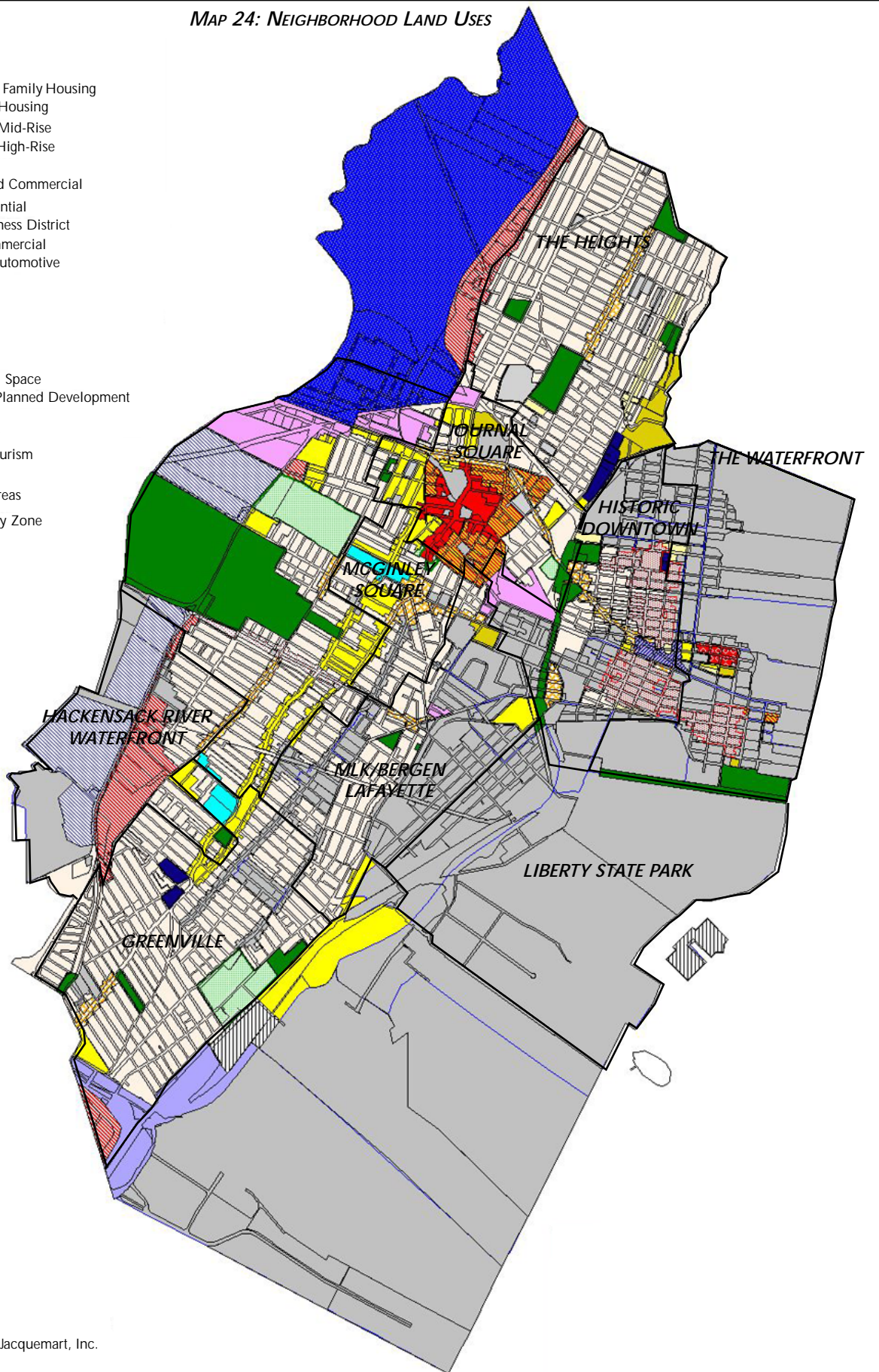




ZONING AND LAND USE

MAP 24: NEIGHBORHOOD LAND USES

-  R-1 One and Two Family Housing
-  R-2 Multi-Family Housing
-  R-3 Multi-Family Mid-Rise
-  R-4 Multi-Family High-Rise
-  WALDO
-  NC Neighborhood Commercial
-  O/R Office Residential
-  CBD Central Business District
-  HC Highway Commercial
-  C/A Commercial/Automotive
-  Industrial
-  PI Port Industrial
-  U University
-  M Medical
-  G Government
-  P/O Parks & Open Space
-  WPD Waterfront Planned Development
-  C Cemetery
-  H Historic District
-  DT Destination Tourism
-  HMDC
-  Redevelopment Areas
-  Restaurant Overlay Zone



Source: *BFJ* Buckhurst Fish & Jacquemart, Inc.

ZONING AND LAND USE

Zoning in Jersey City is established in the City's Land Development Ordinance as well as area-specific supplemental Redevelopment Plans. The City is a largely-developed mixed-use community, characterized by a compact pattern of development. It is comprised of a broad range of zoning districts including: single- and multi-family residential, commercial, retail, industrial, port industrial, waterfront, parks and open space, office, medical, institutional, historic, government, tourist destinations and redevelopment areas (See Map 24).

Historically an industrial and transportation hub, the City has continued its transformation into a dynamic commercial and residential center, consistent with the changes in the local and regional economies. This is particularly evident along the City's waterfront. Once used for industrial purposes, waterfront land has increasingly been replaced with a mix of high-density commercial, residential and recreational use activities. Four industrial areas remain in the City, the largest located in the Hackensack Meadowlands District, west of the Heights neighborhood.

The largest land use category in Jersey City is residential, involving a number of well-established residential neighborhoods, anchored by mixed-use neighborhood commercial cores. However, while the physical character of the City is established within these residential neighborhoods, land uses are in transition in areas where new commercial, residential and recreational development is occurring on vacant and underutilized property, primarily on the waterfront lands noted above.

