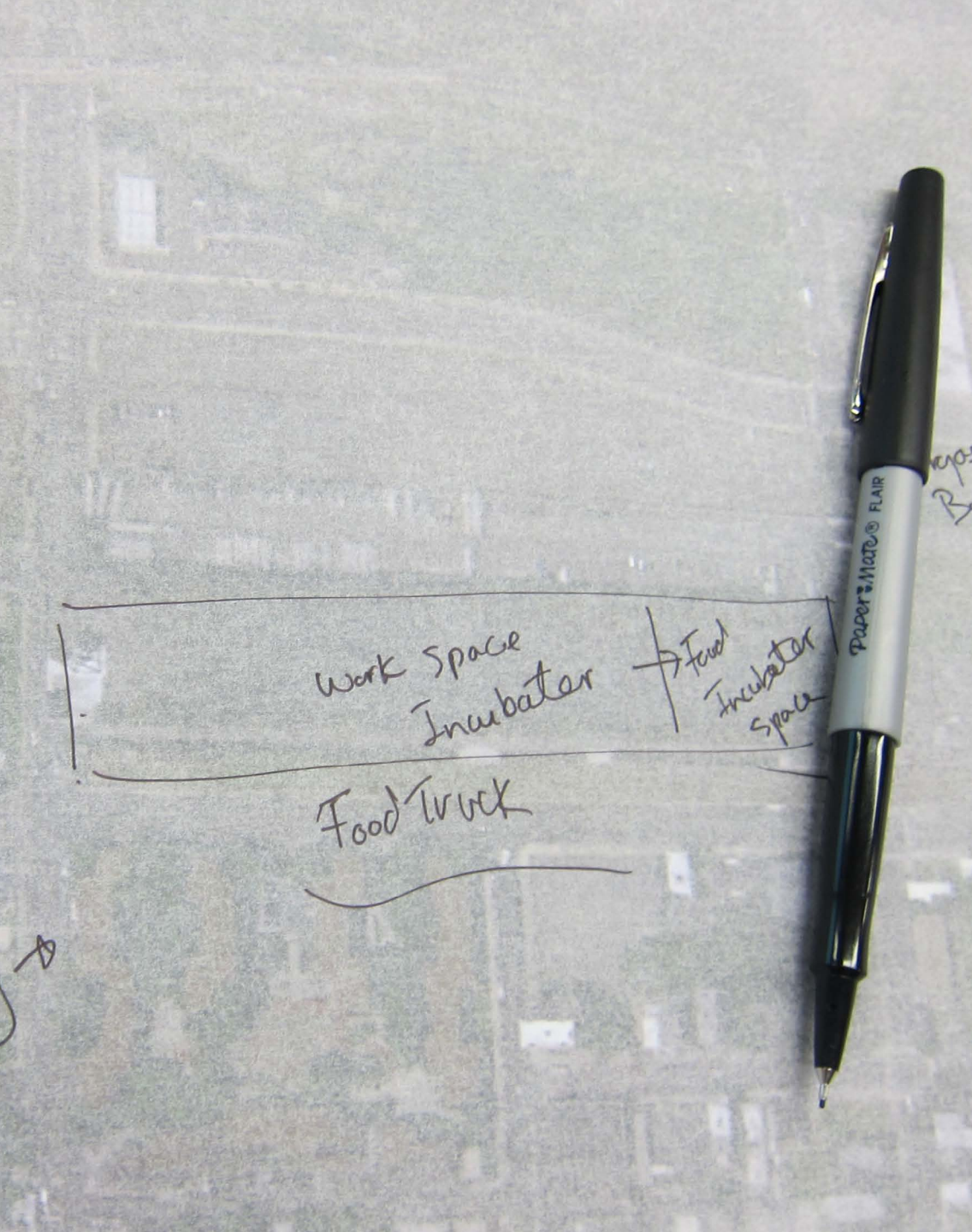




LACKAWANNA

NJ **EDGE** STUDIO

HUNTER COLLEGE
MASTERS OF
URBAN PLANNING
SPRING 2013



Introduction

Agenda

- I. Study Area
- II. Methodology
- III. Community Needs
- IV. Mission Statement
- V. Recommendations



Client

Emmes Asset Management

Est. 1992

Investment advisory firm
\$1.3 billion worth of assets
across the U.S.

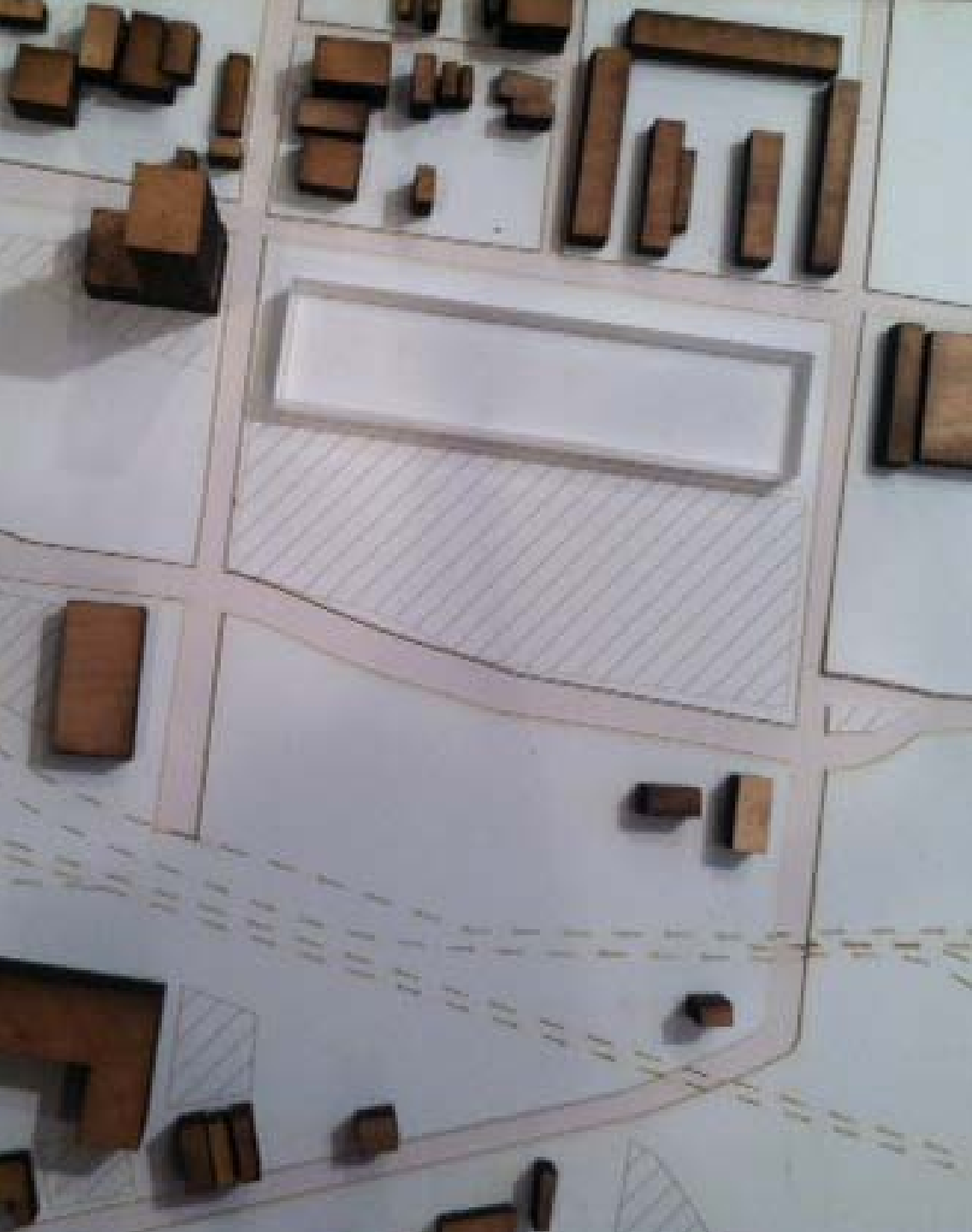
EMMES



Client

Lackawanna Center

- Property owned by Emmes
- Located in Redevelopment Plan Area



Introduction

Purpose

Planning interventions in the neighborhood have been disjointed and fragmented

Lackawanna Warehouse is underused: Reposition and Repurpose the building

Readaptation of Lackawanna Center as a pivot point for the neighborhood:
interdependent futures

Well planned neighborhood benefits Emmes and the larger community.

I. Study Area



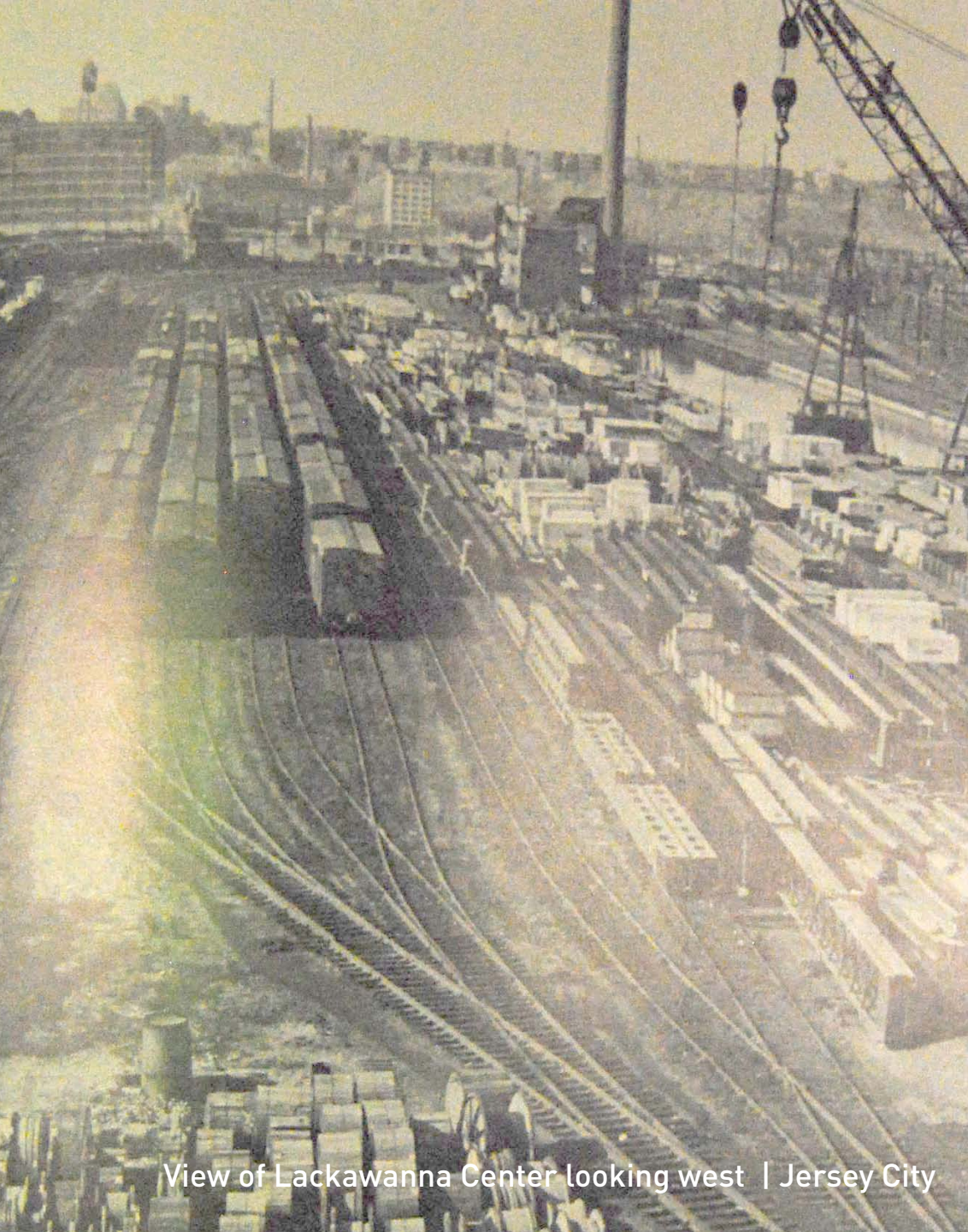
An Edge Analysis Hoboken & Jersey City

STUDY AREA

- Study Area Boundary
- City Boundary

NJEDGE
STUDIO

Prepared by Hunter College Master's of Urban
Planning Studio Spring 2013
April 2013
Base map source: Google Map



View of Lackawanna Center looking west | Jersey City

Study Area

History

19th Century &
Early 20th Century

- First railroads invented in Hoboken
- Growing transport and manufacturing industries
- Port of Immigration



