello Community Development Corporation (MCDC)** in rewriting the Monticello Avenue Redevelopment Plan (hereinafter referred to as the **Plan**) that now provides more comprehensive development guidelines and a "neighborhood shopping district with an arts overlay" concept for redevelopment. The MCDC is comprised of commercial and residential property owners, community leaders, business owners and residents, all of whom live on, around or do business in the Monticello Avenue area. The MCDC is a successor to the Monticello Steering Committee, a group formed in the spring of 2001, after the Jersey City Planning Division, along with the Ward F Councilperson, initiated neighborhood meetings to bring the community together to galvanize a unified "vision" for the Monticello Avenue corridor.

The community was asked their ideal vision for Monticello Avenue and the surrounding area. The response was that Monticello Avenue should be historically preserved and revitalized as a gathering place, cultural center and vital neighborhood. This vision is attainable as a result of the development boom on the waterfront in Jersey City. Development is now progressing to the inner city neighborhoods making Monticello Avenue a potential beneficiary of the downtown expansion. This expansion has created many investment and funding opportunities for preserving and developing Monticello Avenue as a neighborhood-shopping district with an "arts overlay" concept.

As detailed in the original plan, the amended Plan's project area encompasses 19 blocks geographically located in the center of Jersey City. The northern boundary begins on the north side of Fairmount Avenue and runs along both sides of Monticello Avenue south to Communipaw Avenue. At Communipaw the Plan's southern boundary continues on the northern side of Communipaw one block east to Crescent Avenue and one block west to Bergen Avenue. Monticello Avenue is part of the Bergen Hill Historic District, an established neighborhood of brick row houses and brownstones, contiguous to the Martin Luther King, Jr. Drive Hub and McGinley Square commercial districts.

Monticello Avenue was at one time a preeminent shopping district in Jersey City, known for its quality clothing and apparel stores. Retail and commercial activity substantially declined over the past three decades leaving Monticello Avenue with few viable businesses, numerous storefront churches, many unattractive residential units, and several vacant and blighted properties. The community is hopeful that implementation of the Plan, in coordination with redevelopment of the historic Jersey City Medical Center and other development plans in the area, will transform Monticello Avenue into a unique place where community and culture meet.

Physical Development

It is desired that the Redevelopment Area will:

- (a) Rehabilitate existing historical structures;
- (b) Rehabilitate non-historical structures to compliment the above;
- (c) Develop historically compatible infill construction on vacant parcels;
- (d) Demolish unsafe and obsolete structures and replaced in a timely fashion;
- (e) Develop commercial use on street level.

Economic Development

- (a) Attract new businesses and artists;
- (b) Stabilize existing businesses;
- (c) Pursue private and governmental resources;
- (d) Engage in strategic planning with other development areas, and
- (e) Develop relationships with governmental agencies and private companies to build the infrastructure.

This Plan will regulate future development activities through comprehensive guidelines that ensure proper re-habilitation and future developments, which will create a vital community corridor.

II. BOUNDARY DESCRIPTION

The Redevelopment Plan Area is essentially a “corridor” plan area. Its boundary is somewhat irregular and can best be described in the **Boundary Map** at the end of this document. At the time this Plan was first adopted in 1987, it contained the following blocks and lots. (Block and lot designations change. The use of the Boundary Map to delineate the boundary of the redevelopment plan area assures accuracy over time.)

<u>Block</u>	<u>Lots</u>
1907	A, B
1908	7, 7A, 8(259 Fairmount Ave.), 8 (237 Monticello Ave.), 9, 9A, 10, 10A, 11, 12, 13, 14, 15, 16A, 16B, 27
1909	A1, A2, B, C, D, E, F, G, H
1910	A1, A2, A, 1, 2, 3A, 3B, 4A, 4B, 5A, 6, 7, 8
1911	A, B, E, G, F, 125, 126, 127
1912	21, 22, 23, 24A, 25A, 26, 109, 111A, 113A, 115, 117, 119
1918	A, B, C, D, E2, E3, E4
1919	01, D2, 03, D4, 05, E, F, G, H, K
1920	A, B, C, D, E, 1A, 17A, 18A, 19A, 20A, 90, 92, 94, 96A, 98, 100, 102, 104, 106, 108, 110A
1921	50B, 52B, 54A, 56, 58, 60, 62, 64, 66, 68, 70, 72A, 74A, 74B
1922	A, B, C, 0, J, 61A, 63A, 69A, 71A, 73, 75
1927	A, B, C, D1, E1, F1, G1, H1, J1, K1, 33, 35, 37, 39, 41, 43A, 45A,
1928	1A, 1B, 2, 3A, 4, 5, 6, 8A
1929	A1, B1, C1, 01, 34, 36, 38, 40, 42, 44
1930	V6, V7, V8, V9, V10, W1, X1, Y1, Z3, Z4

- 1931 A, B, C, D, E, 1, 1A, 3A, 3B, 4A, 4B, 5B, 60, 7, 8, 9, 11C, 13, 14B, 15, 16, 17, 21A, 22, 23, 24, 25, 26, 27, 28, 29A, 29B
- 1932 A, B, C, 0, E, F, G, H, H2, H3, H4 (All lots on block.)

III. REDEVELOPMENT PLAN GOALS & OBJECTIVES

Revitalizing Monticello Avenue as a neighborhood-shopping district with an eye towards a specialization in the arts is the overall goal of this Plan. It is community-driven and reflects the dreams, visions and aspirations of residents, business owners, property owners and other stakeholders committed to supporting long-term redevelopment efforts. The Plan’s objectives for achieving the overall goal is to preserve the historical character of the corridor, rejuvenate existing commercial businesses while attracting new ones, and through comprehensive planning, provide an environment designed to sustain economic stability, growth, and development.

The Plan encompasses a relatively small redevelopment area with a tremendous amount of resources that will correspond with the following:

GOAL: To create a neighborhood-shopping district that provides quality goods and services.

OBJECTIVE: Revitalize and stabilize existing businesses and attract new businesses that adhere to the Plan.

GOAL: To create a unique economic and cultural identity through the use of an arts “overlay” for Monticello Avenue.

OBJECTIVE: Attract multi-faceted arts-related ventures with economic incentives.

GOAL: To preserve the historical character of buildings along Monticello Avenue.

OBJECTIVE: Ensure the preservation of historical and architectural elements by incorporating them into the Plan’s design guidelines.

GOAL: To encourage the multi-cultural identity of the Monticello neighborhood.

OBJECTIVE: Maintain, support and promote the diversity of the neighborhood.

GOAL: To create a neighborhood where residents and visitors feel safe.

OBJECTIVE: Develop a comfortable, lively and attractive pedestrian environment.

GOAL: To create and develop jobs, and stabilize the neighborhood.

OBJECTIVE: Allow for a mix of commercial, office, retail, residential, and cultural uses, which provide support for the Plan’s initiatives.

GOAL: To link Monticello Avenue with neighboring shopping districts of MLK Drive, McGinley Square, Journal Squares and Lafayette.

OBJECTIVE: Develop economic and marketing strategies that complement but do not compete

with each other.

GOAL: To improve the mass transit system to bring shoppers and visitors to the neighborhood from surrounding communities and the greater metropolitan region.

OBJECTIVE: Provide multiple transportation options that expand, connect or complement the Light Rail, Path and bus routes.

GOAL: To create a destination as well as a desirable neighborhood.

OBJECTIVE: Market Monticello Avenue amenities as a destination in Jersey City.

GOAL: Improve the existing traffic flow and parking opportunities on and around Monticello Avenue.

OBJECTIVE: Address the current and future vehicular needs and seek alternative ways to provide ample parking for commercial and resident uses.

IV. IMPLEMENTATION OF THE REDEVELOPMENT PLAN

Critical Factors to Be Considered

Jersey City has been in an economic flux for at least the past forty years. Those who have resided here long enough have witnessed affluent communities become dilapidated, while dilapidated communities have become affluent. Over the last fifteen years the city has experienced a wave of economic growth, thanks to a renewed interest in waterfront properties and other potentially valuable land. The combination of prestigious locations and tax abatements has made these areas very inviting to developers and has been an overall success thus far.

The major challenge is to create a plan that will allow inner city neighborhoods to experience some of the economic rebirth that the waterfront communities have enjoyed. In spite of redevelopment plans written for inner city areas, urban renewal has proven to be much more difficult. Areas such as Monticello Avenue, Martin Luther King Drive, Communipaw Avenue, and large parts of Bergen Avenue, are only some that have yet to fully benefit from the economic development that other parts of Jersey City have seen.

History has proven that it is not enough to just construct new buildings in bad neighborhoods. In order to achieve true change, Jersey City must address the social infrastructure of these communities; otherwise new buildings will end up dilapidated in short periods of time.

When observing any neighborhood that is crime ridden and drug infested, the first question to ask is “why”? Once the reasons have been determined, the solution is much clearer. Real work starts with the implementation of these solutions. This plan has been constructed to be the link between problems and actions that will take place to solve these problems.