Recent and on-going land use trends include a dramatic increase in residential and mixed-use office waterfront development activity including Port Liberte, Newport, Paulus Hook and Society Hill. A number of new developments are also planned, including Harborspine and Liberty Harbor North. Sparked by the reviving Hudson River waterfront, the Bayside Development Plan aims to redevelop the City's western waterfront, along the Hackensack River, and encourage development into neighborhoods in the western part of Jersey City. The goal of the plan is to improve the existing neighborhoods and to replace existing vacant and underused sites with a mix of uses to create a pedestrian-oriented neighborhood, with State Route 440 as the spine.

SPECIAL IMPROVEMENT DISTRICTS (SIDs)

The City has four Special Improvement Districts (SIDs) including the Journal Square SID, Historic Downtown SID, Central Avenue SID and McGinley Square SID (See Map 15, p. 38). Each SID is a public-private partnership funded by both tax assessments levied on all commercial property owners within the boundaries of each designated SID, and by UEZ funds. The SIDs provide numerous services including security, sanitation, marketing, business recruitment, funding for major physical improvements, and the provision of a professional manager to oversee the district and administer programs and services in conjunction with the local business community.

VACANT PROPERTY

Map 25 shows City-owned vacant or underutilized parcels within Jersey City as of April 2004, according to the City's tax assessment records. A majority of the parcels are concentrated within the MLK-Bergen/Lafayette neighborhood, with somewhat fewer sites located in the Greenville neighborhood. The high incidence of vacancy in these areas can be attributed to the demolition of deteriorated homes and commercial structures. Development of in-fill housing on unused property and redevelopment associated with the Martin Luther King Drive HUB project are expected to reduce the overall inventory of vacant land in the City.



