

Betz Brewery Redevelopment Plan

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A. DESCRIPTION OF THE BETZ BREWERY REDEVELOPMENT AREA

1. BOUNDARIES OF THE PROJECT AREA

The Betz Brewery Redevelopment Area is a 1.66 site in the Downtown section of Jersey City as shown on Map 1 “Boundary Description”. The site is adjacent to both the Henderson Street and the Northern Waterfront Redevelopment Areas and is near the Ninth Street, Ninth Street II, Henderson Street South, and Grove Street Redevelopment Areas. The Redevelopment of the Betz Brewery project area will eliminate the blighting influences which affect the surrounding redevelopment activities and improve the entire downtown area of Jersey City.

BETZ BREWERY STUDY AREA BOUNDARY DESCRIPTION

Block 8804; Lots 2 & 3

B) STATEMENT OF REDEVELOPMENT OBJECTIVES

Redevelopment activities for the Betz Brewery Study Area will be undertaken in conformity with, and will be designed to meet the following objectives of the redevelopment plan:

- 1). To provide for the stabilization and the increase of the tax base of the project area and the City of Jersey City by redeveloping non-revenue producing areas and though the sale of city-owned properties to private interests.
- 2). The rehabilitation and re-use of vacant, deteriorated, and obsolete structures within the area and the elimination of the blighting influences that they proliferate.
- 3). The improvement of the functional physical layout of the project area as it relates to the structures to be rehabilitated.
- 4). The removal of any and all obstacles to land disposition such as diverse ownership and/or title impediments.
- 5). To strengthen the area and add to the stability of the new housing in the nearby Marin Boulevard, Henderson Street South, Grove Street and Ninth Street Redevelopment Areas, and the Hamilton Park Historic District by eliminating the existing blighting influences.
- 6). To strengthen the viability of the proposed redevelopment of the adjacent Newport Redevelopment Plan Area through the elimination of the adjacent blighting influences.
- 7). Coordination of redevelopment activities to provide a uniform attack on blight which will reinforce existing redevelopment projects in the area.

8.) To replace the Betz Brewery Complex of buildings with redevelopment which is architecturally compatible with the abutting remnants of the Betz Brewery National Register Historic District.

C). SPECIFIC OBJECTIVES

1). Submission of Redevelopment Proposals

Prior to commencement of construction architectural drawings, specifications, and site plans for the construction of improvements to the redevelopment area shall be submitted by the developers review and approval by the Planning Board of the City of Jersey City.

2). Adverse Influences

No use or re-use shall be permitted, which, when conducted under proper and adequate conditions, and safeguards, will produce corrosive, toxic, or noxious fumes, glare, electromagnetic disturbance, radiation, smoke, cinders, odors, obnoxious dust or waste, undue noise or vibration, or other objectionable features so as to be detrimental to the public health, safety or general welfare.

3). Restriction of Occupancy or Use

There shall be no restriction of occupancy or use of any part of the project area on the basis of race, creed, color or national origin.

4). All open space, including yards, shall be landscaped with lawns, trees, shrubbery and other appropriate plant material unless said open space is specifically designated for other activities which require paving or other treatment.

Said open space shall be in addition to the ancillary of any yard requirement stated within this plan.

All screen planting shall be coniferous and/or deciduous and only species with proven resistance to the urban environment in this area will be acceptable.

Screen planting shall be a minimum of four (4) feet in height. Material shall be planted, balled and burlaped and be heavy and of specimen quality as established by the American Association of Nurserymen.

At initial planting the material shall provide a screen from the top of the planting to within six (6) inches of grade. Other plant material shall be heavy and of specimen quality determined as above.

All trees shall be a minimum of three and one half inches in caliper.

All plants, trees and shrubs shall be installed in accordance with a planting schedule provided by the developer and approved by the Division of City Planning. All landscaped open space shall be properly maintained by the developer.

5). Circulation Design Objectives

All sidewalks, plazas, and courtyards shall be attractively and durably paved with acceptable materials and shall be provided with adequate lighting.

6). Landscaping Design Objectives

Landscaping shall be required for any part of any parcel not used for buildings, off-street parking, or loading space. Developers' proposals shall include plans for landscaping indicating the location, size and quantity of the various plant species to be used.

7). Off-Street Parking and Loading Objectives

A). All parking areas shall be graded and paved with a durable dust-free surface, adequately and well landscaped, adequately lighted, and provided with well defined means of ingress and egress.

B) All parking areas abutting streets or residential areas shall be landscaped about their periphery.

C) All off-street parking and loading areas shall be coordinated with the public street system serving the project area in order to avoid conflicts with thru traffic or obstruction to pedestrian walks and thoroughfares.