In order to achieve success for Monticello Avenue, Jersey City must be realistic about what transforms a blighted neighborhood into a safe and prosperous one. The first thing is to look at the positive aspects that currently exist. Strategies are set forth in this Plan to assist and enhance the positive factors favoring success. The driving force for the Monticello area is the people. Most

people want to see change, and strong community involvement can make the change happen. Current business and property owners must be held to higher standards and made accountable for the appearance of their properties. Community organizations such as MCDC can facilitate business and property owners taking responsibility and making positive contributions to the community.

Crime is an issue in this area. It is important that community organizations correspond frequently with local police to ensure that specific problem areas are better monitored. Social programs should still be included, but it is unrealistic to think that everything or everyone can be rehabilitated. Unlike other plans, this Plan focuses on more than just heavy policing and social work.

Along with implementing initiatives to strengthen the existing community, there must be a strong focus on making Monticello Avenue attractive to newcomers. In order for the area to prosper, people need to have a reason to want to live, invest, and open businesses in the redevelopment area. Like waterfront properties, prospective Monticello Avenue business owners need to be given tax incentives in exchange for opening businesses on Monticello. Businesses that provide basic neighborhood needs should be the initial target, such as a quality grocery store. The MCDC and other interested community stakeholders, will begin to use aggressive marketing techniques aimed at developers that share the same vision for this historical corridor.

Programs designed to attract artists such as painters, sculptors, filmmakers, photographers, musicians, and performers must be identified and supported. Historically, the migration of artists into economically deprived areas has proven to be an excellent launch pad for an economic rebound.

If this core area of Jersey City is to ever meet its full potential, transportation and parking issues must be addressed. Different options, such as a monorail or light rail, need to be considered. More direct bus routes from this area into New York and downtown Jersey City are other options that should be studied. Easy access is essential to an urban commercial/residential district. This Plan will work to improve transportation by encouraging residents and community groups to work diligently with Jersey City officials to see that these needs are met. The neighborhoods surrounding Monticello must also work closely with the Jersey City Parking Authority to make sure that adequate parking for residents and visitors is assured.

People need to have a reason to visit and spend money in this historical district. Monticello Avenue is in the heart of Jersey City and should be treated as such. The community's goals can be achieved with dedicated assistance and support from City officials and agencies. The following strategies outline in greater detail the means to reaching these achievable goals.

A. MONTICELLO COMMUNITY EMPOWERMENT

To maintain community empowerment in the redevelopment of the Plan Area, the Redevelopment Area community established a single community based development coalition, for the purpose of community inclusion and the decision making process of the Redevelopment Plan.

1. The Redevelopment Area community, including residents, property owners, business owners, and community leaders have taken an active role in the development of this Plan.

2. In order to maintain this community empowerment in the continuing development process the Redevelopment Area community has established the Monticello Community Development Corporation (MCDC).
3. MCDC shall maintain a democratic structure and include the area from: east to west – Summit Avenue to Bergen Avenue; north to south – from Montgomery Street to Communipaw Avenues. The MCDC shall conduct quarterly, annual and special meetings, all of which are to be open to the community, and shall be comprised of members who are Redevelopment Area residents, property owners, business owners, community leaders and other relative stakeholders.
4. Due to the Monticello Avenue district being named one of New Jersey’s “Main Street Communities,” it is essential that the architectural integrity of Monticello’s streetscape remain intact. To assist with this task, this Plan encourages the Jersey City Planning Board to work with an Architectural Review Committee (ARC), comprised of members of the Monticello Community Development Corporation. The ARC will work with staff for the planning board and redevelopment agency and prospective redevelopers and their design professionals to achieve the desired character for reinvestment in the Redevelopment Plan Area. The MCDC ARC will provide a designated agent with a mailing address and telephone number to the Division of City Planning. It shall be the responsibility of the aforementioned designated agent to maintain current contact information with the Division of City Planning. Nothing herein will prevent other interested parties from the affected community from having an opportunity to comment on any proposed projects within the Plan Area.
5. In addition to the planning board’s site plan review process that is required by this Plan and the zoning ordinance, any applicant for development in the Redevelopment Area shall mail or personally serve a copy of the site plan and application for development to the designated agent of the MCDC ARC. In order to provide a meaningful review timeframe and to allow the parties to meet and discuss alternatives, submission of any such site plans and applications shall be made at least 45 calendar days before any anticipated hearing before the Jersey City Planning Board. Proof of submission of site plan and application to the aforementioned agent shall be submitted to the Division of City Planning not less than 21 calendar days prior to a scheduled hearing before the planning board. These advance submission requirements may be waived by the Planning Board for a specific redevelopment project if the MCDC has submitted to the Planning Board, in writing, its approval of that project.
6. The Division of City Planning and the Jersey City Redevelopment Agency shall each designate an agent to serve as liaison to the MCDC. It shall be the responsibility of these agents to ensure that the requirements of paragraphs 4 and 5 above are met, and that the MCDC is apprised of events as they occur throughout the redevelopment process.
7. No development should be delayed due to lack of existence of a MCDC, or due to failure of an agent of the MCDC to register current contact information with the Division of City Planning and Redevelopment Agency.

B. Economic Development

Jersey City Economic Development

The Jersey City Economic Development Corporation (JCEDC) has played a pivotal role in providing incentives and resources toward the economic betterment for the Monticello Avenue area. JCEDC retained the services of a consultant, **JGSC Group, LLC** to identify and recruit retailers from the most sustainable retail categories to fill commercial vacancies in the zone, and restore commercial vitality to the neighborhood. Their extensive survey of neighborhood shoppers, merchants, and residents coupled with data about the Monticello Avenue trade area resulted in conclusions regarding the wants and needs of the people of our community. Those conclusions are found in a report entitled “**Bringing Business Back to Monticello Avenue: Phase 1 Report, Analysis and Assessment**” (hereinafter, the “Phase 1 Report”), dated June 23, 2005, and MCDC embraces that report. This redevelopment plan has been drafted to be consistent with those conclusions.

JCEDC also provides direct services that are critical to the revitalization of Monticello Avenue. The following represent a few of the wide range of services available to merchants and developers.

New Jersey Main Street Program: Economic Restructuring Component

MCDC, as managers of the Monticello Avenue Main Street Program, is charged with identifying new market opportunities, finding new uses for historic commercial buildings, and stimulating investment and re-investment within the district.

Urban Enterprise Zone (UEZ) Program

Certain commercial areas of Jersey City have been designated State Urban Enterprise Zones. Monticello Avenue 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 within the Monticello Avenue Redevelopment Area, who sign on with the UEZ program, will be able to charge their customers 50 percent less (3.5 %) than the otherwise applicable sales tax (7 %) 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.

Block Front 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 Monticello Avenue Redevelopment Plan and request a pre-construction 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.

Implementation

In order *for* these programs to be effective, maximum participation is needed. EDC, through the Monticello Main Street Program will undertake an extensive community outreach program to notify property owners and merchants of the available programs and the City's intent to revitalize Monticello Avenue.

C. Residential Strategy

Monticello Avenue has fallen victim to inappropriate housing developments and commercial to residential conversions on the ground level. Unfortunately, the previous Redevelopment Plan did not classify Monticello Avenue as a commercial district, thereby providing developers with the freedom to create damaging gaps in the commercial street wall along the corridor.

Residential Rehabilitation

The housing strategy for this area focuses on rehabilitation of existing buildings along Monticello Avenue by licensed professional engineers and/or architects, who will determine which buildings are structurally sound and worth saving, and which should be demolished.

All existing residential space that was converted from prior commercial ground level space will be grandfathered in, with the condition that in the event of vacancy of said residential space, the property owner must convert any such residential space back to commercial use and actively pursue commercial rental of that space. Further, wherever possible, residential units that now exist at grade on Monticello Avenue and become available for sale should be sold to developers that will replace them with buildings that feature commercial uses at grade, consistent with this plan.

Residential In-fill Strategies: New Construction

This Plan prohibits the development of new housing below the second floor on Monticello Avenue. It also prohibits conversions of ground floor commercial space into residential space, with the exception for rear facing space that does not front on Monticello Avenue and has no impact of lessening the integrity of the established or potential commercial character of the "Main Street" part of the Area.

Employment and Housing

It is recommended that development and redevelopment of commercial enterprises, with or without housing above the first floor, be conducted as expeditiously as possible. The Plan calls for the rehabilitation of existing structures along Monticello Avenue, rather than new construction, wherever possible. 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.

The neighborhood development corporation, if it becomes a redeveloper, can have much to say in the awarding of contracts to construct and renovate. The caliber of craftsmanship, the quality of materials and techniques, and the local labor component would be considered

before contracts are awarded. 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.

Housing, Income and the Marketplace

For the most part, the Plan envisions housing in the form of apartments over commercial space. In the traditional pattern of urban development, proprietors often reside in the apartments over their shops. This Plan aims to restore that tradition by introducing initiatives to encourage entrepreneurial investment to rehab an entire building for both living and working purposes. The end result could be a ground level business for community-based entrepreneurs who might also reside in the quarters above or behind the commercial storefront.

Mandated Rehabilitation

In the interest of rebuilding this community in the shortest possible timeframe, some limits on deferral of rehabilitation should be established.

An Acquisition Map has been developed and is attached hereto, with properties designated as "To Be Acquired If Not Rehabilitated Within Two Years," and targeted for this mandated rehabilitation 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. If such rehabilitation has not commenced by that date, the City, through the JCRA, would be empowered to begin procedures to acquire the property by eminent domain, if necessary.