Footnotes

- ¹ The incentives available for participating eligible businesses include sales tax exemptions for building materials, equipment and supplies invested or used at the certified site, corporation tax benefits, and unemployment insurance rebates.
- ² UEZ Policy Circular No. 98-11 requires each New Jersey UEZ to have a Five-Year Development Plan approved by a Municipal Resolution.
- ³ U.S. Bureau of Labor Statistics: Web site: www.bls.gov/news.release/ecopro.t01.htm. 2004.
- ⁴ Ibid.
- ⁵ Ibid.
- ⁶ Ibid.
- ⁷ Ibid.
- ⁸ Ibid.
- ⁹ Ibid.
- ¹⁰ The Travel Industry of America (TIA) annual tracking study of U.S. adults provides incidence of Internet use among the traveling population, as well as the size of the markets for online travel planning and online travel booking.
- ¹¹ N.J. Department of Labor August 2004: Web site: www.wnjin.net/OneStopCareerCenter/LaborMarketInformation/Imi04/state/index.html#ind
- ¹² Rutgers Economic Advisory Service: Forecast of October 2004.
- ¹³ N.J. Department of Labor August 2004: Web site: www.wnjin.net/OneStopCareerCenter/LaborMarketInformation/Imi04/state/index.html#ind
- ¹⁴ It should be noted that the job numbers used in the analysis of commutation by place of residence differ from the job numbers used in the section of this report on the Jersey City economic structure and trends. The numbers used here refer to all public and private sector jobs in the city. Only jobs in the private sector covered by Unemployment Insurance are included in the section on the economy.
- ¹⁵ Jersey City Housing Market Analysis for the 2005-10 Consolidated Plan
- ¹⁶ Ibid.
- ¹⁷ Ibid.

PART II: ECONOMIC DEVELOPMENT STRATEGIES AND PROJECTS



INTRODUCTION

Jersey City is a very different city today than it was in the decades following World War II when its population fell sharply and its private sector employment base declined from close to 75,000 jobs in 1950 to fewer than 55,000 jobs in the early 1980s. The City now has a growing job base, a bustling waterfront district and an expanding population. Located in the heart of the New York/Northern New Jersey Region, Jersey City has substantial opportunities for economic growth. So, too, does it have challenges that must be addressed if it is to achieve its full economic potential. These opportunities and challenges were identified in the in-depth analysis of Jersey City's neighborhoods, its economy, population, infrastructure and environment presented in Part 1 of this Strategic Plan. The strategies presented below are directed at addressing challenges to economic development and at capitalizing on opportunities facing the City. Primary focus is on the UEZ, the area encompassing most of the economic base of the City. The strategies are as follows:

- ▶ Upgrade the education and skill levels of Jersey City residents;
- ▶ Make the City's education and job training systems more compatible with employer needs;
- ▶ Upgrade the City's infrastructure, especially its streets and roads;
- ▶ Increase parking availability, especially in retail shopping areas;
- ▶ Strengthen the tourism, arts/entertainment and hospitality industries;
- ▶ Strengthen and upgrade the retail and related service sectors, especially in Special Improvement Districts (SIDs) and along the Hudson Riverfront;
- ▶ Make better use of the City's information technology infrastructure;
- ▶ Better market the City;
- ▶ Address environmental issues;
- ▶ Address issues related to public safety;
- ▶ Bring down vacancy rates along the Hudson Riverfront; and
- ▶ Enhance public transportation.

Projects that will bring these strategies to fruition are presented below. They should not, however, be looked upon as the only projects that are needed to implement the UEZ Strategic Plan. Rather, they should be considered as the first in a series of projects that will be directed at economic growth and development in the Jersey City Urban Enterprise Zone.

STRATEGIES AND PROJECTS FOR THE UEZ

CHALLENGE: LOW EDUCATION AND SKILL LEVELS OF MANY ADULT RESIDENTS AND A HIGH UNEMPLOYMENT RATE IN THE CITY

STRATEGY: Upgrade the education and skill levels of Jersey City adult residents to better prepare them for job opportunities in existing and emerging industries in the UEZ, the City and the New York/Northern New Jersey Region.

PROJECTS:

- ▶ Continue to fund the Customer Service Skill Center for training and retraining for jobs in customer services in retail trade, banking and other industries with a strong consumer service orientation.
- ▶ Develop job training programs for the construction industry and for the telecommunications industry.

CHALLENGE: A CHANGING ECONOMY THAT DEMANDS THE INTEGRATION OF THE SCHOOL SYSTEM AND ECONOMIC DEVELOPMENT

STRATEGY: Make the City's education system more compatible with employer needs.