Study Area

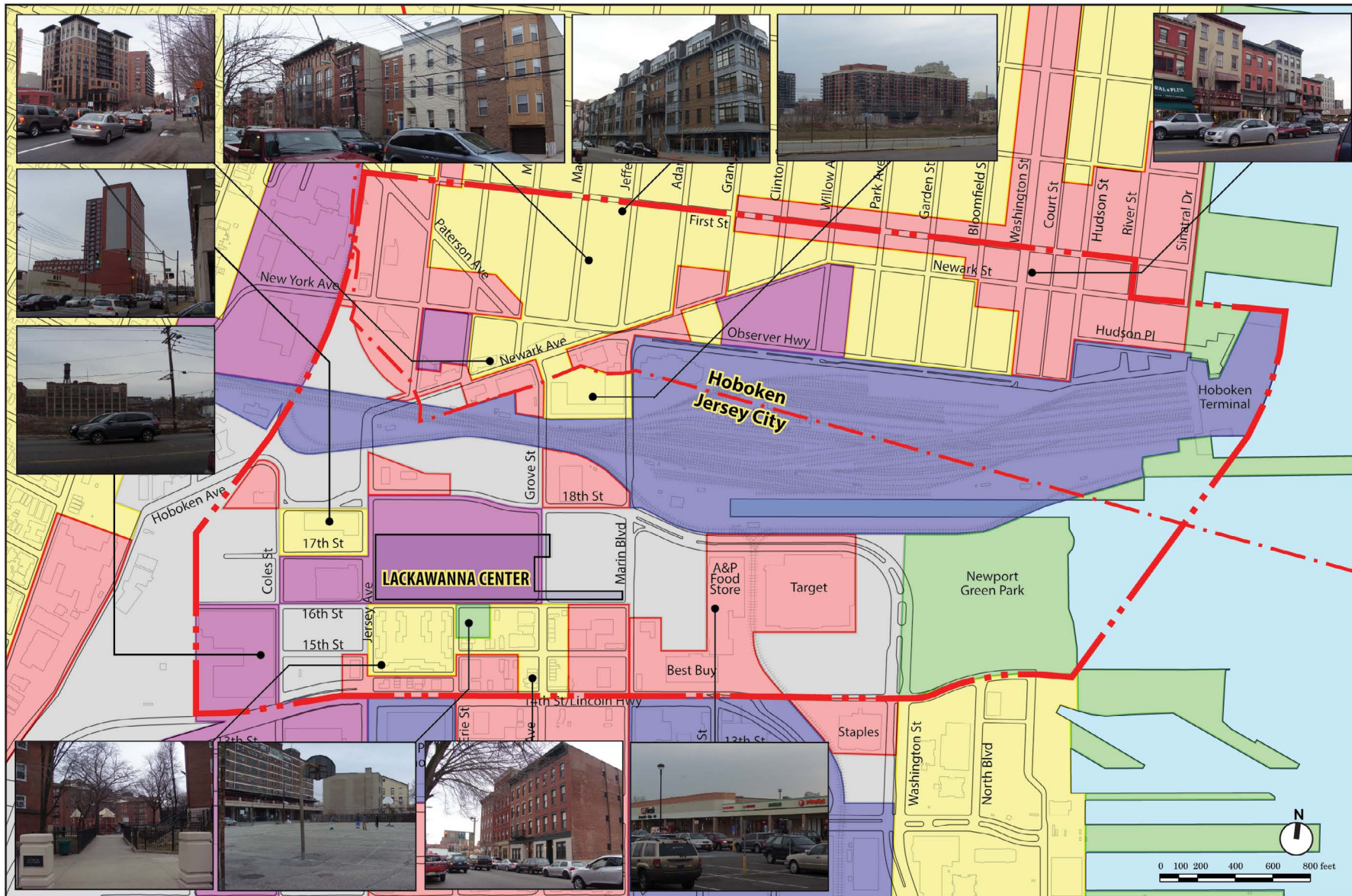
History

1960's–1980's

- Suburban Flight

1990's

- Redevelopment and Progress



An Edge Analysis Hoboken & Jersey City

PREDOMINANT
LAND USE PATTERN

- Residential Use
- Commercial Use
- Transportation

- Industrial Use
- Vacant / Parking
- Park / Open Space

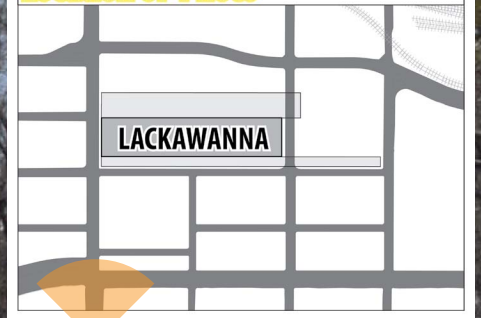
- Study Area Boundary
- City Boundary

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STUDIO

Prepared by Hunter College Master's of Urban
Planning Studio Spring 2013
Base map source: New Jersey Geographic
Information Network and City Planning Division
of Jersey City May 2013



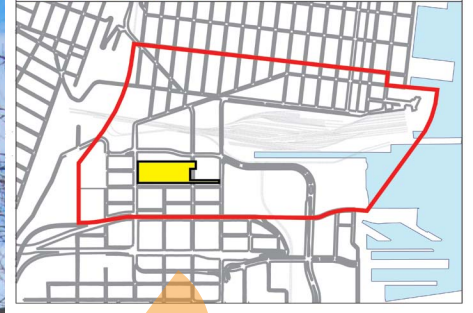
Location of Photo



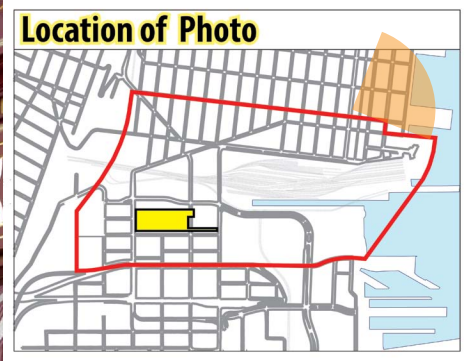
Hamilton Park | South of Study Area | Jersey City



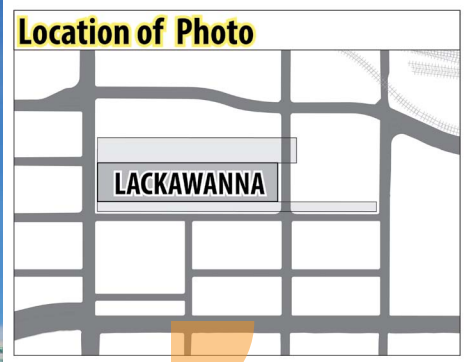
Location of Photo



South of Study Area | Jersey Ave | Jersey City

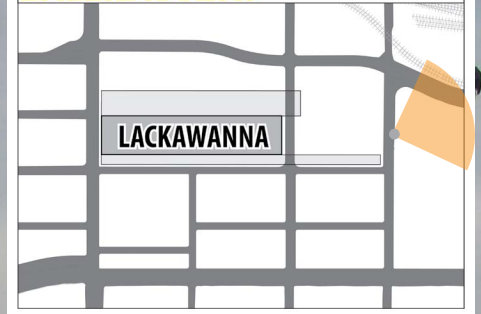


Carlo's Bake Shop | Washington Street | Northwest of Study Area | Hoboken



View of Newport Development from Holland Tunnel Approach | Jersey City

Location of Photo

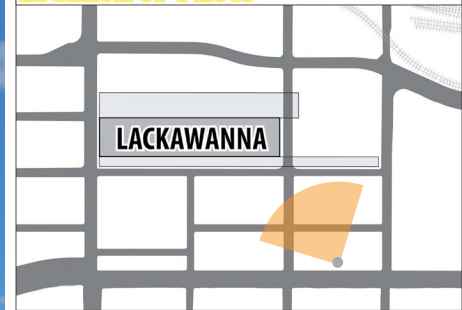


Temporary Use | Newport Development | West of Site | Jersey City

ER of OPPORTUNITY
NJCU.edu/Summer
NEW JERSEY
CITY UNIVERSITY
Worth it.

TUNNEL

Location of Photo



Lincoln Highway route | Study Area south of Site | Jersey City



Location of Photo





Location of Photo

LACKAWANNA

CHECKS CASHED

CHECKS
CASHED
HERE

↓ ↓ ↓
WESTERN UNION
MONEY ORDERS

TRAVEL
CAR & LIMO
SERVICE
24
Hours Service
RADIO
DISPATCH
TEL 201-222-0545
201-222-9505
FAX 201-222-8769
←

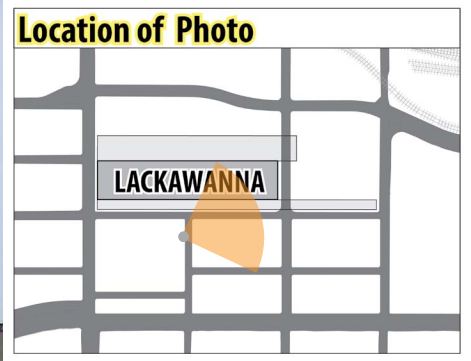
CORPORATE
CHECKS
CASHED

WESTERN
UNION

OPEN



Available
201 712 5600
CBRE



LACKAWANNA

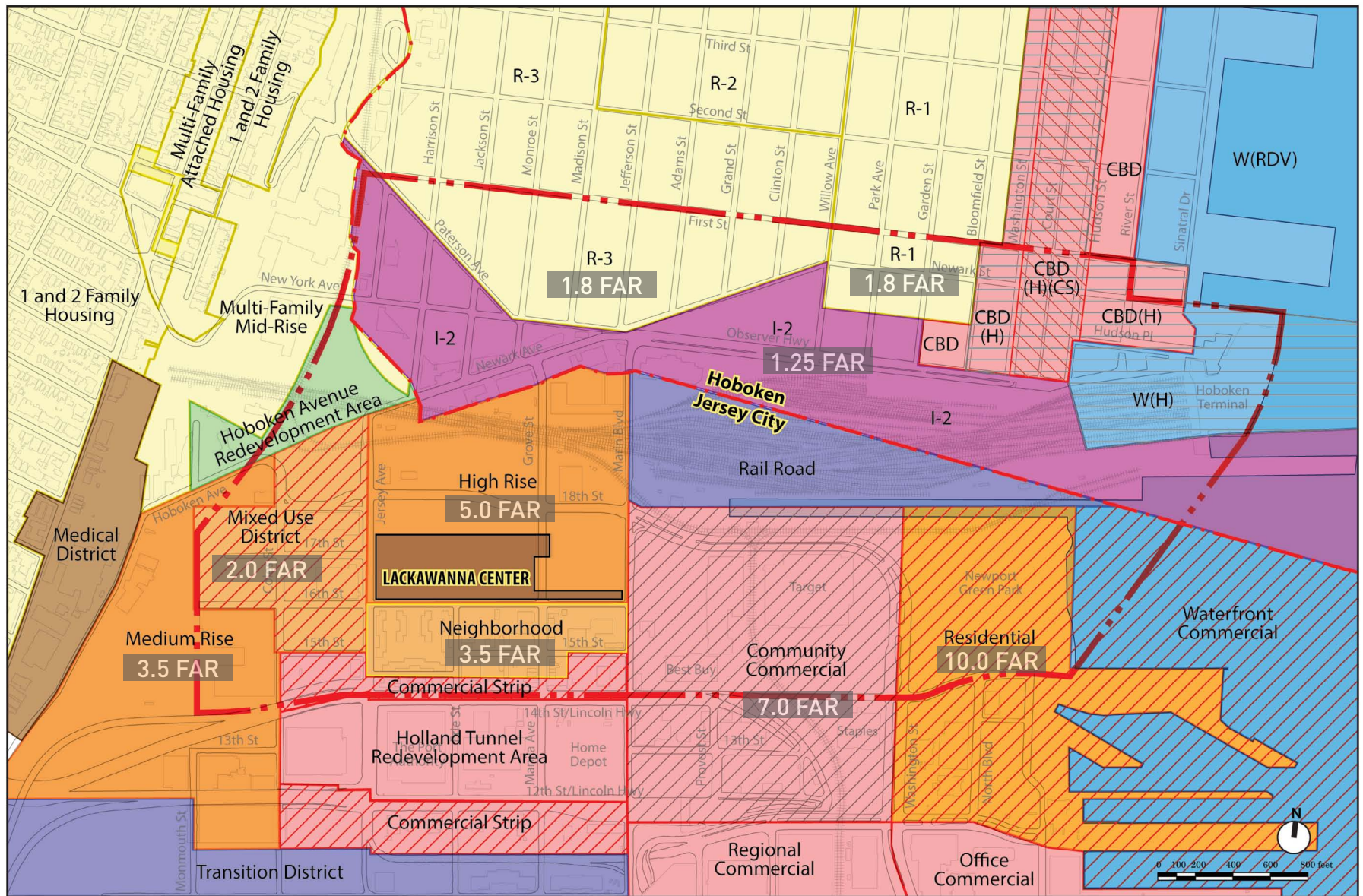
Park | Study Area south of Site | Jersey City



Location of Photo



Hoboken Motorcycle Club property | north west of Site | Jersey City



An Edge Analysis Hoboken & Jersey City

CURRENT ZONING

Residential District
 R-1 / R-3
 Neighborhood
 Mixed Use / Residential
 High Rise / Medium Rise

Commercial District
 CBD
 Commercial Strip
 Community Commercial
 Waterfront Commercial

Industrial District
 I-2
 Rail Road
 Waterfront District
 W

(H) Overlay
 (CS) Overlay
 Study Area Boundary
 City Boundary

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STUDIO

Prepared by Hunter College Master's of Urban
 Planning Studio Spring 2013
 April 20, 2013
 Base map source: Jersey City & Hoboken Master
 plans, zoning maps, redevelopment plans, and
 Department of The Treasury Division of Taxation

Study Area

Site

Site located at 629 Grove Street, Block 292.1, lot 1

Parcel currently occupied by:

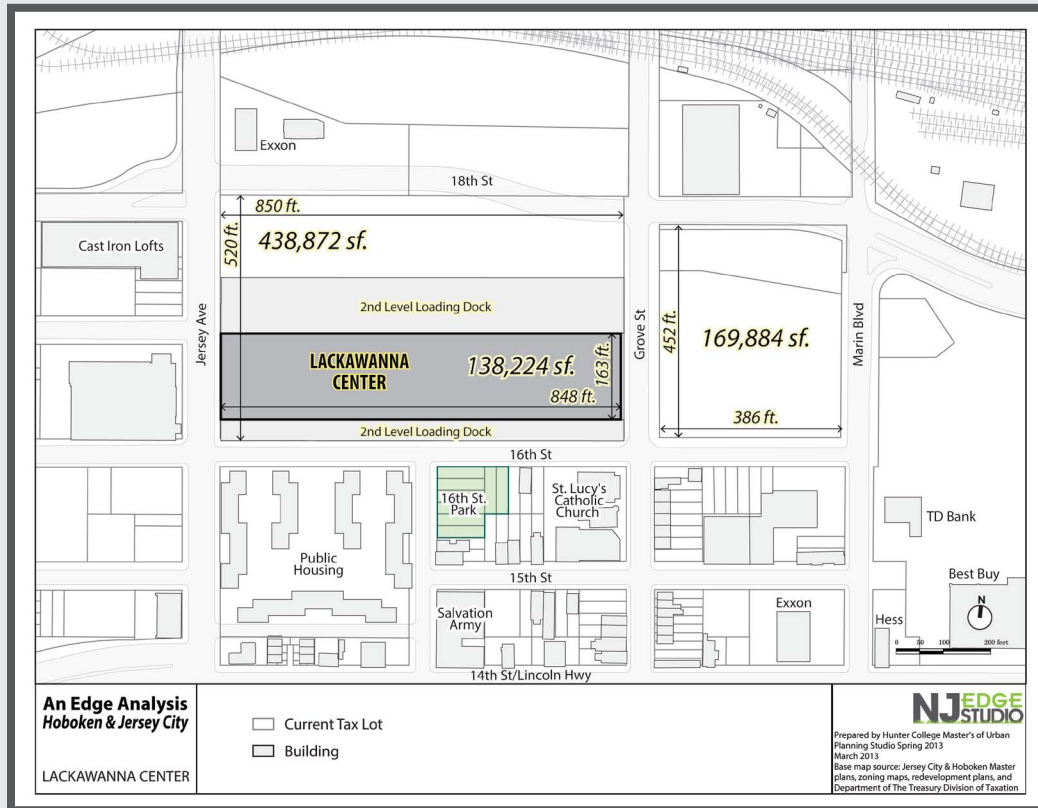
- 8 story industrial building
- 1.3 million sq. ft.