D. Public Safety

The physical and economical improvements within the Monticello Avenue Redevelopment Area will assist in diminishing crime and inappropriate activity that is a deterrent to good commerce and denigrates the quality of life of this neighborhood. The goal of the plan is to rid these factors from the area and change the perception that this area is overwhelmed with crime. It will be through improved communication and the development of a better working relationship between the West District Precinct and the community, that will further the solution to the problem.

E. Land Use Strategies

The MARP emphasizes land use options that are designed to create and attract business development. In order to accomplish the goal of revitalizing the Monticello Avenue Redevelopment Area, it is essential that there be a well-ordered blending of new and old, mixed with community and municipal resources.

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

- 1 Commercial infill areas along Monticello Avenue, where new mixed-use commercial development shall have commercial use at grade, and residential or

- office use above grade.
- 2 Commercial infill areas along Communipaw Avenue, with multiple level commercial spaces.
- 3 Special, mixed-use areas, where existing commercial and residential buildings can continue to thrive, subject to design and use controls.
- 4 Streetscape controls which guide future construction and rehabilitation.

Clearly, attracting new development and rehabilitation to the area will be dependent upon public and private investment in the area, along with 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

Given that the Phase 1 Report prepared by JGSC Group found that the greatest untapped demand in the Monticello Avenue trade area is for grocery, full-service restaurants, and limited-service restaurants, the Plan focuses on the creation of a Monticello Avenue that will capitalize both on grocery and neighborhood necessities, as well as on dining, entertainment, and retail specialty items. To be successful, this multi-functional Monticello Avenue 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. It must also be aesthetically pleasing. The following development mix is recommended for Monticello:

- As an immediate goal, a full service supermarket which will carry basic national-brand quality food and household items as well as a specialized product mix such as ethnic foods, a delicatessen, fresh meat, fish and produce and prepared foods. Due to size constraints presented by the zone, it is likely that this development will be a cluster of small special purpose merchants (baker, fish market, butcher, etc) adjacent to a main grocery. The supermarket must maintain strong ties with the community.
- As a longer term goal, Monticello Avenue should also contain cultural/entertainment facilities (a nightclub, a theater, and ethnic market place) mixed in with restaurants, which will contribute to the ambience of the area, as well as provide for nighttime and weekend pursuits both enriching and community-based. The Phase 1 Report shows that restaurants would be supported now, but that cultural/entertainment facilities are not currently supported by the trade area. Revitalization of Monticello Avenue with grocery and dining retail will pave the way for future cultural/entertainment opportunities.
- A provision for ample parking, enabling people to come from around the City to utilize the many facilities and activities that Monticello Avenue will have to offer. This is also a longer term goal; in the near

term, Monticello Avenue will have neighborhood retail designed to service neighborhood needs, and most users of the Avenue will walk there from their neighborhood residence.

- Coordination and implementation of the 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.

2. Special Mixed Use Development Areas

The redevelopment Plan calls for the strengthening and preservation of existing retail businesses of quality goods and services at reasonable prices. The plan, in addition, is to attract new entrepreneurs who can offer a wide selection of goods and services. It is understood that this is an extensive capital improvement program that calls for an upgrade to the infrastructure, vacant lots and streetscape.

The Phase 1 Report has confirmed that the current mix of retail stores on Monticello Avenue fails to meet the demand of basic shopping needs of the neighborhood; particularly for fresh food and quality groceries. At the same time, commerce on the Avenue is hampered by uses that are inappropriate; particularly the churches that have occupied storefront retail space. Moreover, the vacancy rate for commercial space is so high, that the lengthy gaps in storefronts discourage shoppers from walking the Avenue. Trash, dirt, poor exterior maintenance, and fortress-like security gates convey a message of blight and insecurity, further discouraging residents from shopping on the Avenue.

The revitalization strategy focuses on a three-fold approach:

1. Renovating existing mixed-use buildings to their former state by utilizing a sensitive rehabilitation approach as outlined in the Design Guideline section, and by encouraging the redevelopment of vacant buildings and lots for new retail uses, professional services, apartments, and/or community and educational facilities, with a requirement that only retail shopping and dining facilities be permitted at grade.
2. Encouraging reinvestment in the area through educating property and business owners about various incentives offered by the city, state and area financial institutions.
3. Active recruitment of new retail stores and retention of existing sustainable stores by MCDC (supported by JGSC Group), followed by the marketing of Monticello Avenue as a destination to the Monticello trade area.

3. Streetscape and Façade Design Standards

A list of design parameters has been included to assure continuity in

streetscape and façade features that shape not only our commercial business district, but affect the quality of life of our neighborhood. Once enacted by ordinance, these streetscape and façade design guidelines shall have the force of law.

F. The Arts

The arts can play a significant role in revitalizing commercial districts. It is a fact that the Monticello Avenue Redevelopment Area is highly populated with schools, both public and private, hence an area with a large number of children. It is also a fact that there are no current venues available to host a variety of arts and art education activities. It will be through the arts and arts education that this area will look to for bridging all of its community members and guests. The Phase 1 Report established that revitalization will best be served by addressing the immediate need for neighborhood retail, but as commercial vacancies fill and commercial activity rises on the Avenue, our goal will be to introduce cultural and entertainment opportunities to the Avenue as well.

G. Youth and Education Programs

The youth of our communities are given too little consideration and input in the development and funding of programs created to meet their needs. The Plan provides a unique opportunity to incorporate cultural and recreational programs designed to physically and intellectually engage our youth. The Plan encourages local artists to offer workshops and classes for the community that educate and enrich our youth's knowledge of the arts through lectures and hands-on activities. Funding will be sought to develop and sustain cultural activities in the community. In a similar vein, we hope to encourage retailers that will feature instructional activities in their stores, such as kitchen supply stores that offer cooking classes, or booksellers that offer lectures by authors.

H. Implementation Considerations and Prospects

There are a number of positive factors associated with the revitalization potential of the Monticello Avenue Redevelopment Area. These factors include:

- 1 Monticello Avenue's Main Street designation by the New Jersey State Department of Community Affairs' Main Street New Jersey Program which affords it a nationally proven, comprehensive approach to revitalization for traditional commercial districts. The applying community-based organization, MCDC, will receive in-depth volunteer and executive director training, and advanced training on specific downtown issues including marketing, business recruitment, volunteer management, and historic preservation. Professional consultants will visit to assist MCDC in developing the Monticello Avenue Area's strengths and plan for success. Small business development, marketing, and public relation services are now available for Monticello businesses. In addition, architectural design services are available for business and property owners.
- 2 Jersey City Economic Development Corporation's award of a Smart Growth Grant from the New Jersey Department of Community Affairs, to further the planning specifically for Monticello Avenue. This award allowed JCEDC to hire the JGSC Group, LLC to work closely with MCDC in developing a strategic plan to recruit new businesses to the area.

- 3 An existing framework of businesses and the Avenue's proximity to two other commercial areas, McGinley Square and the Martin Luther King, Jr. Drive Redevelopment Area.
- 4 The support of the community which has expressed a need for a revitalized shopping district with art-related venues and activities.
- 5 Strong committed and organized local leadership as demonstrated by the Monticello Community Development Corporation.
- 6 A strong partnership network among area organizations as demonstrated by the formation of Bergen Communities United: a collaboration of area community groups, institutions, and residents formed to develop an overall community plan, of which this plan will be included.
- 7 Over \$1.5 million from the New Jersey Department of Transportation for streetscape and safety improvements.
- 8 Jersey City Economic Development Corporation's commitment to the Block Front Program, of which \$1million has already been secured.
- 9 The on-going redevelopment of the historic Jersey City Medical Center, "Sip Avenue Gateway Redevelopment Plan" and the "Westside Avenue Redevelopment Plan."
- 10 The potential of the newly implemented Neighborhood Revitalization Tax Credit which will allow interested corporations to receive tax credits for investing on Monticello Avenue.
- 11 The historical significance of the area to Jersey City.

These factors and others, when properly utilized, significantly favor the Plan's success.

I. Monticello Avenue Revitalization Plan Tasks

The following details tasks that must be accomplished for the overall implementation of the Plan.

- 1 Prepare Business Development Plans and Financial Packages.
- 2 Formalize the community's role in the Plan.
- 3 Identify funding resources.
- 4 Obtain commitments from developers for projects.
- 5 Establish a liaison with the city's Historic Preservation Officer.
- 6 Encourage "local" partnerships with financial institutions and community-based organizations.
- 7 Cultivate relationships with various transportation providers to address public transit into the area.
- 8 Promote the Plan's initiatives to the community and its impact citywide.

J. Summary

Unlike the original plan, this Plan provides comprehensive guidelines for the rehabilitation of the Monticello Avenue Redevelopment Area. The community is ready to assume significant responsibility in overseeing the redevelopment of Monticello and is encouraged and guided by this renewed effort to make positive changes for the corridor. Additionally, Monticello Avenue stands to benefit from future funding prospects. MCDC also acknowledges the professional guidance provided by JGSC Group, LLC in their analyses, assessments, recommendations, and implementation assistance.