PROJECTS:

- ▶ Develop a "Job Shadowing Program" in which students in the City's high schools can learn employment-related skills in the real world.

CHALLENGE: AN AGING INFRASTRUCTURE THAT NEEDS REPAIR IN MANY AREAS OF THE CITY

STRATEGY: Upgrade the infrastructure throughout all of the City's neighborhoods.

PROJECTS:

- ▶ Fund the reconstruction/resurfacing of streets in the UEZ.

CHALLENGE: INSUFFICIENT PARKING AND TRAFFIC CONGESTION IN MOST RETAIL AREAS

STRATEGY: Increase parking availability, especially in retail shopping areas.

PROJECTS:

- ▶ Determine the feasibility of a "People Mover" to move people from the west side of Jersey City to its east side.
- ▶ Determine the feasibility of a new parking garage on the west side of the City.

- ▶ Study the feasibility of additional parking in the City's retail corridors.

OPPORTUNITY: A GROWING ARTS AND ENTERTAINMENT SECTOR WITHIN EASY REACH OF A MULTI-MILLION PERSON MARKET

STRATEGY: Strengthen the tourism, arts/entertainment and hospitality industries.

PROJECTS:

- ▶ Provide funding for maintenance of signage for the "Destination Jersey City" program.
- ▶ Provide funding for the redevelopment of the Power House Arts District.
- ▶ Fund the signage program for the Jersey City Museum.
- ▶ Assist with the marketing of Jersey City as a tourist destination.

CHALLENGE: UNMET DEMAND FOR RETAIL AND RELATED SERVICES

STRATEGY: Strengthen and upgrade the retail and related service sectors, especially in Special Improvement Districts (SIDs) and along the Hudson Riverfront.

PROJECTS:

- ▶ Establish a program to attract national, regional and local retail establishments to underserved areas in Jersey City.
- ▶ Increase advertising to attract retail and related service businesses.
- ▶ Publish a "Retail and Service Directory" describing the goods and services provided by UEZ businesses.
- ▶ Support the annual budgets of the Jersey City SIDs.
- ▶ Fund maintenance programs for the UEZ retail corridors.

OPPORTUNITY: TO FIND ADDITIONAL USES AND USERS FOR THE CITY-OWNED FIBER OPTIC NETWORK

STRATEGY: Make better use of the City's information technology infrastructure.

PROJECTS:

- ▶ Coordinate with the City Administration to supply less expensive power for telephone and technology support systems.

CHALLENGE: AN UNDER-MARKETED CITY

STRATEGY: Better market the City and its Special Improvement Districts.

PROJECTS:

- ▶ Support the Destination Jersey City Website with UEZ advertising.
- ▶ Upgrade the JCEDC website.
- ▶ Fund neighborhood shopping directories.

CHALLENGE: ENVIRONMENTAL ISSUES

STRATEGY: Address environmental issues in many areas of the City.

PROJECTS:

- ▶ Support cleanup efforts of Brownfields sites throughout the City.
- ▶ Fund a City-wide tree planting program.

CHALLENGE: PERCEPTION AND REALITY OF RISING CRIME RATES

STRATEGY: Address issues related to public safety.

PROJECTS:

- ▶ Provide funding for additional police officers in the UEZ.
- ▶ Provide funding to purchase surveillance cameras for use in the UEZ.

CHALLENGE: HIGH VACANCY RATES IN BUILDINGS ALONG THE HUDSON RIVERFRONT

STRATEGY: Improve marketing of the City's Hudson Riverfront.

PROJECTS:

- ▶ Fund advertising in national and international real estate publications.
- ▶ Promote the Hudson River area to real estate brokers.

OPPORTUNITY: JERSEY CITY'S PUBLIC TRANSPORTATION INFRASTRUCTURE

STRATEGY: Enhance Jersey City already strong public transportation system.

PROJECTS:

- ▶ Improve designation of bus stops.
- ▶ Support the use of the "Destination Jersey City" website for bus routes and scheduling information.

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