Dimensions of Lot:

- 520 ft. by 850 ft.
- Lot area: 9.7 acres/
438,872 sq. ft.

Additional East Lot (vacant):

- 452 ft. x 386 ft.
- 3.9 acres or 169,884 sf

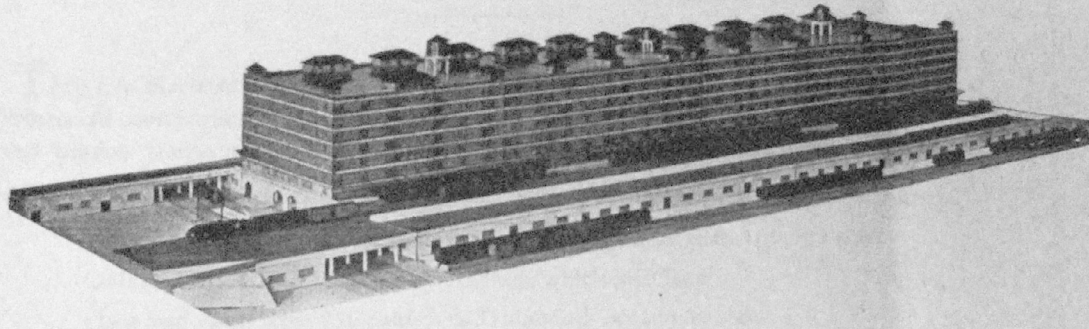


*Jersey City Vol 15 #4,
APRIL 1930*

Light Manufacturing

Distribution

General Storage



New Lackawanna Terminal Warehouses

16th to 18th-Henderson Street to Jersey Ave.
JERSEY CITY, N. J.

Ready April 1st, 1930.

ADJACENT TO HOLLAND VEHICULAR TUNNEL,
THE HOBOKEN FERRIES TO 23RD STREET,
CHRISTOPHER AND BARCLAY STS,
NEW YORK, AND THE NEW
JERSEY EXPRESS MOTOR
HIGHWAY.

*Location unsurpassed for trucking accessibility to entire
metropolitan district.*

Study Area

Building Description

Building:

- 848 ft. long x 163 ft. wide
- Steel Frame
- 22" thick concrete floors
- Floor load from 250-350 lb. per sq. ft.
- Loading facilities for 96 trucks on street level



Study Area

Current Site Occupants

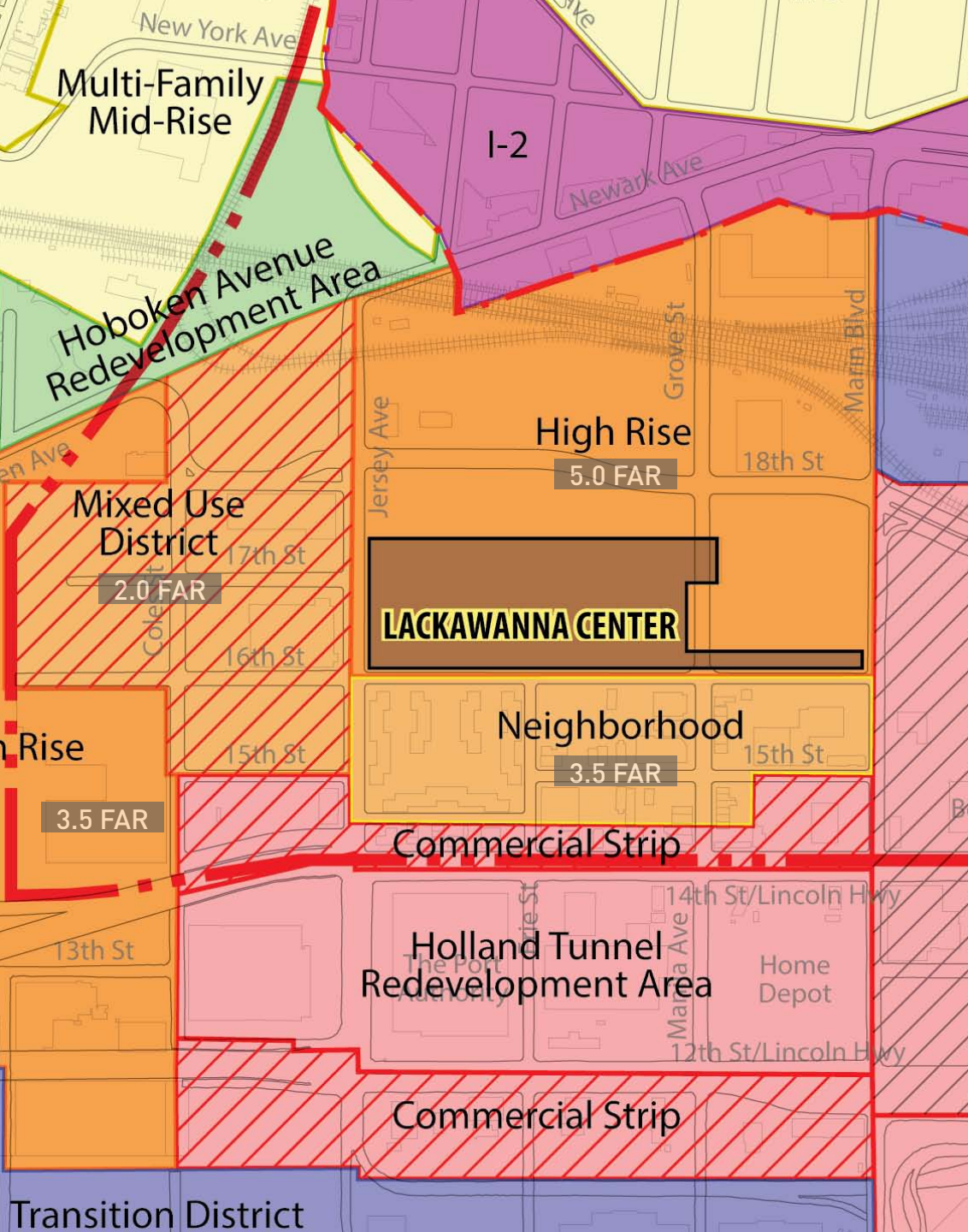
40 units in the building

Approximately 50% occupancy rate

Main Industries:

- Manufacturing
- Textiles
- Storage, Moving, Rental
- Carlos Bakery
AKA "The Cake Boss"

CARLO'S
SINCE 1910
HOBOKEN
BAKE SHOP



Study Area

Zoning Potential for Buildout: Site

Lackawanna Center Located in a “High Rise District”

Many uses allowed

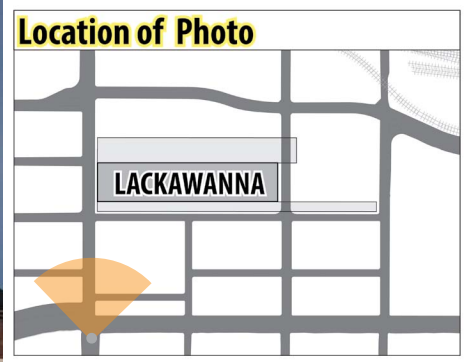
Height Limitation:
110 ft. for most uses
except warehouses

FAR: 5 for most uses (except
warehouse at 2.5)

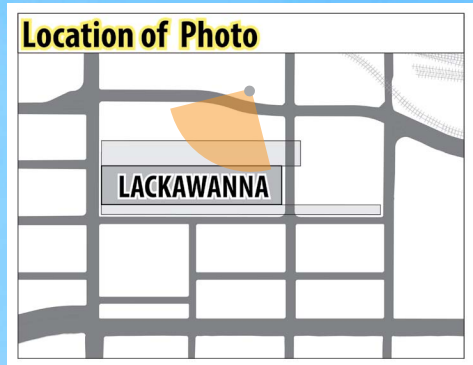
Lackawanna Center
FAR 2.93

Potential build out of Emmes
Owned Property:

- Lackawanna Center Lot
894,360 sf
- Additional Eastern Lot
849,420 sf



Lackawanna Center South face from Hamilton Park District | Jersey Ave | Jersey City

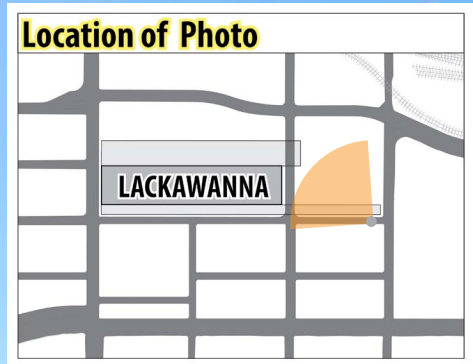


Lackawanna Center north exposure | 18th Street | Jersey City

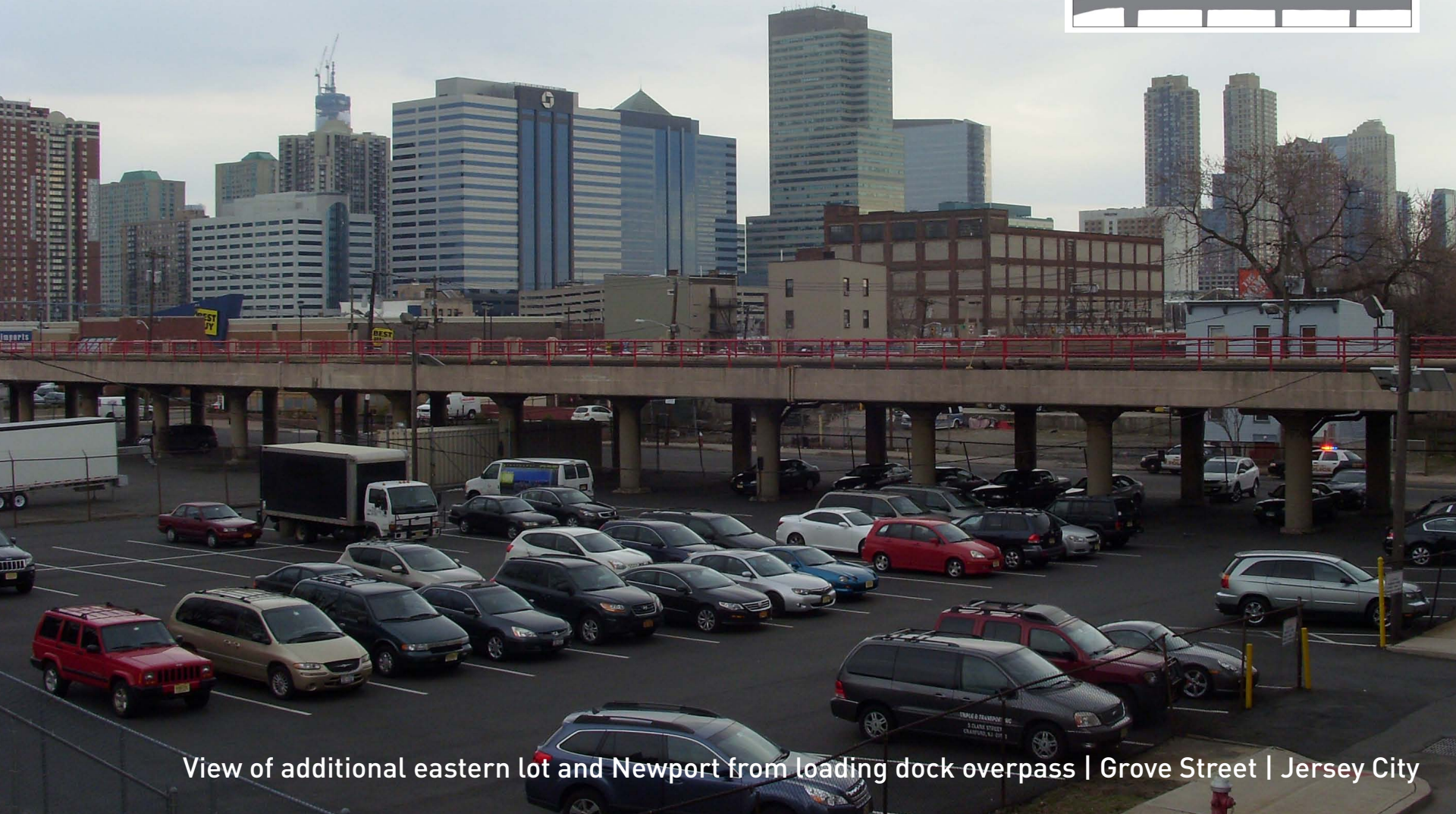
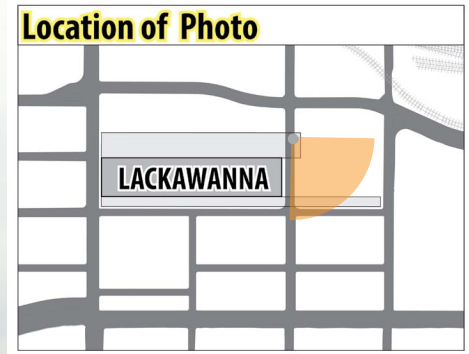
Location of Photo



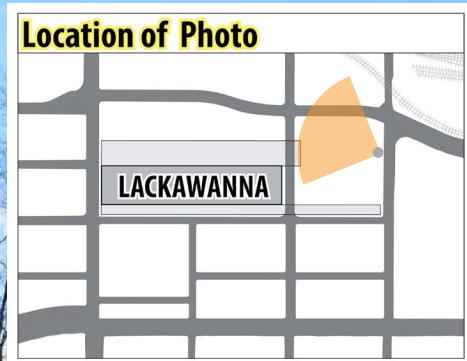
Lackawanna Center's North Parking Lot | Jersey City



Lackawanna Center southern and eastern exposure | 16th Street and Marin Blvd. | Jersey City



View of additional eastern lot and Newport from loading dock overpass | Grove Street | Jersey City



Additional eastern lot | Marin Blvd | Jersey City

II. Methodology



Methodology

Community Outreach

32 Site Visits

1,488 Photos

Qualitative Interviews with
Community Members

Several meetings with planning
and local experts

Participated in Hoboken
Connectivity Study meetings
involving Jersey City,
Hoboken, Hudson County
and New Jersey Transit

Completed a Comparative
Site Tour

Interactive charrettes
with architects

Demographic Data Analysis

Zoning Analysis

III. Community Needs



Community Needs

Area Lacks:

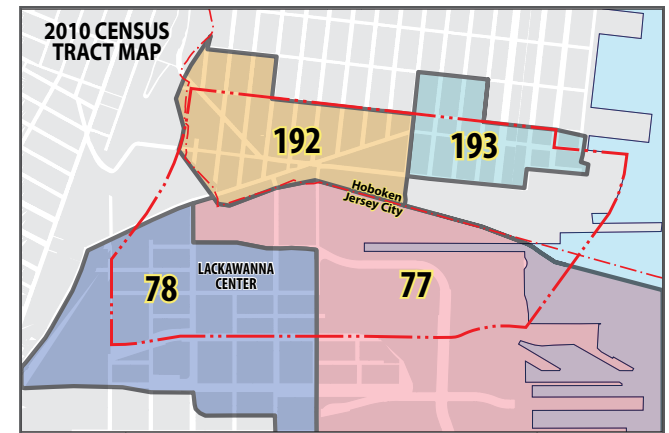
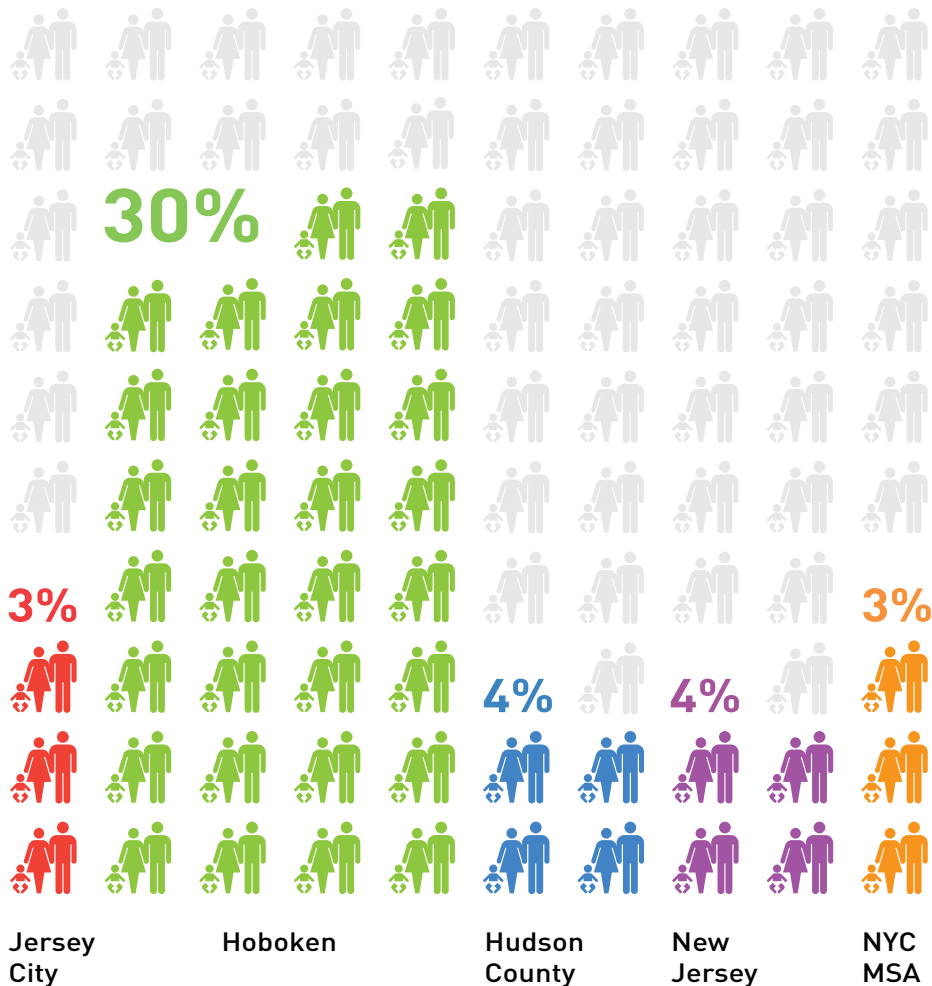
- Public Transit Options
- Open Space, Recreation
- Quality Affordable Housing
- Employment Options
- Overall Amenities (schools, food, retail)
- Community Unity / Identity

High Level of Soft Sites

Vacancy in the
Lackawanna Center



GROWTH RATE



Community Needs

Demographics

Growth Rate:

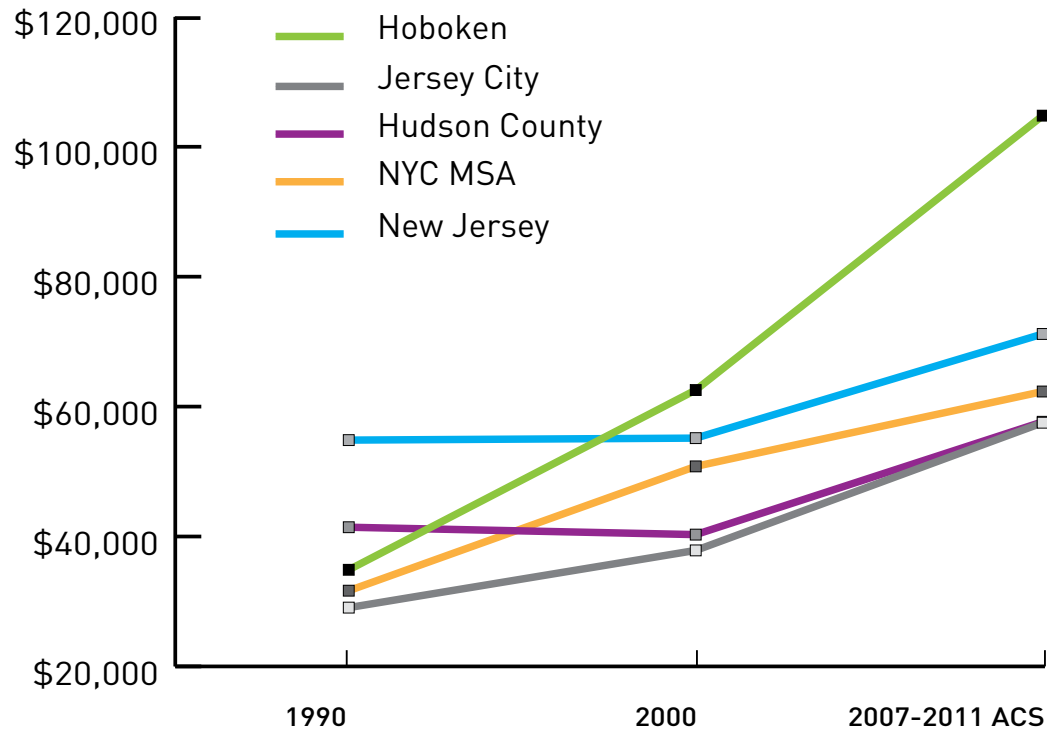
- 3-4% in region

Hoboken much higher

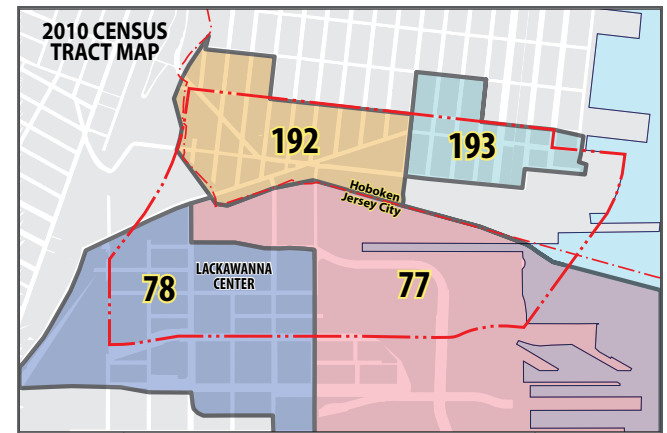
- 30% growth from 2000-2010
- Population jumped from 38,000 to over 50,000



HOUSEHOLD MEDIAN INCOME CHANGE OVER TIME



Source: U.S. Census Bureau



Community Needs

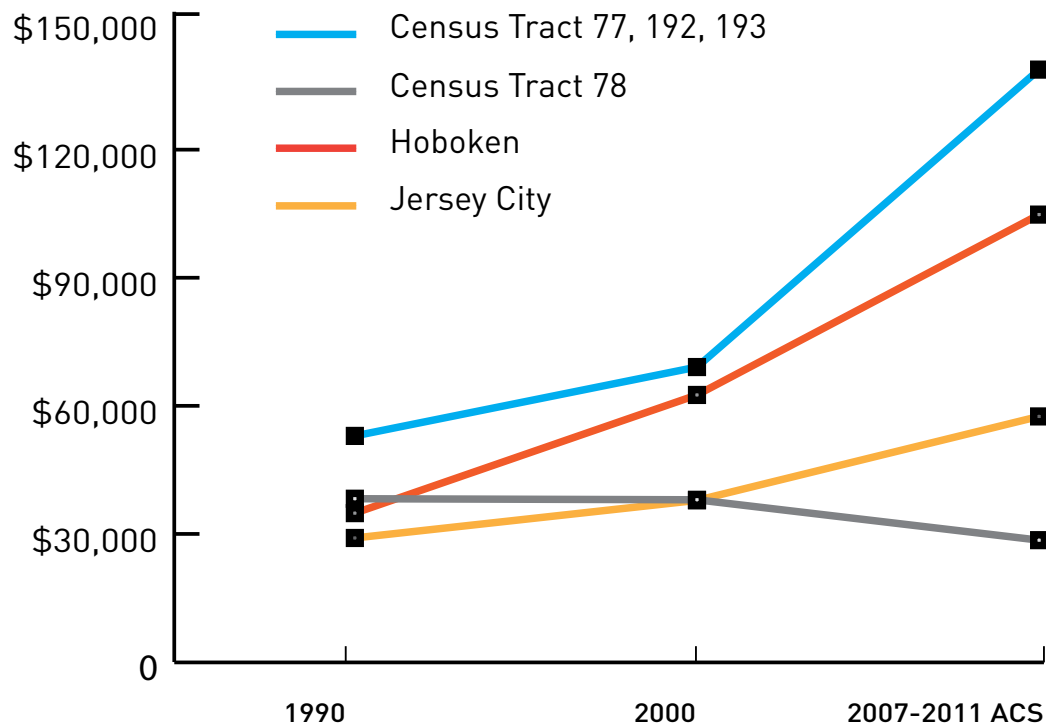
Income and Poverty

Median Household Income
increase since 1990:

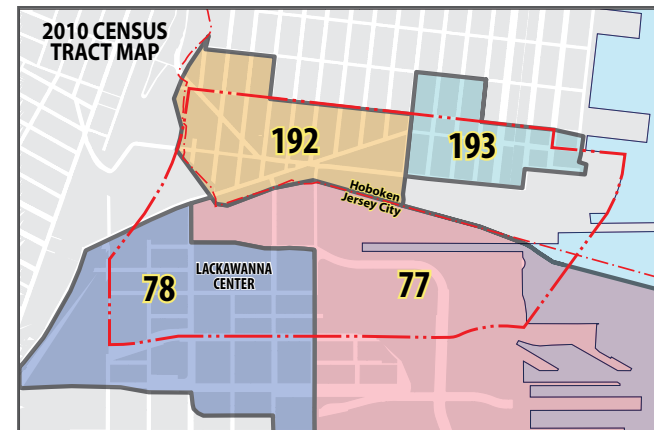
- Jersey City
- Hoboken
- Metro Region



HOUSEHOLD MEDIAN INCOME CENSUS TRACT COMPARISON TO CITIES



Source: U.S. Census Bureau



Community Needs

Income and Poverty

Median Household Income increase since 1990:

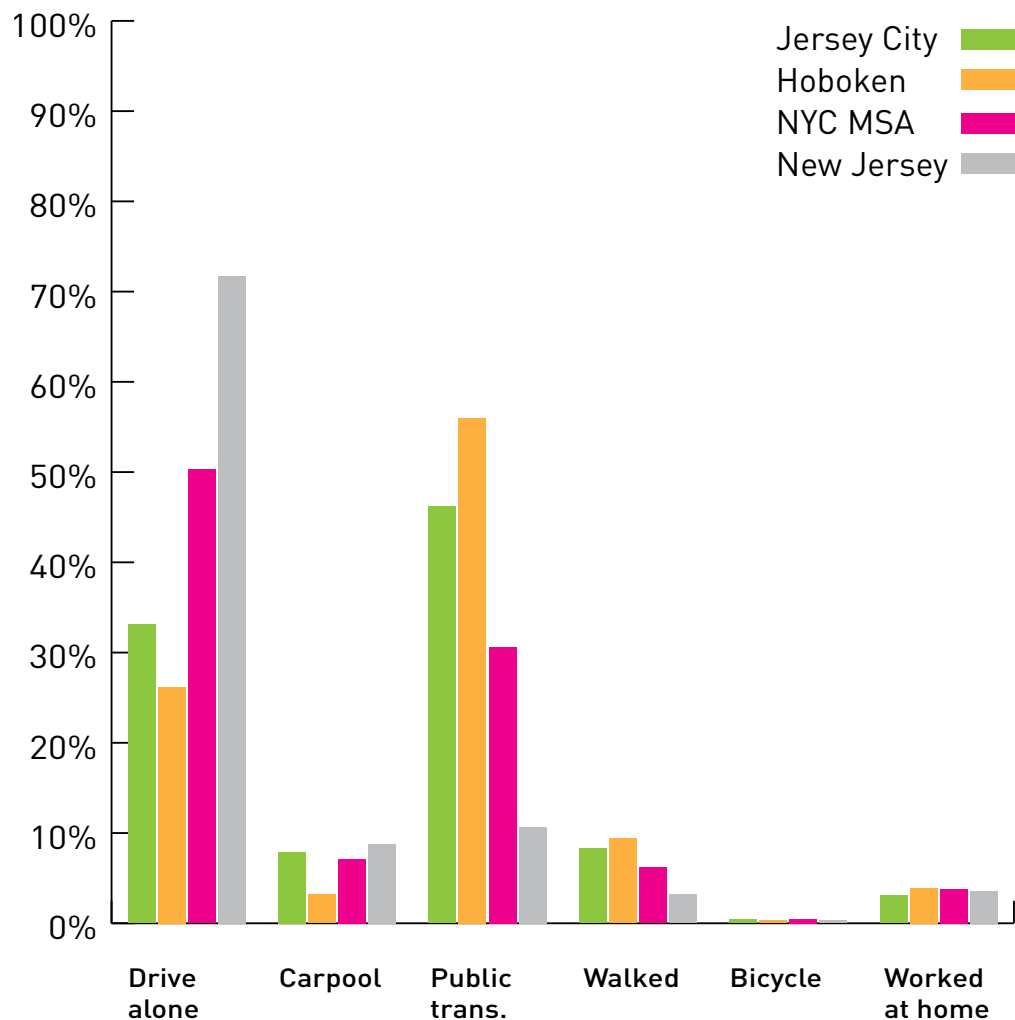
- Census Tracts 77, 191, 192

No increase

- Census Tract 78



MEANS OF TRANSPORTATION TO WORK BY CITY, REGION, AND STATE



Source: U.S. Census Bureau, 2007 - 2011 American Community Survey,
Community Characteristics