V. GENERAL PROVISIONS

- A. The regulations and controls in this section may be implemented, where applicable, by appropriate covenants, or other provisions, or through land disposition and conveyances executed thereto.
- B. There shall be no restriction of occupancy or use 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, sexual orientation, or national origin in the sale, lease, use or occupancy thereof.
- C. No building or structure shall be constructed over the 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, but not including any standard maintenance or upgrades required by any applicable safety codes, a site plan for such shall be submitted by the developer or property owner to the Planning Board to 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 that 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 restaurants of any type will 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, boats, recreational vehicles or parts thereof shall be permitted to be stored on any lot within the Area.
- G. All residential development 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 fifty (50) years from the original date of approval of this revised 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.
- J. All site plans to be presented to the Jersey City shall be submitted to the MCDC Architectural Review Committee for their review and comment, pursuant to the procedures outlined above in Section IV. A,
- K. 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.
- L. 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.
- M. 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 the 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.
- N. Private developers and property owners along Monticello Avenue 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 VII. 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.
- O. Chain-link, stockade fencing and PVC fencing shall be prohibited. During construction, chain link will be permitted for safety reasons.. Fencing along front property lines is not needed where commercial uses are located on the ground floor. In rear and side yards, only uniform wooden board-on-board fencing (no more than 6 feet high) or tubular steel or mild steel "wrought iron" type fences will be permitted. Complete replacement fencing will be subject to these guidelines. The Planning Board may permit other types of fences, subject to its review and approval.
- P. All legal existing structures, lots of record and land uses shall be "grandfathered". Any legal use existing at the time of adoption of this Plan by the Municipal Council may continue, even those uses listed as 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 complete destruction.

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 after review and approval. No use variances shall be permitted under this Plan. Any question regarding the interpretation of this Plan and its requirements shall be directed to the Planning Board for its determination,

- Q. Upon demolition of any existing structures, as an interim measure, the site shall be graded, planted and seeded within one (1) month of completion of demolition. Maintenance of lot shall be the responsibility of the property owner. Maintenance shall include mowing, planting, removal of litter and keeping the property safe for the public.
- R. Interim uses may be established, subject to review and approval of the Jersey City Planning Board that such use will not have an adverse effect upon existing or contemplated development during the interim use period. Interim uses shall include any signage necessary for project identification. Interim uses must be approved by the Planning Board, which may establish an interim use period of up to three (3) years in duration. The Planning Board may grant additional renewals of an interim use.
- S. The developer(s) shall begin and complete the development of the land and the construction of improvements agreed upon in the disposition contract within a reasonable amount of time as determined in the said disposition contract between the Jersey City Redevelopment Agency and the designated developer. In no case shall a developer take more than 180 days after the issuance of requisite permits or approvals to initiate site preparation and construction of an improvement in the zone.
- T. The developer(s) shall agree to retain the interest acquired in the project land until the completion of construction and development in the area required by this plan and the disposition instruments, and the developer shall further agree not to sell, lease, or transfer the interest acquired or any part thereof without prior written approval of the Jersey City Redevelopment Agency.
- U. All trash and recyclable receptacle areas shall be enclosed and adequately screened. Redevelopment projects within the zone should be designed, where possible, to accommodate trash and recyclables on service alleys, or on sidestreets intersecting with Monticello Avenue, rather than placing them on Monticello Avenue. City ordinances regarding placement of trash and recyclables at curbside will be strictly enforced in the zone.
- V. All mechanical systems, including but not limited to HVAC systems, antennae, and satellite dishes that must be located on the roof of a structure, and must be properly screened so not to be visible from the Monticello Avenue cartway.

VI. GENERAL LAND USE

Overview: The Land Use Plan provides zoning regulations and design guidelines, which will regulate future development and growth for the Monticello Avenue Redevelopment Area. The Monticello Redevelopment Plan Area is a neighborhood-shopping district with a complimentary land use for an arts overlay. While the goal of these efforts will be to encourage building restoration and contiguous infill construction, a significant objective is the establishment of a neighborhood-shopping district that will serve as a commercial anchor and catalyst for reinvestment and stabilization of the entire area. In addition to providing the neighborhood's basic needs and services, additional development or non-traditional building use for arts-related venues and activities aims to create an eventual cultural hub.

The Monticello Avenue Redevelopment Area 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 herein.

A. School 18 Site (Block 1907, Lots A and B)

Former Public School No. 18 was adaptively re-used for residential purposes in 1990. The approvals granted by the Planning Board for this project remain in effect and shall be used to guide any request for further approvals. The site shall remain as is with parking and open space as part of the approved site plan. No additional bulk may be added to the building and no reduction in the amount of green space provided by the site plan approval granted in 1989 shall be permitted.

B. Neighborhood Shopping District with an Arts Overlay

Neighborhood Shopping Purpose: This district is designed to protect and promote the existing mix of use (ground floor retail with residential uses above ground floors) character of this neighborhood. The guidelines are written to create a balance between preservation and restoration of existing structures and the need to provide residents with a variety of goods and personal services that cater to recurring needs. The district regulations are, therefore, designed to strengthen convenience shopping by mandating continuous retail frontage at grade level, while allowing residential apartments and condominiums to be located above the stores.

Commercial uses that require curb cuts and create a negative impact on the surrounding land uses are prohibited from locating in this district. 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 and/or early morning hours. To achieve this neighborhood shopping purpose, it is necessary to create a walkable community, in which walking is encouraged. To that end, design should accommodate the pedestrian rather than the motorist.

Neighborhood Revitalization and Arts Overlay Purposes: This Plan is designed to develop a mix of uses, including commercial, cultural and residential which will tend to re-enforce and support each other. Development will be mixed throughout Monticello Avenue and on the north side of Communipaw Avenue between Bergen and Crescent Avenues. Much of this has occupied buildings that have commercial/retail space on the ground floor level and residential units on the upper levels. This Redevelopment Plan seeks to restore the vitality of this neighborhood by re-introducing retail that caters to the necessities of the residents—particularly their need for fresh quality food and groceries at reasonable prices. The Plan also seeks to add to their quality of life by making it possible to walk in comfort and security, to browse the storefronts, to dine in restaurants, and to meet friends at coffee shops. The Plan will allow this community to clear away the tired, dirty appearance acquired through years of neglect; to move inappropriate uses out of the spaces intended for stores, and fill vacant storefronts with new stores and restaurants in a long, uninterrupted business district streetscape; and to create new dwelling spaces above the stores designed for a mix of people with varied incomes and circumstances, so that Monticello Avenue will become a neighborhood of true diversity and appeal. Once this improvement has been established, the Plan allows for the implementation of an Arts Overlay concept as a way to enhance our community with cultural/entertainment

opportunities. The Arts Overlay will diversify Jersey City while not siphoning off businesses at the MLK or McGinley Square shopping districts by offering its residents a reason to stay within the city, spending their money where they live instead of giving it to another municipality or state.

1. Permitted Principal Uses at Grade Level:

The following uses are permitted; however, MCDC/*Main Street Program* shall actively recruit retailers from the categories of retail that were identified by the Phase 1 Report as sustainable, and discourage the recruitment of retail businesses that are over-supplied on the Avenue.

- a. Retail sales of lawful merchandise including but not limited to specialty or comparison goods such as specialty and ethnic foods, dry goods, apparel and accessories
- b. Retail services, including but not limited to dry cleaning, hair care, or shoe repair
- c. Stores selling collectible merchandise, including antique stores which sell goods that by virtue of their age or unusual character, are generally considered to be of historical and/or artistic interest
- d. Specialty Outlets selling designer clothes, accessories and housewares
- e. Food Sales, limited to:
 - (1) Supermarkets, specialty food stores, vegetable/fruit markets, and outdoor farmer's markets that are permitted by the City
- f. Eating and Drinking Establishments, limited to:
 - (1) Restaurants/Cafes, sit down and/or take-out only; but specifically excluding any drive-in or drive thru restaurants (Category 3, per Chapter 345 JC Code)
- g. Banks, limited to full service and walk-up and Automatic Teller Machines
- h. Art and cultural uses and arts and cultural education, including, but not limited to:
 - (1) Art galleries, live performance venues
 - (2) Arts related classroom/lecture facilities/studio space
- i. Parking garages (at, below or above grade) as part of any permitted principal use
- j. One (1) ground floor residential unit may be permitted provided the following conditions are met:
 1. Ground floor residential is only permitted if necessary to meet the requirements of the Americans with Disabilities Act, and there is no elevator access.
 2. The unit must be a studio design of 600 square feet or less and located at the rear of the building.
 3. The building must maintain a minimum of 600 square feet of retail space at grade level and at the front of the building.
 4. The building must incorporate a cellar not less than 600 square feet or 50% of the building's footprint, whichever is greater, to provide storage space for the retail use and for the location of trash rooms, mechanical rooms, meters or other infrastructure needs of the

building so as to maximize available retail space at the ground floor level. Additional space may be allocated to residential tenants.

2. Permitted Principal Uses Above Grade Level:

Any use in this section may be incorporated above grade level into a single building and mixed with other uses in this section, and with other uses in section 1 at grade.