D) The use of the bed of original Ninth Street to meet the parking and loading requirements is strongly encouraged, so as to preserve as much green space and recreation area as feasible.

8.) Urban Design Objectives

A.) All of this Redevelopment Plan Area is within a State and National Register District. The brick rowhouses along Manila Avenue and the granary building at Tenth and Manila are also within the State and National district. All of these properties were placed in the district because of their relationship to the existence of the Betz Brewery. Accordingly, redevelopment of the site of the former brewery complex must be sensitive to the character of the remaining structures within the historic district.

B.) The only acceptable material for exterior cladding of all walls is standard sized, full brick of a color and texture that matches or complements the brick of the remaining structures. Other materials may be used for fenestration. Windows shall be similar in appearance and scale to those of the remaining structures. Details such as cornices and lintels must be used, but may be modern interpretations of same.

C.) The scale of new structures must be compatible with the scale of the remaining structures. This does not mean identical in scale, but rather appropriate in scale.

D.) New construction should be a product of its own time, but must trace the lineage of its design to

the remnants of the historic district.

E.) Recreation and open space, parking and loading must be screened from adjoining properties through the use of evergreen hedges, solid brick walls or board-on-board fences, or any combination of the above.

These design objectives have been developed as a framework for the detailed design of specific redevelopment proposals. Combined with the land use and building controls established in this Redevelopment Plan, these design objectives will assure that redevelopment proposals will take place in an environment which is in the best interest of the City of Jersey City and the future occupants of the project. All redevelopers will be required to comply with these objectives.

D. GENERAL LAND USE PLAN

1. Regulations and Controls Applying to the Betz Brewery/Complex - Parcel A

a. Permitted Uses

Schools
Community Facilities

b. Permitted Accessory Uses

Recreation facilities as part of school development
Off-Street parking
Designed open space
Fences and walls

c. Conditional Uses None permitted

d. Interim Uses None permitted

e. Maximum Density Not applicable.

f. Minimum Off-Street Loading

Off-Street loading shall conform to Article IV Section 407 of the Zoning Ordinance of the City of Jersey City. No off-street loading shall be required for schools or Community Facilities.

g. Minimum Off-Street Parking

A minimum of 0.5 parking space shall be provided for each classroom.

A minimum of 0.5 parking space shall be provided for each 1,000 square feet of leasable floor area of community facility space.

h. Maximum Sign Areas

All signs must be designed to complement the historic values of the Betz Complex.

No signs shall be flashing, animated, free standing or moving.

School buildings and community facilities shall be permitted one (1) sign not more than twenty (20) square feet per street front. Such signs may be ground mounted, may not be more than twelve feet above grade at their highest point, and shall be landscaped about their base with evergreen and annual or perennial flowering materials.

All signage shall be subject to site plan review and approval by the Planning Board.

i. Area, Yard and Bulk Requirements

- a) Minimum lot area shall be one acre for new subdivisions of land. However, existing lots of record shall be considered to meet the minimum lot area requirements.
- b) Yards are not required. However, if same is provided the following provisions shall apply.
FRONT: Residential uses may not exceed ten (10) feet of front yard, which may not be used for parking. School uses may provide a front yard of any depth, but same must be attractively landscaped and provided with sidewalks to all entrances/exits; may be used for recreation areas; may be used for parking, provided that this Plan's first preference is to use the bed of "original" Ninth Street for that purpose, and that any parking in the front yard shall be buffered along any street line with a landscaped berm or a solid brick wall at least 42 inches high.
SIDE and REAR: Permitted uses may provide such yards as needed for windows and/or entry and exits, open and recreation space, provided fences or walls, 5 to 8 feet in height are provided to screen and secure the subject and abutting properties.
- c) Yards shall be defined by the Zoning Ordinance.
- d) Maximum height shall be ten (10) stories, provided that any structure more than three and one-half stories shall stepback any additional stories a minimum of fifteen feet from all faces of the structure below so as to provide a street wall that is compatible with the rowhouses along Manila Avenue.

2. Regulations and Controls Applying to Open Space Parcel - Parcel B

This parcel shall be acquired by the developer.

A. Permitted Uses

Park with Fountain - The developer shall acquire the vacant lot on the corner of 9th Street and Grove Street. (Parcel B). This lot shall be attractively landscaped by the developer and shall remain as open space.

3. Duration and Effective Date of Control

The land use provisions and building requirements and/or modification thereof shall remain in effect for a period of forty (40) years from the date of approval of this Redevelopment Plan by the governing body of the City of Jersey City. The termination of this plan shall in no way permit the project land or any part thereof to be restricted on the basis of race, creed, color, sex or national origin in the sale, lease, use or occupancy thereof.