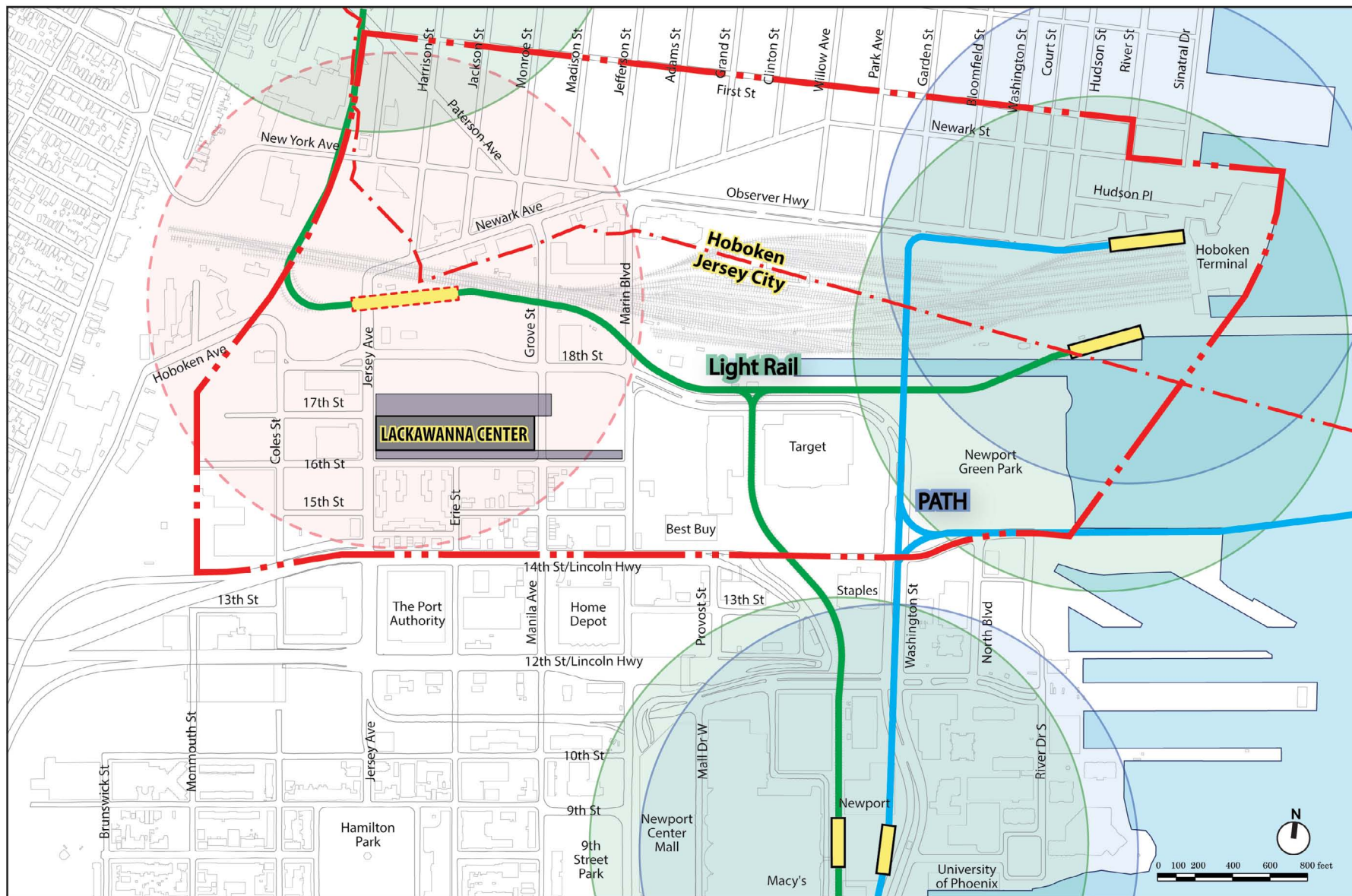
Community Needs

Transportation: City + Regional Modal Split

Jersey City and Hoboken
are more like NYC than
New Jersey:

- Less reliance on driving
- Heavy reliance on public transit

Share of walking to work in
Jersey City and Hoboken is
higher than NYC Metro area



An Edge Analysis Hoboken & Jersey City

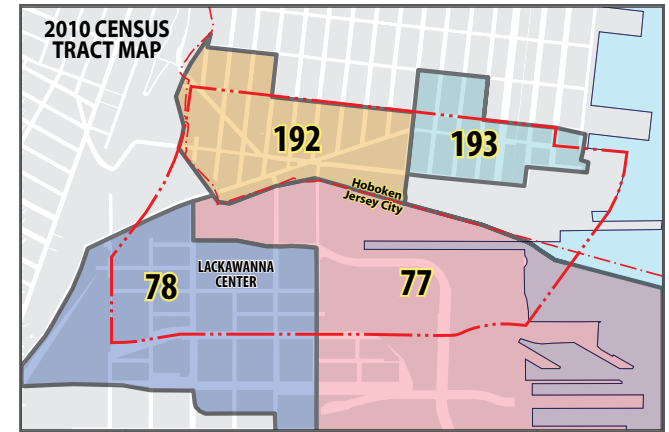
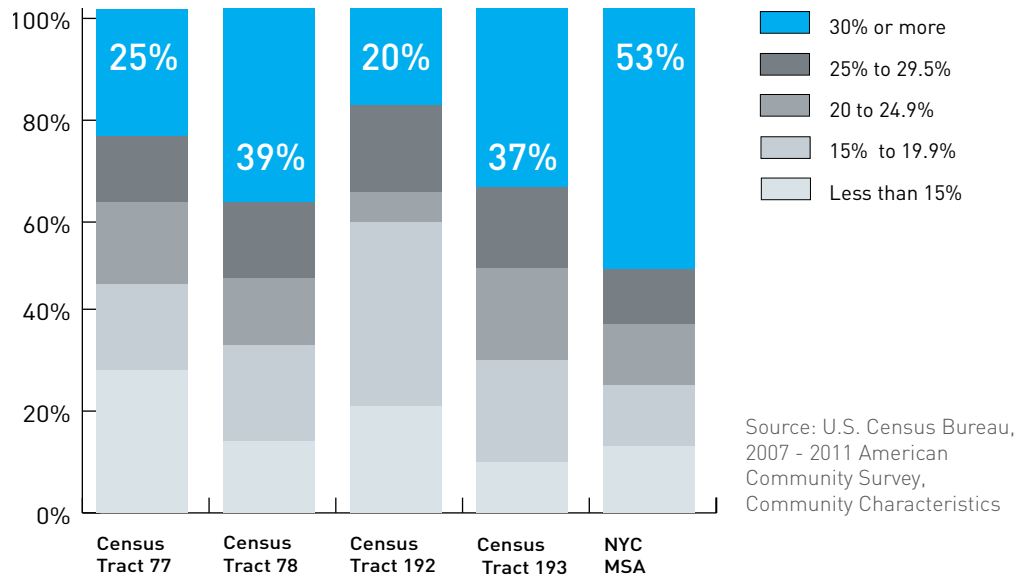
LIGHT RAIL / PATH

- Light Rail
- PATH
- Station
- Possible Area for a New Station
- 5 Min Walking Radius (1/4 mile)
- Study Area Boundary
- City Boundary

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STUDIO

Prepared by Hunter College Master's of Urban
Planning Studio Spring 2013
Base map source: New Jersey geographic
Information Network and City Planning Division
of Jersey City May 2013

GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME



Community Needs

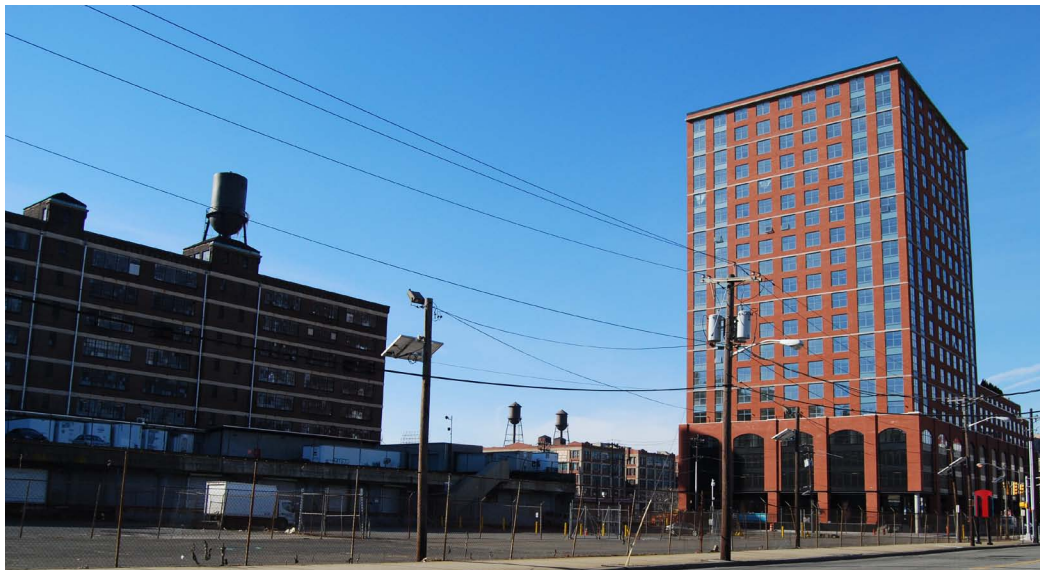
Lack of quality, affordable housing

Lack of affordable housing:

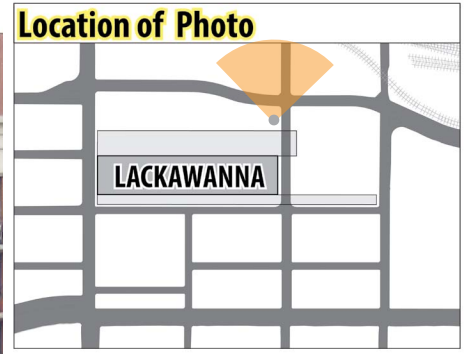
- Total 28% of households in and around the Study Area are rent burdened*

New development

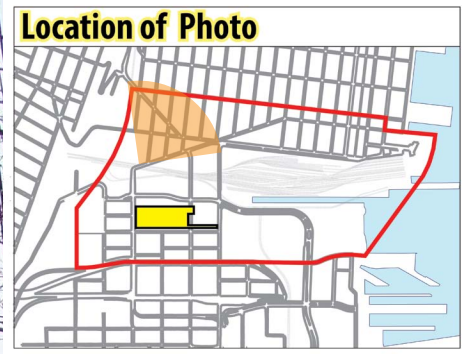
- Without affordable housing units



*Renters pay more than 30 percent of income towards rent

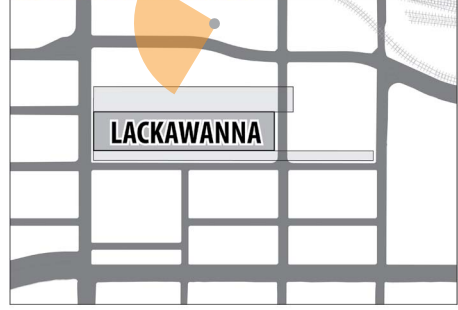


700 Grove and The Skyline | Grove Street | Hoboken

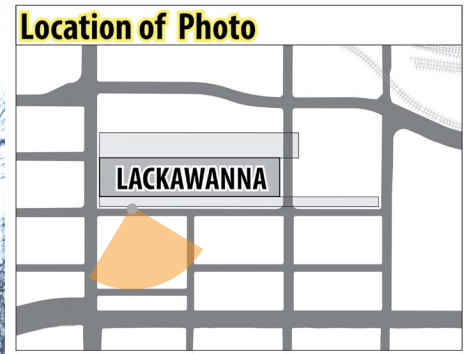


The Hoboken Grandel | Newark Street | Hoboken

Location of Photo



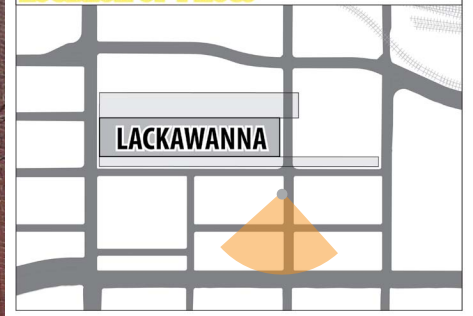
Cast Iron Lofts | Jersey Ave | Jersey City



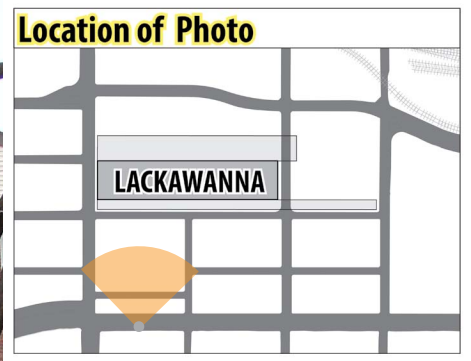
Holland Gardens | 16th street | Jersey City