- a. All uses provided in Section 1. above
- b. Residential
- c. Licensed Professional services (lawyers, doctors, accountants, etc.)
- d. General office use
- e. Day Care Centers
- f. Houses of worship
- g. *Classroom/lecture/training facilities*

3. Prohibited Uses

- a. Automotive service stations
- b. Store-front conversions from commercial use to residential
- c. Liquor stores
- d. Pornographic or Adult movie theaters, adult bookstores, massage parlors, and venues offering nude or topless dancing
- e. Used goods and used appliance stores
- f. Funeral Homes
- g. New and used car sales and/or rental lots
- h. Salvage type operations and junkyards
- i. Schools other than arts related
- j. Surface parking lots as a principal use except as outlined below

4. Conditional Uses

- a. Surface parking lot on Block 1930 Lots Z.4 and Z.3 (105 & 107 Monticello Avenue) subject to the following conditions:
 - (1) Surface parking is only permitted in connection with the supermarket located at 113-115 Monticello Avenue (Block 1929, Lot B1.99). In the event of that the supermarket closes, the surface parking lot will no longer be permitted and must cease use.
 - (2) Parking stall dimensions shall comply with this Plan
 - (3) Parking aisle width shall be a minimum of 20 (twenty) feet due to the irregular shape and angle of the lot.
 - (4) Fencing
 - a. Surface parking lot must be enclosed by an iron picket style fence along public rights-of-way and board-on-board fencing along adjacent lots. Other decorative fencing may be approved by the Planning Board.
 - b. Fencing shall not exceed 4 (four) feet in height along public rights-of-way and six (6) feet in height along adjacent lots. Chain link fencing is prohibited.
 - (5) Landscape buffers

- i. Along Monticello Avenue, parking lots shall be screened via a dense planting of evergreen shrubs, other than arborvitae, parallel to the fencing, a minimum of 30 inches high when planted. The maximum height of such screening shall be 42 inches, as maintained.
- (6) A minimum of three trees shall be planted (minimum 3.5” caliper). Trees shall be placed in landscaped planting areas that are separated from the parking area by poured in place concrete curbing.
- (7) One parking lot sign is permitted, not to exceed 6 (six) sf which may be flush mounted to the fence and which shall not be lit. Freestanding signs are prohibited.
- (8) Egress to and from the parking lot must be from Brinkerhoff Street. Curb cuts and driveways onto Monticello Avenue are prohibited. Driveway curbcut shall not exceed 12 (twelve) feet.
- (9) Any lighting used to illuminate off-street parking 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. Fixtures shall be as low to the ground as practicable. Cobra head lighting is prohibited.

45. Site Development Regulations - Bulk controls and regulations regarding street walls 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 tool for preventing any single building from dominating others. These regulations are to be applied to all new construction within the district.

a. Area, Yard and Bulk Regulations

- (1) Infill Projects on lots less than 50 feet in width shall not exceed 85% lot coverage, except conditional use parking lots.
- (2) Block front projects that include an entire block front along Monticello or Communipaw may cover up to 100% of the lot for not more than the first two stories, if there is parking provided within such building. After the first two stories, such buildings may not exceed 85% lot coverage.
- (3) There is no minimum lot size, but no lot that existed at the time of the adoption of this Plan may be reduced in size by subdivision.
- (4) All structures fronting on Monticello Avenue shall be built to the street line on all street frontages.
- (5) All structures shall be built to the side lot lines running off Monticello Avenue for a depth of at least 10 feet (to provide a continuous street wall along Monticello).
- (6) The planning board may waive the “build to” requirements in the paragraphs (4) and (5) above for reasons of safety or a superior urban design. This is not envisioned for any building fronting on Monticello Avenue.
- (7) Infill buildings should match the height of one of the abutting buildings, if there be one, but no building may be less than three stories nor more than four.
- (8) Block front projects that include an entire block front along

Monticello Avenue may be up to 5 stories tall if there is parking provided within such building.

- (9) Block 1908, shall be permitted to have an eight story residential building above a five level parking structure, provided one of the parking levels is below grade and the residential building does not exceed 65 % coverage of the lot, and provided further that the roof of any such parking structure is landscaped and is available for use by the residents of the building.
- (10) No portion of the façade of a structure on Block 1908 fronting on Bergen Avenue may exceed the height of the taller of its adjacent neighbors.

65. Urban Design Requirements - (applicable to all construction – new and rehab)

Urban design requirements are intended to complement and augment the development regulations and relate to the physical design and appearance of the structure. The requirements set forth design 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 property owner. These guidelines govern the siting and design of buildings proposed for the Neighborhood Shopping District on Monticello Avenue, from Communipaw Avenue north to Fairmount Avenue. The regulations provide a discipline for all subsequent development to be built there.

- (a) Buildings shall be designed so that their appearances reflect the historic development patterns of the older mixed-use buildings on Monticello Avenue. 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, façade proportions, window patterns, decorative features and architectural styles. Masonry work shall be limited to stone or brick, or to materials that reasonably simulate, in both durability and quality of appearance, the finish of stone or brick.
- (b) At the top of the base, a visual cue or indicator such as belt coursing, a change in glass-to-solid ratio, or any other indicator consistent with the design, proportions, and materials of the base shall be provided.
- (c) The roofline of the structure shall be designed with architectural features in harmony with that of the adjacent buildings. Mansard roofs shall not be permitted.
- (d) Buildings shall be designed for mixed uses, with retail or commercial use at grade, and retail, commercial, office and/or residential use above grade.
- (e) The storefront proportion of the building should have a definable base façade and shall adhere to the Storefront and Signage Regulations as outlined in the Design Objectives of the plan.
- (f) Rear of buildings: Building façades not controlled by principle building plan designations shall appear similar to other building façades and be of high quality construction.

- (g) Display windows: All retail uses shall have display windows constituting a minimum of seventy percent (70%) glass, open to Monticello Avenue, and the bottom edge of the display window(s) shall be no more than four (4) feet in height above grade. The glass is to be clear and not tinted; film to block ultra-violet sunlight is permitted provided that it is not tinted and does not obscure the view of the interior of the store from the sidewalk immediately adjacent. The name and/or logotype of the establishment are permitted to be applied to the window. All window frames shall be of a complementary color. Product displays and/or store signage should be appropriate for the product or service being sold, and should occupy no more than a reasonable area of the display window(s). The display window area shall allow for a clear view into the interior of the store.
- (h) All roofs shall be flat. All roofs shall be internally drained and have parapets.
- (i) Security gates shall be power operated, open linkage and placed on the interior of the window glass and/or entry door(s). Solid, full metal security gates are expressly prohibited.
- (j) Lighting:
 - i. Internal display window lighting: All shop windows are to be internally lit with spotlights of an incandescent type, and shall remain lit during the night to provide added security on the street for the shops.
 - ii. Exterior façade lighting: Overhead lights that project from above the signboard are strongly recommended to provide for additional street lighting. The style of such overhead lights may be the owner's preference, provided that the fixtures are the same on the building, and are of a type that is on a list of approved fixtures maintained by the Monticello Community Development Corporation. The use of fluorescent, flashing or blinking lights is prohibited, as is the use of multicolored lights, except for temporary seasonal displays.
 - iii. Security lighting: All exterior spaces, both public and private, must be furnished with an adequate level of lighting relative to police and community surveillance. All exterior lights shall be designed to be photocell controlled. All interior security lights inside the entrances to the residential units shall also be photocell controlled.
- (k) Canopies/Awnings: Each building may have canopies/awnings of the owner's preference, provided that all canopies/awnings on that building are of the same fabric, and the color or design of that fabric is included in a list of approved canopy/awning fabrics maintained by the Monticello Community Development Corporation. All canopies and awnings at grade level must be fully retractable. Canopies/awnings must allow for a minimum of seven (7) feet clearance from the lowest point of the canopy/awning to the ground and must extend horizontally from the vertical surface of the building no more than three (3) feet six (6) inches. The

vertical distance from the top to the bottom of any canopy or awning shall not exceed four (4) feet, including valance. The canopy/awning must be permanently attached to the building and made of flexible materials. Canopies/awnings must be properly maintained and cleaned at least once a year. Signage on the canopy/awning is limited to the street number (example: “57”, not “57 Monticello Avenue”), and/or the name and/or logotype of the store only.

(l) Signs:

- i. Projecting or “blade“ signs shall be permitted, provided that they allow for a minimum of seven (7) feet clearance from the lowest point of the sign to the ground and extend horizontally from the vertical surface of the building no more than five (5) feet. Blade signs may display the name and/or logotype of the business, and/or may display a graphic representation of the nature of the business (for example, a bunch of fruit could represent a produce market, or a hammer could represent a hardware store). The blade sign must be harmonious with the other signage created for the building, and with the overall appearance of the façade. Blade signs shall be illuminated at night.
- ii. Band signs shall be permitted in the sign band area above the display window(s). Band signs shall display the name and/or logotype of the store only, and the content of the band sign shall occupy no more than two-thirds (2/3) of the total width of the sign band. Band signs shall be illuminated at night. Attached wall signs shall be limited to the building's sign band. The sign band shall be limited to an area not less than ten (10) feet and not greater than fifteen (15) feet above grade level. In addition, all signs shall set back a minimum of two (2) feet from each side of the building. Where it is not feasible to apply the sign band regulation to an existing structure within the district, the Planning Board, as part of its site plan review, may permit a variation of the minimum and maximum distance requirements. 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. No sign shall exceed a height of five (5) feet. Sign lettering within the sign band may also be applied directly onto the building surface, rather than onto a sign board.
- iii. Freestanding “sandwich board” signs are not permitted, unless it can be demonstrated to the Monticello Community Development Corporation that the placement of the sign will not interfere with the flow of pedestrian traffic, and that the sign is necessary to advertise frequently changed product offerings (for example, a sign advertising daily lunch specials for a restaurant). Sandwich board signs that are permitted by MCDC shall only be allowed to be in place during the business hours of the store displaying the sign.
- iv. Temporary signs affixed to the exterior or to the inside of the display window(s) or entry door(s) of the building shall be displayed for no more than 30 days unless otherwise authorized by MCDC.