E. GENERAL PROVISIONS

1. The regulations and controls in this Section E will be implemented where applicable by appropriate covenants or other provisions in agreements for land disposition and conveyance executed pursuant thereof.
2. The redeveloper shall devote the land only to the uses specified in this Redevelopment Plan in accordance with the approved site plan.
3. The redeveloper shall begin and complete the development of the land for the uses required in the Plan and the construction of improvements agreed upon in the disposition contract within a reasonable time as determined in the said disposition contract between the Jersey City Redevelopment Agency and the redeveloper.
4. The redeveloper shall agree to retain the interest acquired in the project land until the completion of the construction and development in the area required by this Plan and the disposition instruments, and he shall further agree not to sell, lease, or otherwise transfer the interest acquired or any part thereof without prior written notice to the Jersey City Redevelopment Agency.
5. No covenant, lease, conveyance or other instrument shall be affected or executed by the Jersey City Redevelopment Agency or by a redeveloper or any of this successors or assignees, whereby land in the project area is restricted by the Jersey City Redevelopment Agency or redeveloper upon the basis of race, creed, color, or national origin in the sale, lease, use or occupancy thereof. Appropriate covenants, running with the land owner, which will prohibit such restrictions, shall be included in the disposition instruments.
6. No building shall be constructed over an easement in the project area without prior written notice to the Jersey City Redevelopment Agency.
7. The Jersey City Redevelopment Agency and the Jersey City Planning Board shall specifically reserve the right to review and approve the redeveloper's plans and

specifications with respect to their conformance with the Redevelopment Plan. Such a review shall be on the basis of a site plan and/or construction plans submitted to both departments. No additional construction shall take place until a site plan reflecting such additional or revised construction shall have been submitted to and approved by the Redevelopment Agency. This pertains to revisions or additions prior to, during and after completion of the improvements.

8. The provisions of this Plan, specifying the land uses of the project area and the requirements and restrictions with respect thereto shall be in effect for a period of forty (40) years from the date of approval of this Plan by the local governing body of the City of Jersey City.
9. All residential redevelopment proposals and construction plans shall exceed FHA minimum room size requirements by 25% prior to approval by the Redevelopment Agency and the Planning Board.
10. The use of any land to be acquired cleared and redeveloped, rehabilitated or any newly constructed buildings for hotels, or other transient housing accommodations is prohibited.
11. Prior to commencement of construction, architectural drawings and site plans with detailed specifications for the construction and/or rehabilitation of improvements to the area shall be submitted by the developer to the Planning Board of the City of Jersey City for review and approval so that compliance of such plans with the redevelopment requirements and objectives can be determined. Site plan review shall be conducted by the Planning Board pursuant to NJSA 40:55D-1 et. seq. Applications may be submitted for the entire project or in any number of phases. Final Site Plan approval for any phase shall entitle an applicant to building permits.

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

F. OTHER PROVISIONS NECESSARY TO MEET STATE AND LOCAL REQUIREMENTS

The laws of the State of New Jersey provide that a redevelopment plan shall:

1. Conform to the general plan for the municipality as a whole; and
2. Shall be sufficiently complete to indicate such land acquisition demolition and removal of structures, redevelopment, improvements, and conservation or rehabilitation as may be

proposed to be carried out in the area of the project., zoning, and planning changes, if any, land uses, maximum densities, building requirements, and the plans relationship to definite local objectives respecting appropriate land uses, improved traffic, public transportation, public utilities, recreational and community facilities, and other public improvements.

In accordance with State requirements, the following statements are made:

The proposals of this Plan conform to the general plan for the municipality.

This Plan provides an outline for the development or redevelopment of the Betz Brewery Project and is sufficiently complete to indicate such redevelopment, improvements as proposed, planning changes, land uses, maximum densities, building requirements and its relationship to definite local objectives respecting appropriate land uses, improved traffic, public transportation, public utilities, community facilities, and other public improvements.

Local planning objectives having a direct bearing on the project, which has been planned as an integral part of the total planning for the City, are as follows:

1. The effectuation of the Redevelopment Plan will carry out major proposals of the Comprehensive Plan for the City and will comply with local objectives of the City as to appropriate land uses, improved street systems and overall improvements to the nearby redevelopment areas.
2. The effectuation of the Redevelopment Plan will improve the total living conditions of the City through improvement of a blighted area, and rehabilitation of structures which are abandoned and in poor condition.

The various elements of this Redevelopment Plan set forth above are in compliance with the requirements of State and local law and there are no additional requirements with respect to a Redevelopment Plan which have not been complied with.

G. PROCEDURE FOR AMENDING THE APPROVED PLAN

This Redevelopment Plan may be amended from time to time upon compliance with other requirements of law.