Temporary signs are not permitted to be hand-written (unless done in calligraphy), and are not permitted to be affixed to the display window(s) or entry door(s) with tape. Temporary signs must be removed no later than 3 days after the conclusion of the event advertised by the sign. No more than four (4) permits for temporary event signs shall be issued for the same premises within one (1) calendar year.

- v. All signs created under this section must be made of high-quality materials that are durable against the effects of weather and sunlight, and that are designed applying styles and colors that will be harmonious with the decorative features and architectural styles of the Neighborhood Shopping District. Creativity and individuality of design are encouraged, insofar as the sign design does not clash with the harmonious appearance of the district.
 - vi. All signs concerning the sale or lease of real estate in the district shall be no greater than six (6) square feet in size, and shall be attached to the premises to which they pertain. No person, including but not limited to the agent or employee of the realtor, shall exhibit more than one (1) sign per premise to which it applies.
 - vii. All temporary signs related to new construction may be up to twenty-four (24) square feet in size, and up to one site per building may be erected on the building construction site, and shall be permitted from the date of issuance of the building permit, until the date of issuance of the certificate of occupancy. Also, one banner no larger than four (4) feet by thirty (30) feet may be erected adjacent to the site, no less than fifteen (15) feet above and across the cartway of Monticello Avenue, for a period of ninety days (90) following substantial completion of construction. 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.
 - viii. In addition to any sign permits that may be required by the City of Jersey City, all commercial signs described in this section should be authorized by the Monticello Community Development Corporation prior to installation.
 - ix. Upper-story windows: Window signs shall be permitted on any upper floor of a structure that a business occupies. Such signs shall be of a non-illuminated nature. The letters are to be painted, stenciled or engraved onto the glass display window and shall not exceed twenty percent (20%) of the window surface to which it is affixed.
- (m) Window flower boxes; planters: Flower boxes are permitted and encouraged, provided that the box protrudes no more than eight inches (8") from the façade of the building. It is the responsibility of the owner to maintain the live plantings in any window boxes or planters; in the event that plants, boxes, or planters are not maintained, or are permitted to become receptacles for trash.

- (n) Outdoor tables and chairs: Restaurants, cafes, and other eateries are encouraged to provide outdoor seating when weather allows for their patrons, subject to the laws of the City of Jersey City.

C. Open Space Requirements

1. Private developers are required to construct and maintain the required sidewalk areas along each parcel’s street frontage according to the Urban Design Guidelines as states in Chapter VIII.
2. The established design pattern for spacing of street trees and streetlights 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”

D. Deviation Requests

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 the 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 to 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 subsequent detriment to the community and will not substantially impair the intent and purpose of this Redevelopment Plan. An application for a deviation from the requirements of this redevelopment plan shall provide public notice in accord with the requirements of public notice as set forth in NJSA 10-55D-12.a. & b.

VII. MONTICELLO AVENUE REDEVELOPMENT AREA DESIGN GUIDELINES

Monticello Avenue Redevelopment Area Design Guidelines establish the design criteria and presentation standards by which ALL future development and rehabilitation to properties on Monticello and Communipaw Avenues will be determined. This guideline’s purpose is to provide a structure for building a visually pleasing and effective Monticello Avenue Redevelopment Area.

The Plan aims for design uniformity by requiring the preservation and restoration of the historic 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:

As a mixed commercial/residential street, it became the shopping street of the Bergen Hill Neighborhood. This is indicated by the advertisements in the 1910 St. John's Bazaar Catalogue. The Monticello Theatre was constructed before 1910. Pictured in the St. John's Bazaar Catalogue, it showed movies and gave vaudeville shows, as did many neighborhood theaters all over Jersey City at the turn of the century.

The streetscape along Monticello Avenue is rather complex, containing a variety of architectural styles in various stages of repair. At its southern end, the intersection of Communipaw Avenue, there are two large buildings on either side of the street. On the west is a building with a considerable variety of shops and offices. It has been painted in a rather unsympathetic manner, but it is important in that it, and the Monticello Theatre across the street define this edge of the streetscape and the boundary of the district itself. The preservation of the Theatre and No. 85 across the street are essential to maintain a strong architectural gateway to the Monticello Avenue commercial district of Bergen Hill.

Proceeding north, are structures in varied condition. INDEPENDENT BEAUTY SUPPLY, at 89-97 and HUDSON FURNITURE at ADDRESS have been recently rehabilitated with great attention to the details of the original design of the buildings. They date from 1910-1920.

The handsome Trust Company of New Jersey building (currently a North Fork Bank) is located on the north corner. This building is in an exceptional state of preservation and is a two-story bank in the Neo-Classical style.

On the east side of the Avenue, from Brinkerhoff to Astor Place stands a nearly complete row of commercial and mixed-use buildings. The extent of alteration varies, but most units retain the character of their original designs. The most important group of structures is the line of 8 three-story buildings at the north end of the block. (Nos. 128-142) Most of these are unaltered above the ground floor and in various states of alteration and disrepair on the storefront level.

One of the most potentially impressive facades of the Monticello commercial structures is the Lichtenthal/Simonetti building (No. 137). It is the only commercial building within the district that demonstrates a stylistic linkage to the long blocks of row houses that make this district noteworthy.

Also of note is 220 Monticello Avenue, which is a corner building with striking decorative brickwork along the side and front, and a generously proportioned, intricately designed cornice which is in need of restoration.

At the intersection of Fairmount is a large parking lot, which is essential to a developing commercial district. Currently it is in disrepair, but as the only large parking area in the vicinity, its importance is noteworthy. It is intended to replace it with structured parking and a taller, mixed-use building, as per the design regulations herein.

In general, the buildings on Monticello are mixed use buildings, with commercial space on the ground floor, and residential units above. Some buildings have been altered to exclusively residential use. Their ground floor shop fronts have been removed and the openings have been walled up.

The buildings as a whole run the gamut from recently restored to various states of disrepair. Some buildings have been modernized inappropriately, and others have been “maintained” without a significant degree of alteration to the original design.

B. Design Goals and Objectives

Goals

Establish a design standard, which enhances the entire Monticello Corridor and its Communipaw Gateway, which will highlight the best characteristics of each architectural composition.

Objective

To ensure the goal of revitalizing the Monticello Redevelopment Plan Area into an appealing 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. The use of these standards will encourage the renovation of individual commercial buildings, as well as create a positive identity for the Area.

Design standards are structured in the following manner:

- 1 Existing Buildings Rehabilitation Standards
- 2 New Building Design Objectives
- 3 Commercial Storefronts
- 4 Signage Regulations

C. Rehabilitation Standards - Existing Buildings

Goals

To preserve and rehabilitate existing structures using combinations of existing and new materials and components, which will enrich the character of plan area.

- a. Restoration: Returning a building to its documented past appearance by removing later work, and repairing and replacing distinctive features.
- b. Preservation: Maintaining a building's current appearance through diligent maintenance and repairs. Historic preservation means saving valuable building and architectural details.
- c. Rehabilitation: Repairing and altering a structure to make it livable (or usable) again. Distinctive architectural features are preserved when possible.
- d. Remodeling: changing a building without regard to its architectural features or style - until recently, the most popular "improvement" technique used in shopping districts. Evidence includes the use of aluminum or vinyl siding on the upper portions of buildings to cover up the brickwork 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" commercial facades buildings. Storefront windows are often made smaller than originally intended to

increase security. Ground floor conversions to residential or religious uses have resulted in the removal of some storefronts altogether. The resulting look is one of a complete lack of harmony in building facades, which results in an incoherent and largely unattractive shopping district.

1. The purest technique, restoration, often is impractical because it involves replacement of all original features which have been removed or deteriorated. The Uniform Building Code establishes standards for rehabilitation that must be met in order 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. The historical features of a property shall be preserved. Removal/destruction of original features such as moldings, cornices, and windows will be prohibited. Do not destroy distinctive original features, such as moldings, cornices, transom windows.
 - c. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken. Recognize all buildings as products of their time.
 - d. Changes to a property that have obtained historic significance will be retained and preserved. Recognize and respect changes that have taken place over time.
 - e. Distinguishing materials, characteristics, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved. Treat sensitively, distinctive stylistic features or examples of skilled craftsmanship.
 - f. Deteriorated historic features will be repaired rather than replaced. If deteriorated feature calls for replacement, the new feature will be the equivalent the old in design, color, texture, and, where possible, materials. Documentation and physical evidence should substantiate any feature replacement.

- g. Protect and preserve affected archeological resources. The protection and preservation of archeological resources will be in place. If such resources must be disturbed, improvement measures will be undertaken.
 - h. When cleaning facades, the gentlest methods should be used. Sand blasting bricks or the use of harsh chemicals should never be used.
 - i. Compatible contemporary modifications are acceptable if it does not destroy the historical or architectural fabric or cover up any of the original window openings.
 - j. New additions and adjacent or related new construction will be designed in such a manner that, if removed in the future, the fundamental form and integrity of the property and its environment would be unimpaired.
4. These guidelines are stated in general terms. Its function 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 along the Monticello Avenue corridor.
 5. 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 block 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.

D. Sensitive Rehabilitation Guidelines

Goals

Preserve original materials, components, historically appropriate colors and textures, externally and internally in existing buildings on Monticello and Communipaw Avenues.

1. Existing buildings in need of rehabilitation or restoration, archival 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 1960's era photos are also available.
2. Generally, 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.

3. 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.
4. 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.
5. 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.
6. 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.
7. 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.
8. 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.
9. 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.

10. Retain signs that reflect the property's history and development.
11. Retain existing window and door openings, including transom windows, sash, glass, lintels, sills, architraves (door surround moldings), shutters, doors, pediments, hoods and all hardware.
12. Install storm windows, or insulate windows when old glass, art glass, or fragile sash requires protection from the weather. Protective windows should be as unobtrusive as possible and should be removable without damaging original fabric of the structure.
13. Retain existing masonry and mortar, whenever possible, without the application of any surface treatment.
14. Re-point 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.
15. 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.
16. 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. The Shop Front -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 less expensive 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.
 - 1 Cast Iron can be replaced by cast aluminum, wood or fiberglass
 - 2 Terra Cotta by fiberglass
 - 3 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.

F. The Storefront -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 on display racks 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 open mesh gates prevents entry and allows for light to illuminate the street during the evening hours. All security gates must be installed to the interior of windows and doors.

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, neon, 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 sign band, below the second story windows to provide increased security on the street and for the building.

G. Infill/ New Construction:

Goals

To enhance established patterns of architectural scale, proportion, and composition and to produce new architecture which compliments and enlivens the district.

1. 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.
2. New building blocks should have similar scale, proportion, and height as the structures in neighboring blocks.
3. Infill buildings shall be sited so that the front facades line up with the existing street wall 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.
5. Buildings should be designed so as to have an attractive, finished appearance when viewed from all vantage points.
6. 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 Monticello Avenue in terms of architectural style, proportions, and percentage of window glass to base facade (see storefront regulations).
7. All mechanical equipment located on the roof of any building shall be set far enough back from the front of the building such that they are not visible from the cartway, or screened from view with materials harmonious with those used in the building's facade. The screening shall not impair the functioning of the equipment.
8. Parapet line(s) and spandrel band(s) of new buildings in existing blocks should match those in adjacent structures.

H. Facade Easements

Goals

To preserve and enhance the character of the old shop fronts to provide a renewed "Main Street" shopping experience. Existing facades should be restored or renovated with the entire building whenever possible.

1. 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. Where a new building rises in the footprint of one that has been demolished, becoming part of the new building's facade may preserve the old façade. Original height, roofline, 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 street side composition.

I. The Storefront - 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 materials that reasonably simulate, in both durability and quality of appearance, the finish of stone or brick, 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 windowsill is no more than four feet in height above grade. The glass is to be clear, not tinted, except for etchings or gold lettering on the interior of window.

J. Signage

Goal

To improve the quality of signs used to advertise on-premise businesses; to reduce the overall size and number of signs.

1. **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.
2. **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

3. 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 Monticello Avenue Redevelopment Plan.

- a. All signs and awnings that conform to the requirement of this Plan shall be subject only to normal permitting by the Buildings Division. Conformance shall be determined by the City Planning Division, which may consult with the MCDC ARC.
- 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 five (5) feet of vertical dimension.
- 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.

4. Permitted Permanent Signs:

- a. Identification and/or business signs of the following type:
 - 1) Wall signs
 - 2) Window signs
 - 3) Projecting signs which display a trade symbol, business name, or logo
 - 4) Signs indicating time, temperature and date may be exempt from these provisions, subject to Planning Board approval.
- b. Projecting signs are to be located perpendicular to the building and the lowest portion of the sign shall be at least seven (7) feet above grade level, but below the windows of the second story.

5. 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.

- 6. **Design & Materials:** Monticello Avenue 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 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 are expressly prohibited.

- 7. **Sign Band:** A sign should identify the name, function and the street number of a business. This information can be conveyed through visual devices: words, pictures, names symbols and logos. The most important point is to keep the sign simple.

- 8. **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. Sign lettering within the sign band may also be applied directly onto the building surface, rather than onto a sign board.

- 9. **Color:** No more than three colors per sign. Dark backgrounds with light letters are recommended.

- 10. **Illumination:** External illumination, such as overhead spot lights directed toward the sign, is recommended. This type of light 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. All stores shall maintain lights within their shop windows around the clock to provide light on the street at night.

- 11. **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 Monticello Avenue Main Street Program

- b). Flashing, blinking, neon or otherwise animated lights and/or signs. Signs containing moving parts, and signs containing reflective elements, that sparkle or twinkle in sunlight.
- c). Freestanding signs shall be prohibited.
- d). Internally illuminated box signs.

K. Awnings

1. Only RETRACTABLE CANVAS AWNINGS ARE PERMITTED. All portions of any permitted awning shall be not less than 7 (seven) 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 windowsill 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.
5. No lettering or business names are permitted on the main face of the retractable awning, The property street number is permitted on the valance portion of the awning.

L. Open Space Design Guidelines

Goals

Encourage the development of high quality, user-friendly public open space. Encourage safe and comfortable surroundings for rest and passive recreation.

1. Design Intent: The plan calls for a combination of parks, plazas and landscaped streets which will add visual excitement and uniformity to Monticello Avenue while addressing the need for a place for social gathering and a reprieve from the urban setting.
2. Buildings are to be orientated to the street and, where appropriate, shall be oriented 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.

3. To create variety, interest and comfort, street furnishings and colorful landscaping are encouraged within public spaces. Unity is to be achieved by providing certain uniform elements such as lighting, paving materials, furnishings and plantings.
4. 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 ten-block area.
5. All designs of streetscape or specific sidewalk elements should reflect the unique physical and social characteristics of Monticello Avenue, 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.
6. 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.
7. All streets, sidewalks and public places will be accessible to the physically challenged, to baby strollers and to children. Ensure the safety of pedestrians and the visually impaired, in particular. Contrasting color, texture or materials should define all abrupt changes in elevation of pedestrian surfaces.
8. 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.
9. 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.
10. Adequate lighting shall be provided to encourage active uses and a sense of security in the open space.
11. Open spaces such as public plazas shall be located so as to provide maximum usability and provide support to the surrounding land uses.

M. Landscaping Design Guidelines

Goals

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 reduce glare. To provide windbreak from cold winter winds. Reduce air pollution. Separate and buffer pedestrians from vehicular flow. Allow sunshine to penetrate to pedestrian areas in winter.

1. 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.

2. 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 encouraged 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 landscape cloth and red, gray 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 in-ground tree

grates, if appropriate to the streetscape design in a particular development, and is 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, a minimum of 12 feet of clearance will be maintained under overhanging branches.
- e). Minimum caliper of street trees shall be 3.0 to 3.5 inches.

3. 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.

4. 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.

5. Ground Cover/ Annuals/Perennial Vines -ground level plantings used in special areas for color and accent.

- a). Ground cover/annuals/perennials/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.

6. 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, other than street trees, 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 un-amended soil.

- 7. **Recommended Trees and shrubs** -The Division of Parks and Forestry will assist in tree selection.

N. Parking and Loading Regulations

Goal

Provide additional parking facilities on and off Monticello Avenue to existing total and residential uses and proposed new development.

Parking Structure Requirements

- 1. All parking structures are to be designed to disguise the parking use within. It is preferred that all levels of a parking structure be internally mechanically ventilated. Where ventilation is not proposed, any exposed garage exterior wall shall not be detectable as a garage at the ground floor level. All parking related and mechanical related areas shall be wrapped on all sides by occupied active building uses, such as commercial storefronts with the exception of the location of the vehicular and pedestrian entrances and exits

that serve the parking structure. Automobile parking related areas on the ground level shall only be permitted when its placement does not detract from the amount of ground floor retail, restaurant, and lobby spaces to be established at that level. Parking structures with frontage on Monticello or Communipaw Avenues should be designed for mixed use, with retail space at grade level.

2. Utility rooms may occupy no more than fifteen (15%) percent of any single facade. Blank walls shall be prohibited above the ground floor level, and all openings in the parking structure facade shall be of the punched style. These openings shall be consistent with the rhythm and size of the window openings serving the principal uses within the building. They shall be covered by glass or metal in such a way that the exterior design, including window frame and window divisions, appears the same as the actual windows of the building. Only the glass tint and/or reflectivity may be different so as to decrease the visibility of the garage use within. In lieu of glass, the openings may be covered by a hinged solid metal plate/shutter, or recessed decorative grill over a louvered opening as described below. Blind windows, where appropriate shall also be permitted.
3. Where louvers are needed or proposed, decorative gills shall be installed over functional louvers, or other comparable decorative material shall be used in openings or portions of the openings resembling the windows provided above and/or below parking levels.
4. The parking structure must be adequately illuminated to maintain a safe and secure environment. The source of lighting within any level of the parking structure shall not be visible from the exterior of the building, either from the street or from other surrounding buildings and properties. Identification of the location and design of the internal lighting fixtures must be provided to the Planning Board for review, at the time of site plan application and review, in order for any site plan application containing a parking structure to be deemed complete.
5. Valet parking may be permitted when it can be demonstrated to the Planning Board that an efficient and safe means of operation will be provided. A valet parking layout/stripping plan must be submitted for site plan review and approval.
6. The redeveloper with Planning Board approval may arrange monthly rental usage of the parking structure by residents of the area. Parking spaces shall be provided for shoppers and visitors of the district only. Commuter parking is prohibited.
7. All parking shall have pedestrian entrances that give direct access onto a public sidewalk.
8. Rooftop parking is prohibited. Roofs of parking decks are to be landscaped and used for active and passive recreation, planting areas and open space, or outdoor restaurant seating space.

9. Where a restaurant or retail use occupies lower floor space in a parking structure or any other structure, all vents and exhausts from such uses shall be bundled to pierce the roof or walls through shared chimneys.
10. 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.
11. Shared use of accessory parking facilities shall be encouraged in areas adjacent to underutilized parking facilities.
12. Off-street parking shall be coordinated with the public street system in order to avoid conflicts with through traffic or obstructions to pedestrian circulation.
13. Off-street parking shall be properly graded, paved, drained, and lighted in accordance with the Jersey City Land Development Ordinance.
14. 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.
15. All required parking spaces shall average nine (9) feet in width and eighteen (18) feet in depth.
16. Aisle widths shall conform to the following standards:

90 degree parking	22' 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
17. All one-way aisles shall be clearly designated.
18. 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.
19. Landscape buffers, a minimum three (3) feet in width, shall be provided around the perimeter of all parking lots, except where access point intervenes.
 - 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. A solid steel wrought iron type fence, a minimum of 42 inches and a maximum of 60 inches in height shall protect all such screen planting along street lines.

- b). Along all other property lines, such buffers shall consist of evergreen shrubs and fences. The fences shall be mild steel, wrought-iron type, 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.
20. 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 Land Development Ordinance.
21. Loading: an applicant according to an anticipated need should demonstrate the number and design of off-street loading spaces. 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.
22. 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.
23. 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. Restaurants shall not be required to provide a minimum number of parking spaces. It is recognized that the district is an urban setting, and that most patrons will be neighborhood residents that will walk to the restaurant. Other patrons will obtain parking on the street, or in off-site parking areas from which they will walk to the restaurant.
 - c. Restaurants/Cafes built as part of a principal use, or within an existing building, shall be exempt from all parking requirements.
 - d. Retail uses with total square footage in excess of five thousand (5,000) square feet (such as a supermarket or outlet store) shall provide a minimum of one (1) parking space per seven hundred and fifty (750) square feet of gross floor area.
 - e. The number of off-street loading spaces should 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.

24. Service Bays

Goal

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

Design Requirements:

- a). Where possible, drop-offs may be combined with service bays and any conflict resolved by regulatory signage and strict enforcement of servicing hours.

O. Waste and Recycling

1. All trash receptacles shall be adequately secure, enclosed and screened on all sides by opaque fencing and/or evergreens. Chain link fencing with slat inserts is not an acceptable screening material.
2. All development shall make provisions for solid waste recycling in accordance with the City's recycling program.

P. Maintenance Requirements

1. The Redeveloper, and any subsequent owner or owners, shall be responsible for maintenance of the Redevelopment Area improvements and the sidewalk and street area directly adjacent to their site.
2. All signage, banners, awnings and canopies shall be replaced prior to significant fading or tearing.
3. Storefronts and building facades shall be maintained so that the window displays are clean and are behind clean, unobstructed windows. Exterior cladding, paint and other associated facade elements shall be kept clean and in good repair.
4. Roadways, sidewalks, pathways and pedestrian crossings shall be maintained with a safe and smooth surface; healthy street trees and other plantings shall be properly maintained and cared for; and a properly functioning lighting and signalization system shall be maintained.
5. Landscaping and watering systems shall be maintained to insure that all elements are in working order. The property owners shall provide continual replacement of all planted material as approved by the site plan if there is any loss of the original planted material.

6. Plaza surfaces, sidewalks, and street furniture damaged or worn shall be replaced or repaired to their original profile, stability and appearances. Any damaged street furniture shall be replaced or repaired as soon as practicable.
7. Historic resources shall be regularly maintained to prevent the deterioration or loss of the historic fabric.
8. Vacant lots shall be kept free and clear of weeds higher than ten inches (10”), litter, garbage and debris.

VIII. ACQUISITION PLAN

Block	Lot	Property Location	Add'l Lots
1908	7	241 Fairmount Ave	L8Dup.TO16B
1908	7.A	Monticello Ave	
1908	27	690 Bergen Ave	
1909	H	225.5-231 Monticello Ave	LG-F-E
1910	1	226 Monticello Ave	
1910	2	224 Monticello Ave	
1910	3.A	222 Monticello Ave	
1910	3.B	220A Monticello Ave	
1910	4.A	236 Monticello Ave	
1910	4.B	220 Monticello Ave	
1910	5.A	234 Monticello Ave	
1910	A	238 Monticello Ave	
1910	A.1	12 Fairview Ave	
1910	A.2	8 Fairview Ave	
1910	12	227 Fairmount Ave	B1,6,7,8
1910	13	230 Monticello Ave	B1,6,7,8
1912	109	200 Monticello Ave	
1912	115.1A	206 Monticello Ave	
1912	115.1B	206 Monticello Ave	
1912	115.2A	206 Monticello Ave	
1912	115.2B	206 Monticello Ave	
1912	115.3A	206 Monticello Ave	
1912	115.3B	206 Monticello Ave	
1912	120	212 Monticello Ave	
1912	121	214 Monticello Ave	
1912	122	216 Monticello Ave	
1912	123	218 Monticello Ave	
1912	124	17 Fairview Ave	
1912	125	15 Fairview Ave	
1920	C	163 Monticello Ave	
1920	E	167 Monticello Ave	
1920	90	169 Monticello Ave	
1920	104	183 Monticello Ave	
1918	A	178 Monticello Ave	
1919	H	174 Monticello Ave	

1921	56	137 Monticello Ave	
1921	64	145 Monticello Ave	
1921	66	147 Monticello Ave	
1921	68	149 Monticello Ave	
1921	70	151 Monticello Ave	
1921	72.A	153 Monticello Ave	
1929	B1.99	113-115 Monticello Ave	
1929	D.1	117 Monticello Ave	
1929	40.99	125-127 Monticello Ave	
1927	35	120 Monticello Ave	
1927	37	122 Monticello Ave	
1927	39	124 Monticello Ave	
1930	Z.3	107 Monticello Ave	
1930	Z.4	105 Monticello Ave	
1931	1.A	520 Bergen Ave	
1931	3.A	646 Communipaw Ave	
1931	3.B	644 Communipaw Ave	
1931	4.A	642 Communipaw Ave	
1931	11.C	630 Communipaw Ave	
1931	21.A	616 Communipaw Ave	
1931	22	93 Harrison Ave	
1931	23	614 Communipaw Ave	
1931	24	612 Communipaw Ave	
1931	25	91 Harrison Ave	
1931	26	610 Communipaw Ave	
1931	27	608-606 Communipaw Ave	
1931	28	604 Communipaw Ave	
1932	1	568-572 Communipaw Ave	
1932	C	574 Communipaw Ave	
1932	G	566 Communipaw Ave	
1932	H.2	564 Communipaw Ave	
1932	H.3	560 Communipaw Ave	
1932	H4.99	558 Communipaw Ave	

IX. OTHER PROVISIONS TO MEET STATE AND LOCAL Requirements

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.
- B. The Plan has laid out various strategies needed to be implemented in order to carry out the objectives of this Plan.
- C. The Plan has given proposed land uses and building requirements for the Redevelopment Area.
- D. The Acquisition Plan indicates all property to be acquired as a result of this Plan.
- E. The Plan is in general compliance with the Jersey City Master Plan and the Master Plan of the County of Hudson. It 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 redevelop urban land.

- F. This Redevelopment Plan shall supersede all provisions of the Jersey City Zoning Ordinance that are 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 Redevelopment Area covered by this Plan as the Monticello Avenue Redevelopment Area, and all former zoning will be voided.

X. PROCEDURE FOR AMENDING THE PLAN

- A. This Plan may be amended from time to time upon compliance with the requirements of law. A fee of five hundred dollars (\$500), plus all costs for copying and transcripts shall be payable to the City of Jersey City by any for-profit entity requesting to amend this Plan. There will be no fee for the City Planning Division, JCRA or the MCDC should they request amendments hereto.
- B. No amendment to this Plan shall be approved without the review and recommendation of the Planning Board, and a public hearing and adoption by Municipal Council. A copy of any proposed change to the Plan shall be filed with the Office of the City Clerk.



**Monticello Avenue Redevelopment Plan Area
Acquisition Map**

Legend

 To be Acquired



1 inch equals 300 feet



June 15, 2008