Location of Photo

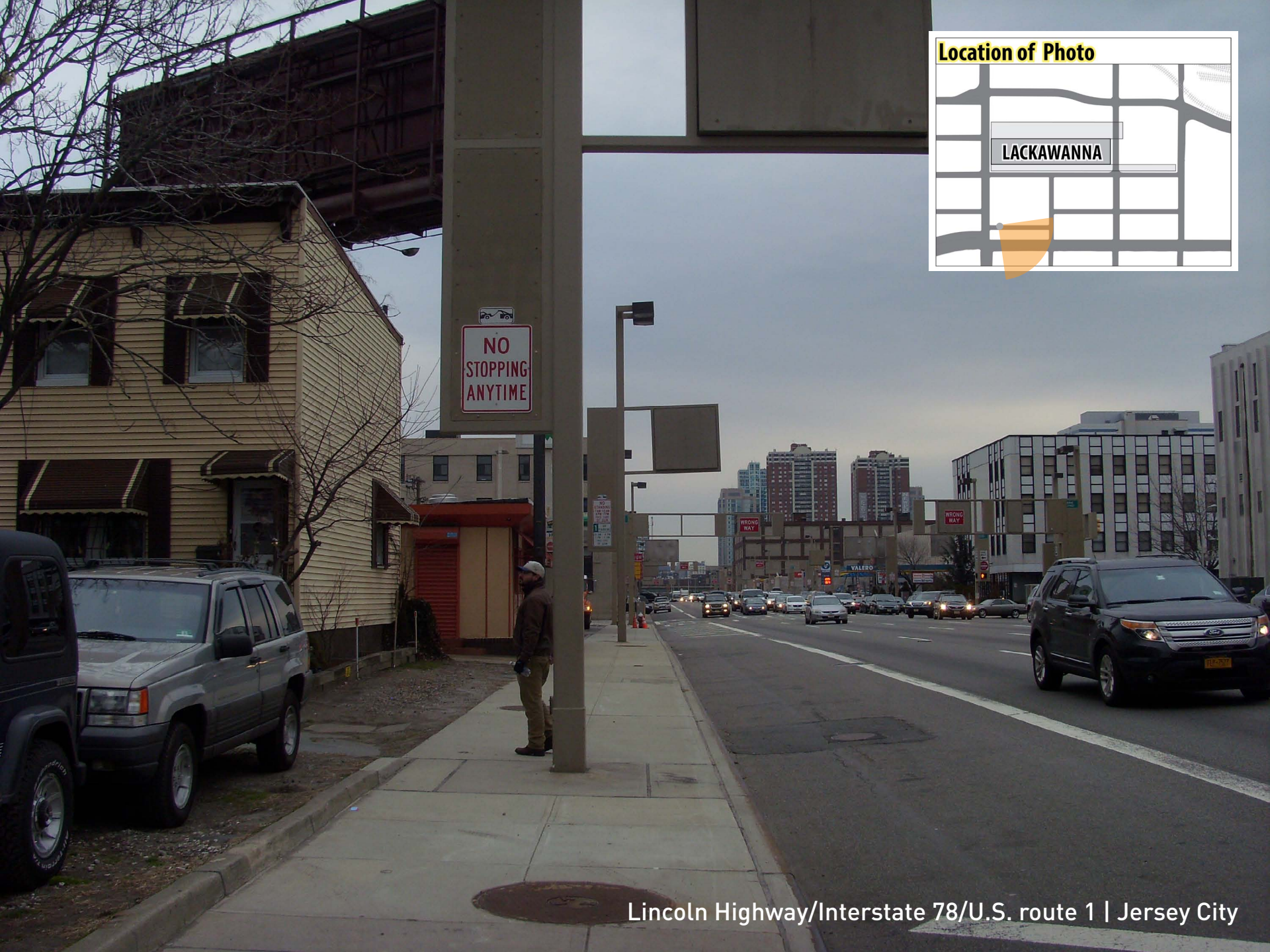


Grove Street | Jersey City



15th St | Jersey City

Location of Photo



Lincoln Highway/Interstate 78/U.S. route 1 | Jersey City



PERCENT OF POPULATION WITH A BACHELOR'S DEGREE OR HIGHER



Census Tract 192:

94.7 %



Census Tract 77:

89.9 %



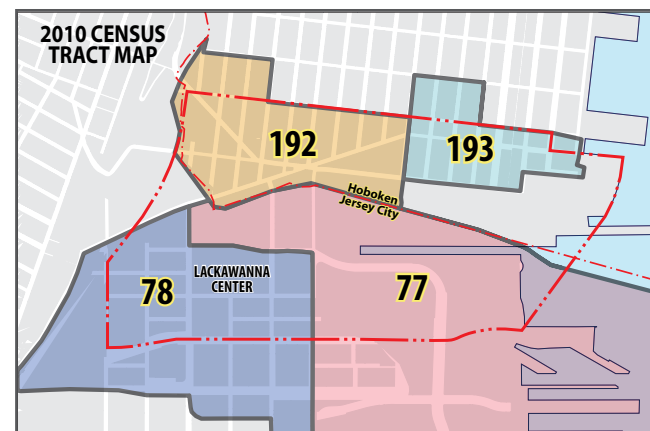
NYC MSA:

35.9 %



Census Tract 78:

31.5 %



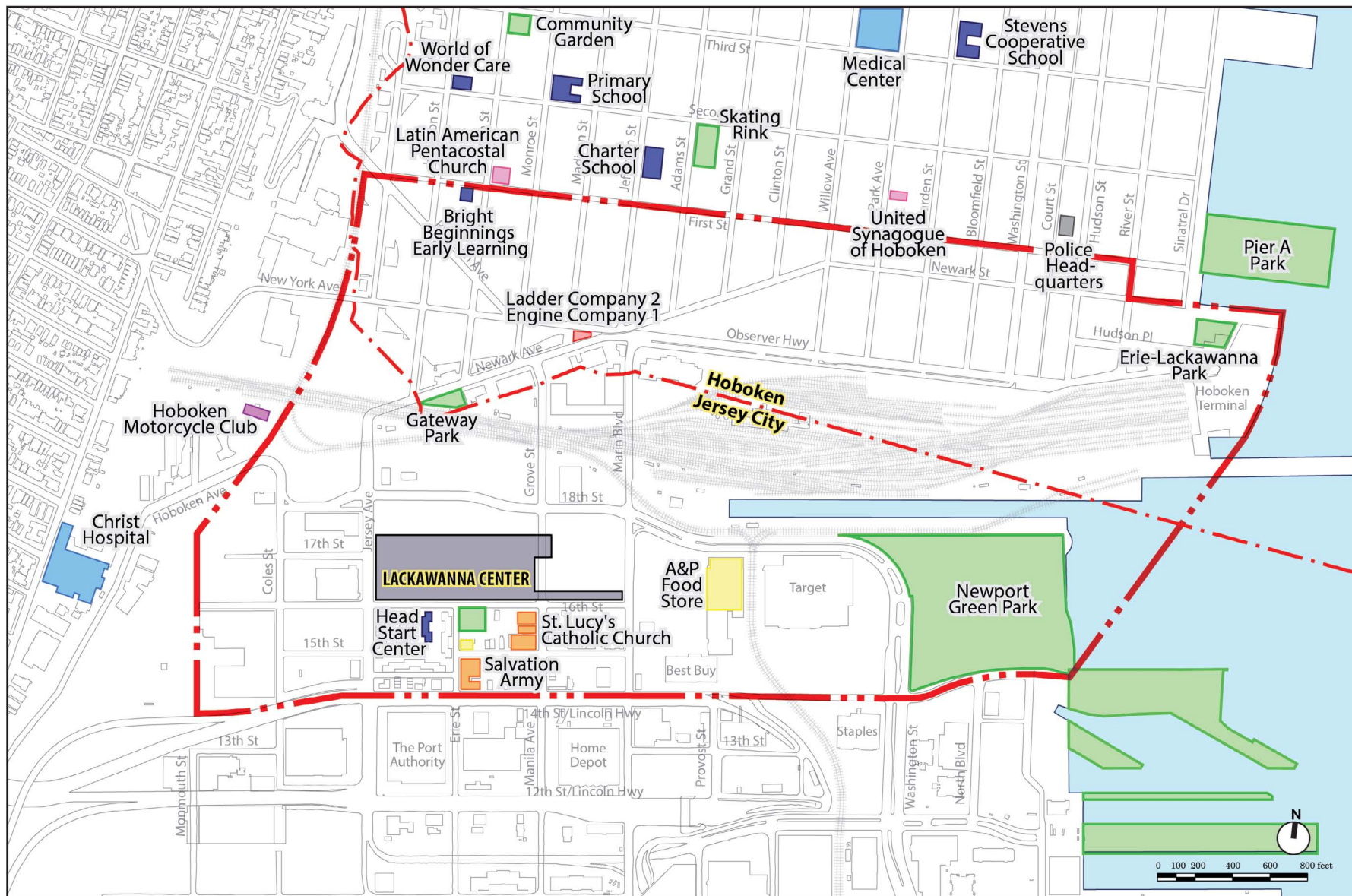
Community Needs

Work Force Development: Educational Attainment

High educational attainment in Study Area higher than:

- Hudson County/New York City Metropolitan Statistical Area/ New Jersey

Educational attainment for Census Tract 78 is lower



An Edge Analysis Hoboken & Jersey City

COMMUNITY FACILITY & OPEN SPACE

- | | | |
|--|---|--|
| ■ Schools & Day Care | ■ Homeless Shelters | ■ Open Space |
| ■ Religious Institutions | ■ Food Stores | --- Study Area Boundary |
| ■ Police Stations | ■ Fire Stations | --- City Boundary |
| ■ Hospitals | ■ Cultural Institutions | |

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Planning Studio Spring 2013
Base map source: New Jersey geographic
Information Network and City Planning Division
of Jersey City May 2013

Community Needs

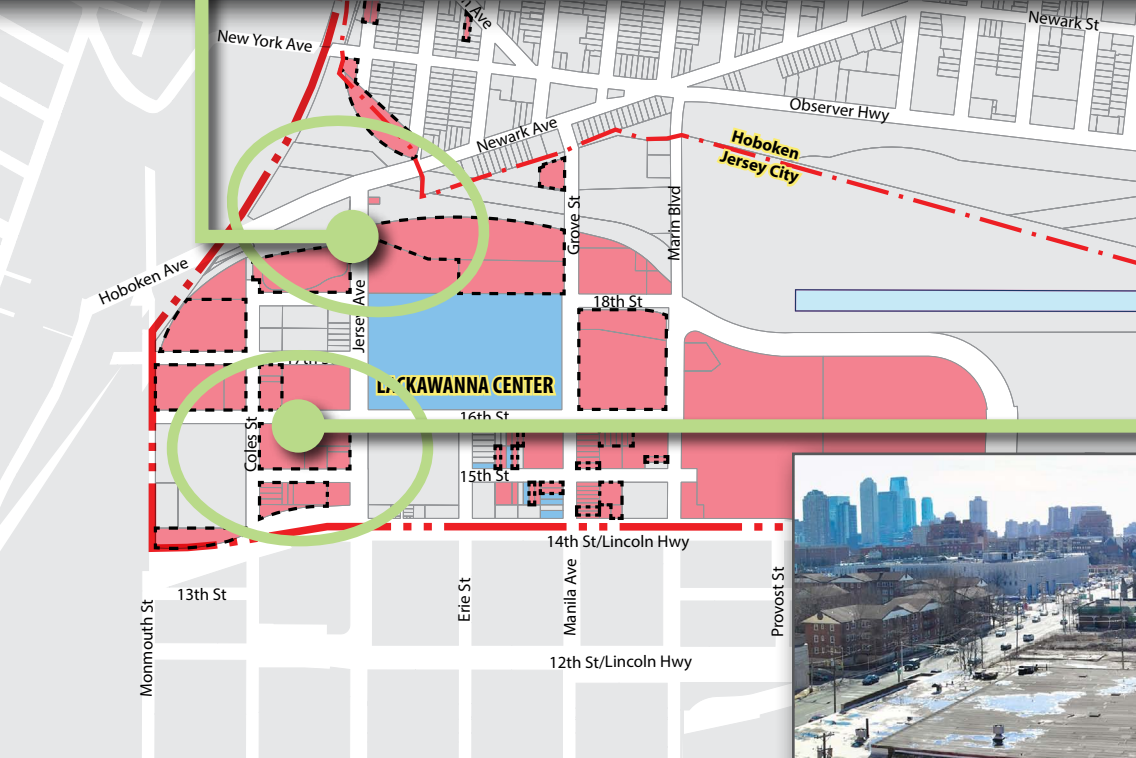
Soft Site Analysis

Soft Site Criteria:

- Vacant lots
- Lots that have 50% or more available FAR

Total Floor Area of Soft Site

- 22,933,622 sf



An Edge Analysis Hoboken & Jersey City

SOFT SITE ANALYSIS

Built Floor Area Ratio

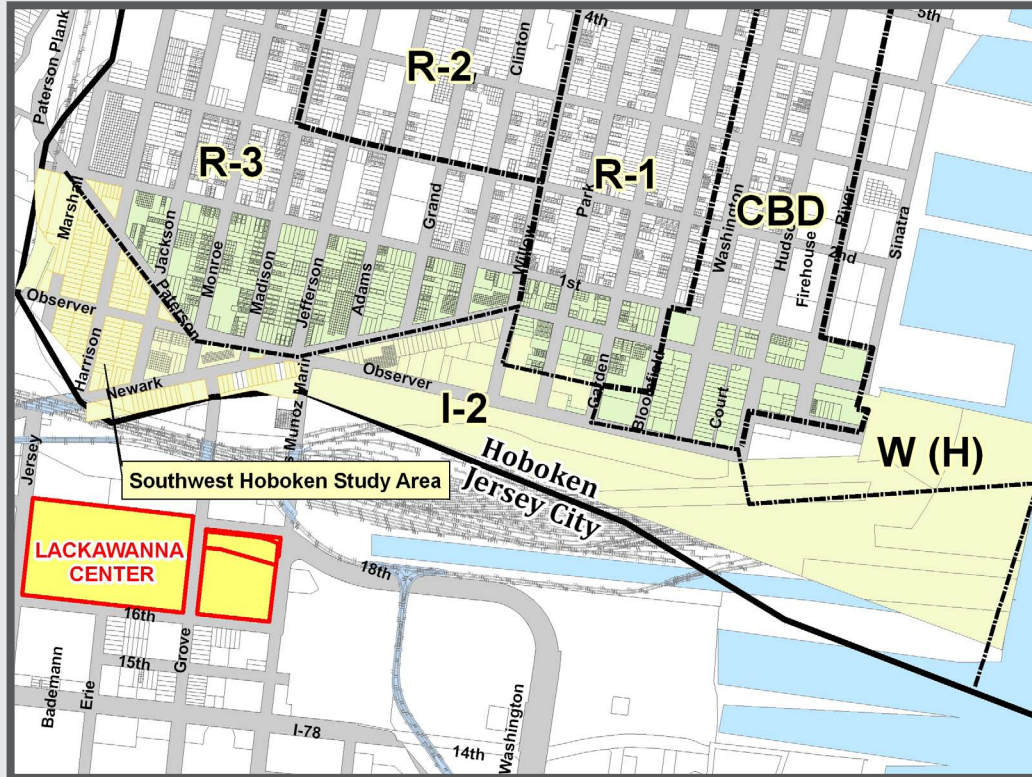
- Less than 50%
- 50 to 80 %
- Over 80%

- Vacant Lot
- Study Area Boundary
- City Boundary

Study Area

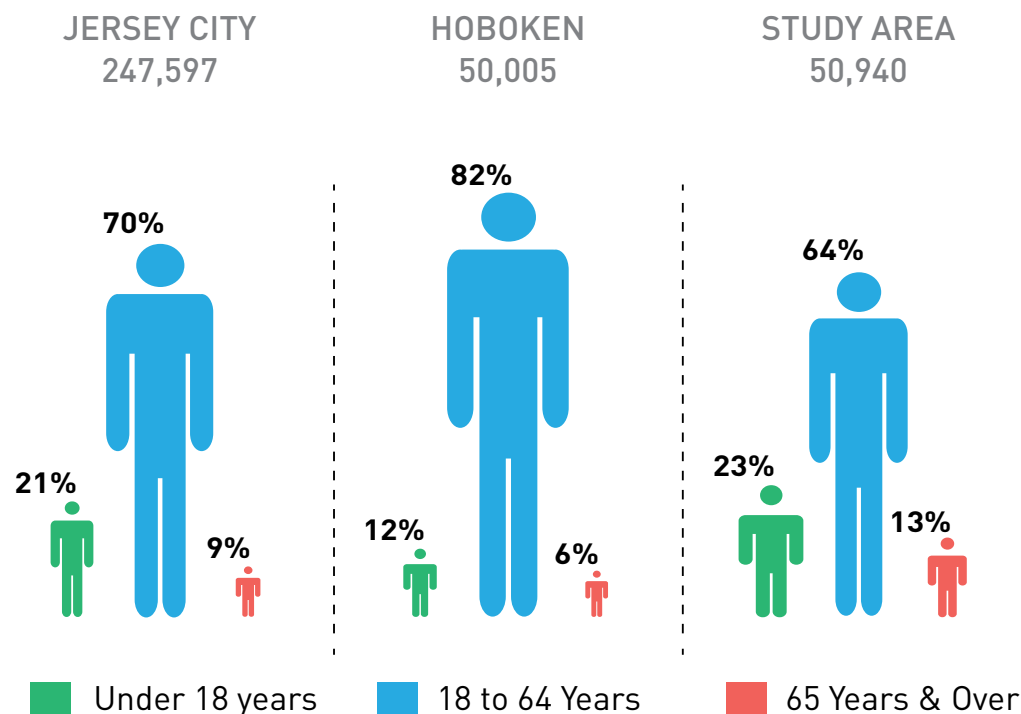
Hoboken Current Zoning Analysis

- I-2 Zone
- FAR: 1.25
- Height Limit: 40 ft./2-stories
- Max. lot size 5,000 sf
- Potential For development under current zoning:
- 590 lots
- 3,027,293 sf area of all parcels or 69.5 acres
- Potential for build out at current FAR: 3,784,116 sf
- 3,784 residential units





PROJECTED POPULATION



*Population projection in the Study Area is based on the assumption that the future demographic trends follow those of the New York-Newark-Jersey City, New York-New Jersey-Pennsylvania Metropolitan Statistical Area (NYC MSA) in 2010.

Source: U.S. Census Bureau

Community Needs

Current Zoning Maximum Build-out

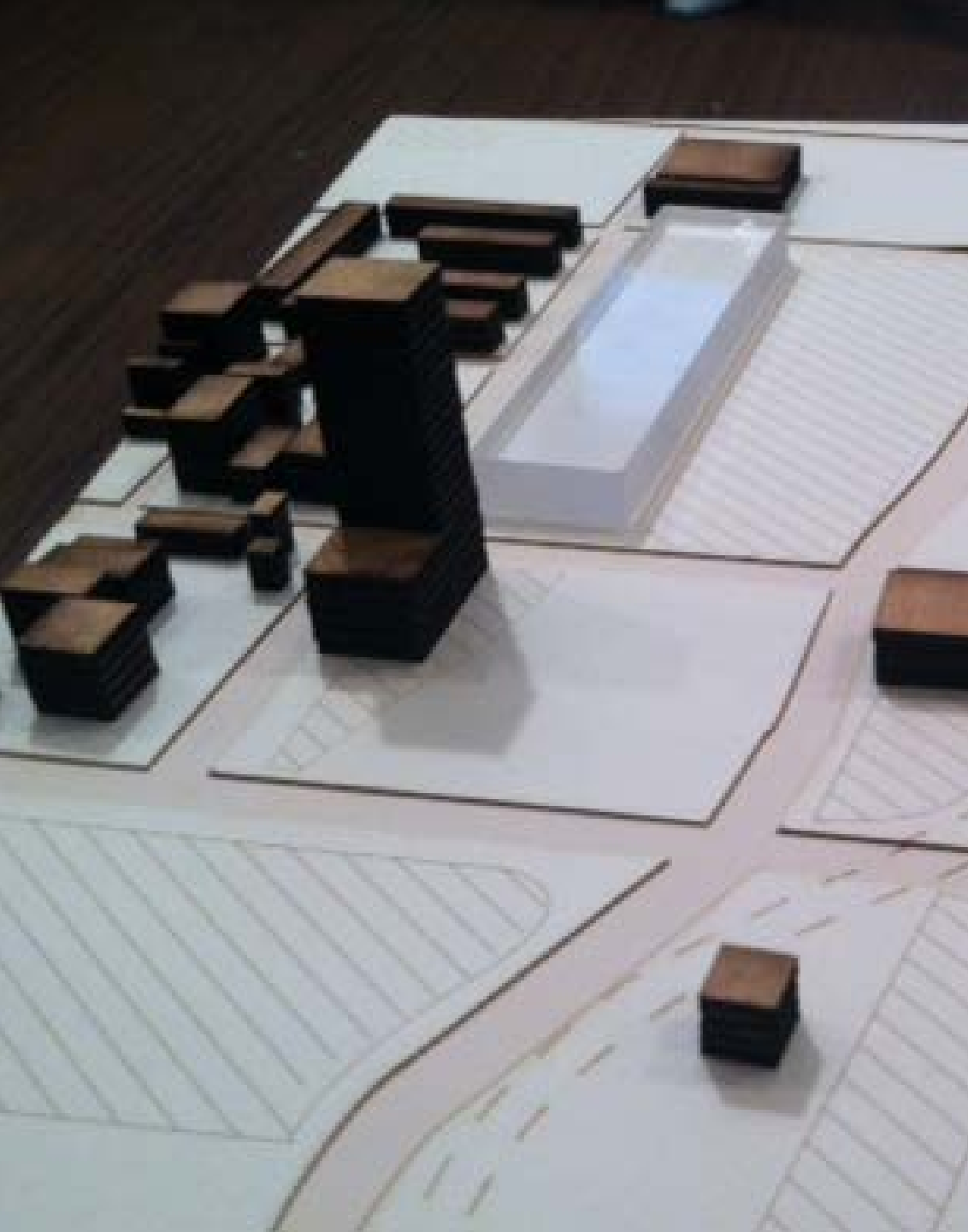
- Total Floor Area: 20,013,605 sf
- Average size of dwelling units: 1,000 sf
- Maximum dwelling units: 20,014 units

Current Zoning Maximum Population:

Population Projection:*

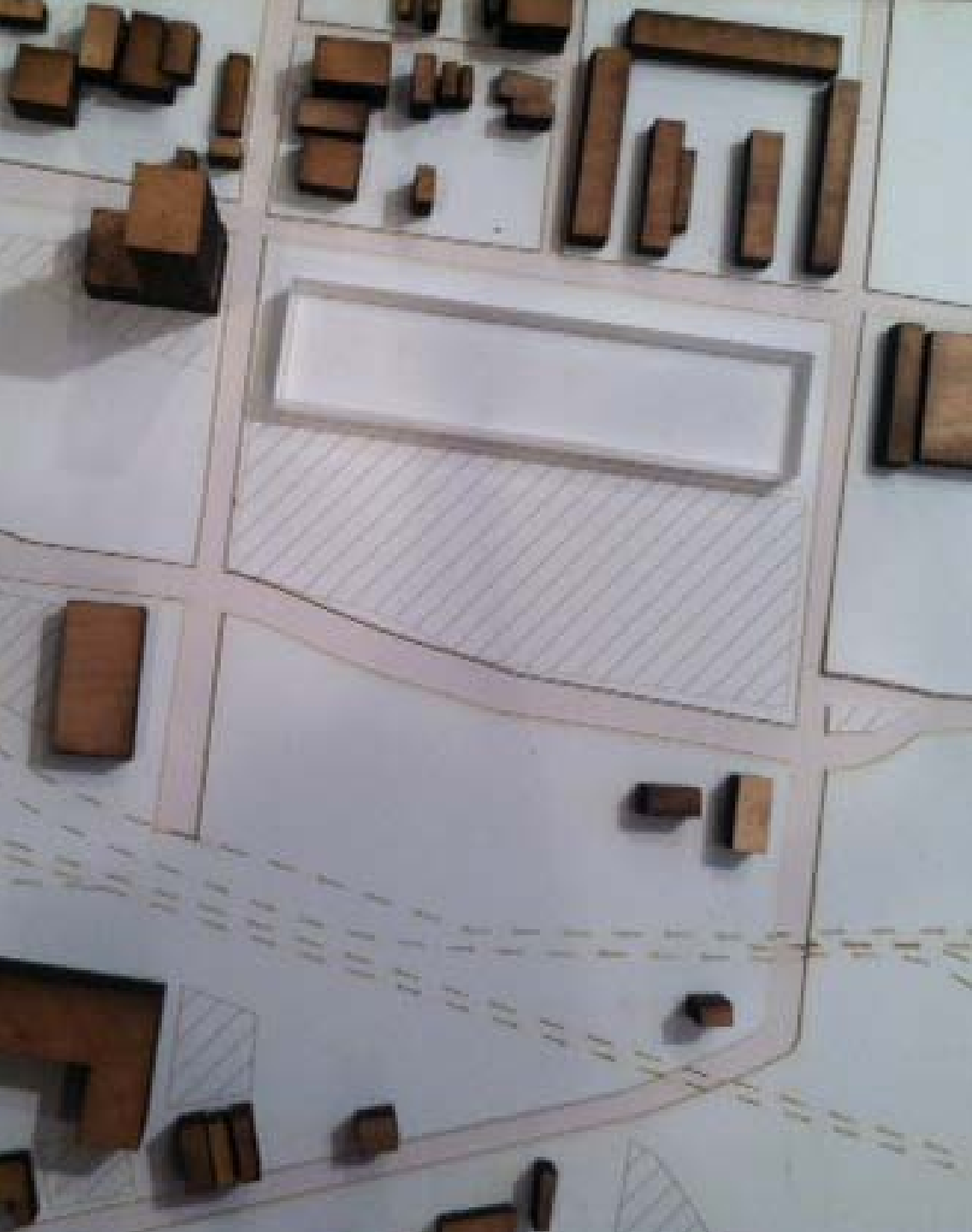
- 2.8—Mean household size
- 50,940—New Population
- 8,558—School age children
- 32,601—Workers

IV. Mission Statement



Mission Statement

Transform a former industrial railroad hub into a vibrant mixed-use community.



Mission Statement

Objectives

1. Bridge two municipalities to create one community
2. Create a livable community
3. Create a neighborhood focal point and diversify industry

V. Recommendations



Community Goals

Bridge two municipalities, create one community

**IMPROVE
TRANSPORTATION**

EXPAND OPEN SPACE



Proposed “Complete Street” for Observer Blvd.

Recommendation

IMPROVE TRANSPORTATION

- Pedestrian improvements
- Bicycle network proposal
- Establish bus service
- Light rail station



Recommendation

PEDESTRIAN IMPROVEMENTS:

- Sidewalk repair
- Street trees
- Benches
- Signage and education to alert motorists of pedestrian activity
- Multiple pedestrian access points for entrance to Lackawanna Center

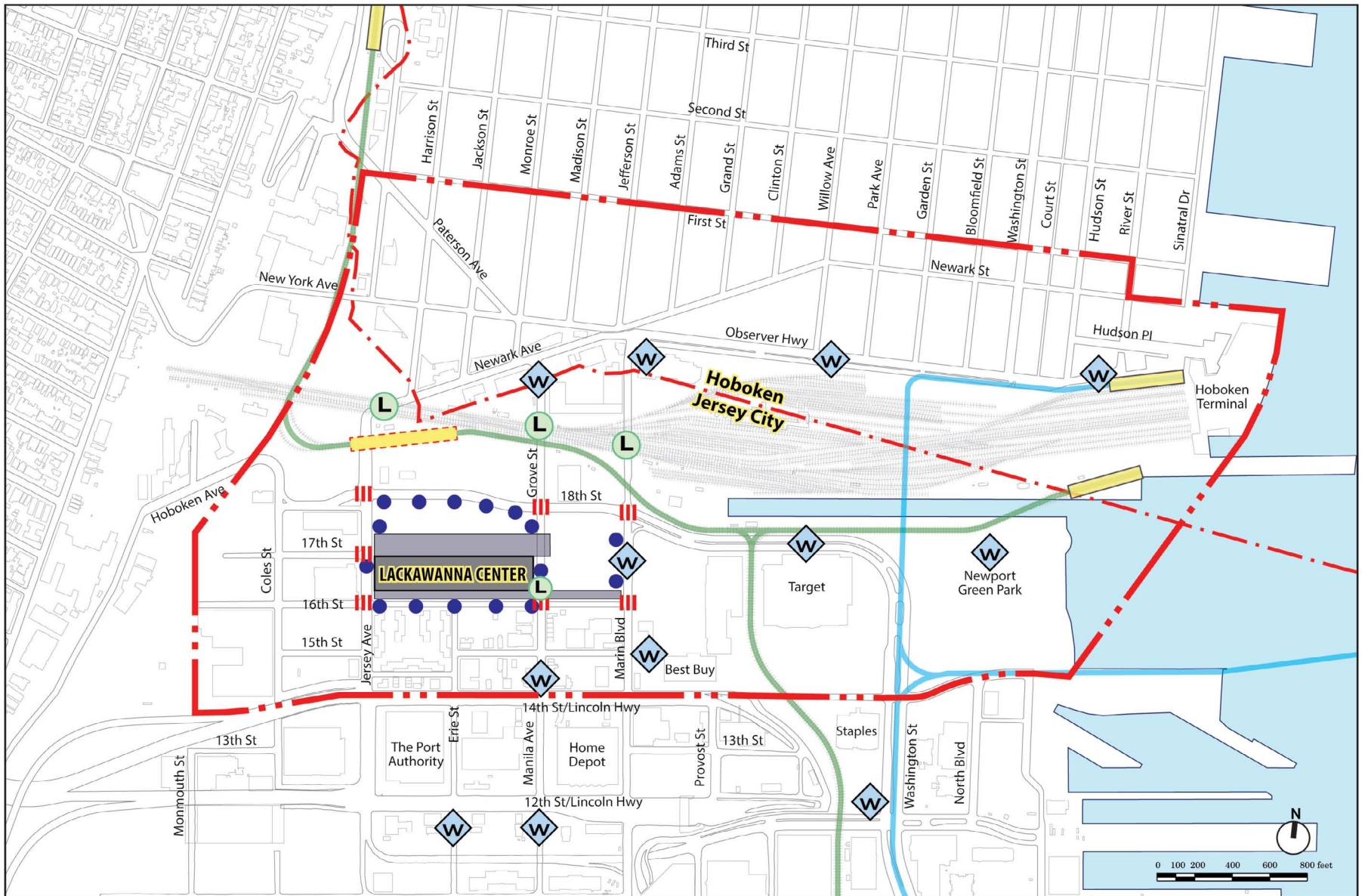


Current Condition | Marin Ave | Jersey City

Recommendation

PEDESTRIAN IMPROVEMENTS:

- Lighting



An Edge Analysis Hoboken & Jersey City

PEDESTRIAN IMPROVEMENTS

- Light Rail
- PATH
- Station
- Possible Area for a New Station
- L Lighting Improvements
- W Wayfinding Signage
- Pedestrian Access Points (to Lackawanna Center)
- ||| High Visibility Crosswalks Daylighting Measures & Leading Pedestrian Intervals
- - - Study Area Boundary
- . - City Boundary

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Prepared by Hunter College Master's of Urban
Planning Studio Spring 2013
Base map source: New Jersey geographic
Information Network and City Planning Division
of Jersey City May 2013

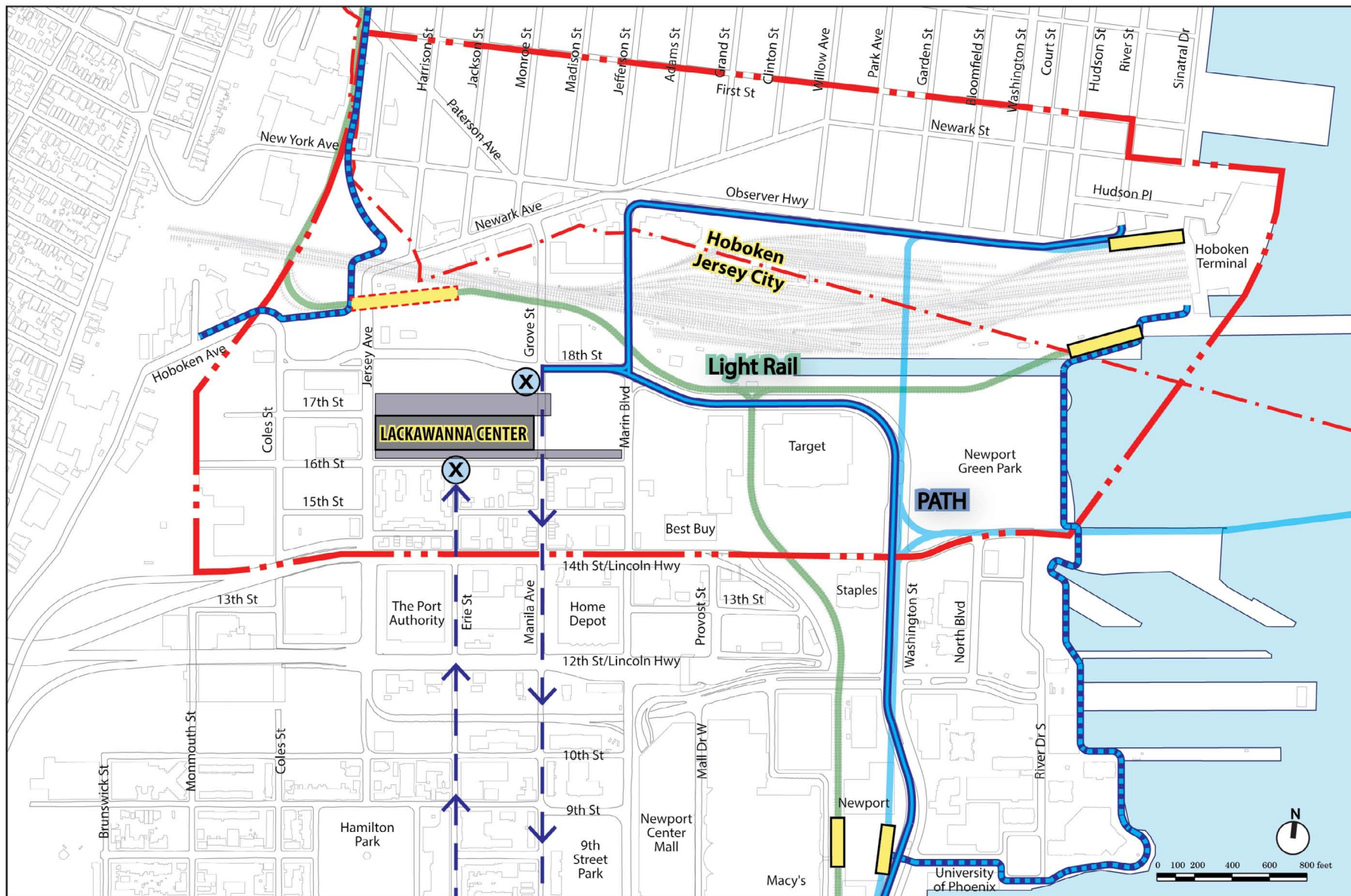


NYC Citi Bike Share | Brooklyn Navy Yard

Recommendation

BICYCLE NETWORK PROPOSAL

- Create connections to Hoboken Terminal, Newport, and downtown Jersey City
- Provide ample bicycle parking at Lackawanna
- Match number of bike parking spots to auto spots
- Lackawanna Bike Share program



An Edge Analysis Hoboken & Jersey City

PROPOSED BICYCLE NETWORK

- Light Rail
- Class I Protected Bicycle Lane
- - - Class II On-Street Bicycle Lane
- . - . Existing Off-Street Bicycle Trail
- ⊗ High Volume Bicycle Parking Areas at Lackawanna Center
- ↔ Direction Arrows
- - - Study Area Boundary
- . - . City Boundary
- Station
- Possible Area for a New Station

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Base map source: New Jersey geographic
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of Jersey City May 2013



Recommendation

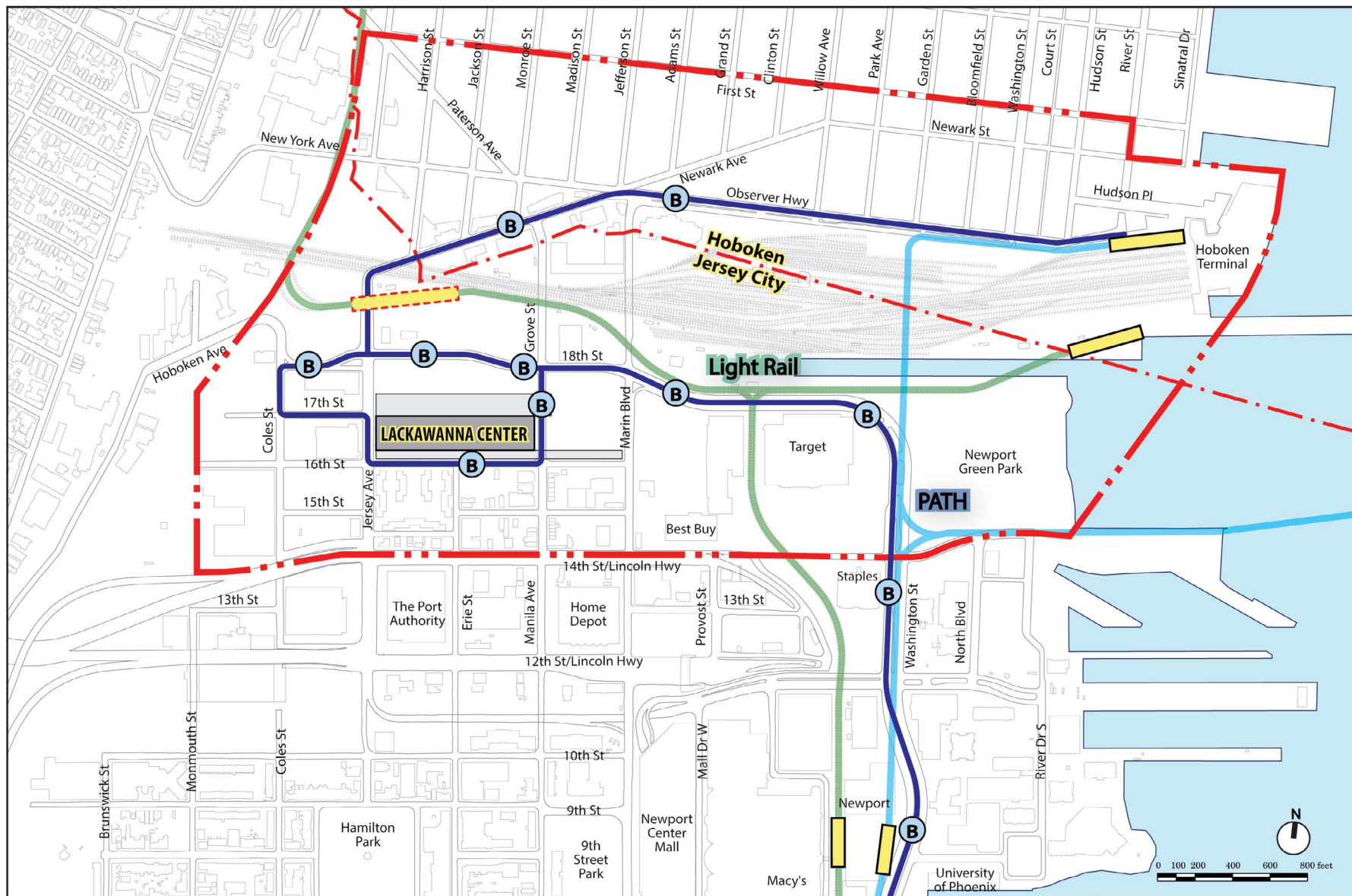
ESTABLISH BUS SERVICE

Shuttle Bus Service–short term

- Partner with Surrounding Properties

Public Bus Service–long term

- NJ Transit or Local (Jersey City) Operation



An Edge Analysis Hoboken & Jersey City

SHUTTLE BUS PROPOSAL

- Light Rail
- PATH
- Station
- Possible Area for a New Station
- B— Suggested Shuttle Bus Route
- B Suggested Shuttle Bus Stop
- Study Area Boundary
- City Boundary

NJEDGE
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Planning Studio Spring 2013
Base map source: New Jersey geographic
Information Network and City Planning Division
of Jersey City May 2013



Recommendation

LIGHT RAIL STATION

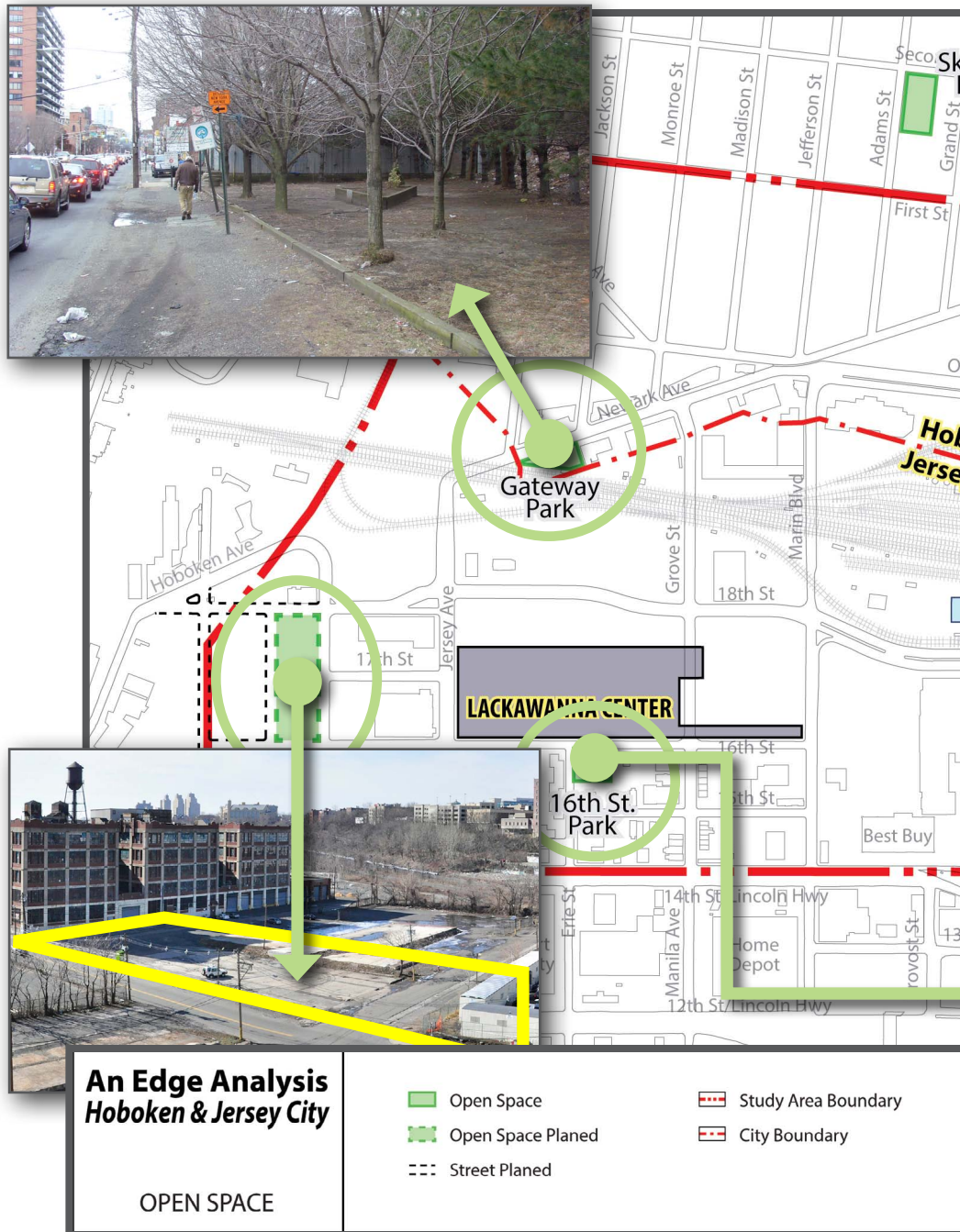
- Feasibility study underway as of late 2012
- Special Assessment District
- Federal TIGER/Small Starts grants
- State and/or local funding
- Value Capture financing strategies
- Municipal bonding

Recommendation

EXPAND OPEN SPACE

Both municipalities' expanding open space:

- Improve & beautify existing open space
- Acquire private property & implement planned open space

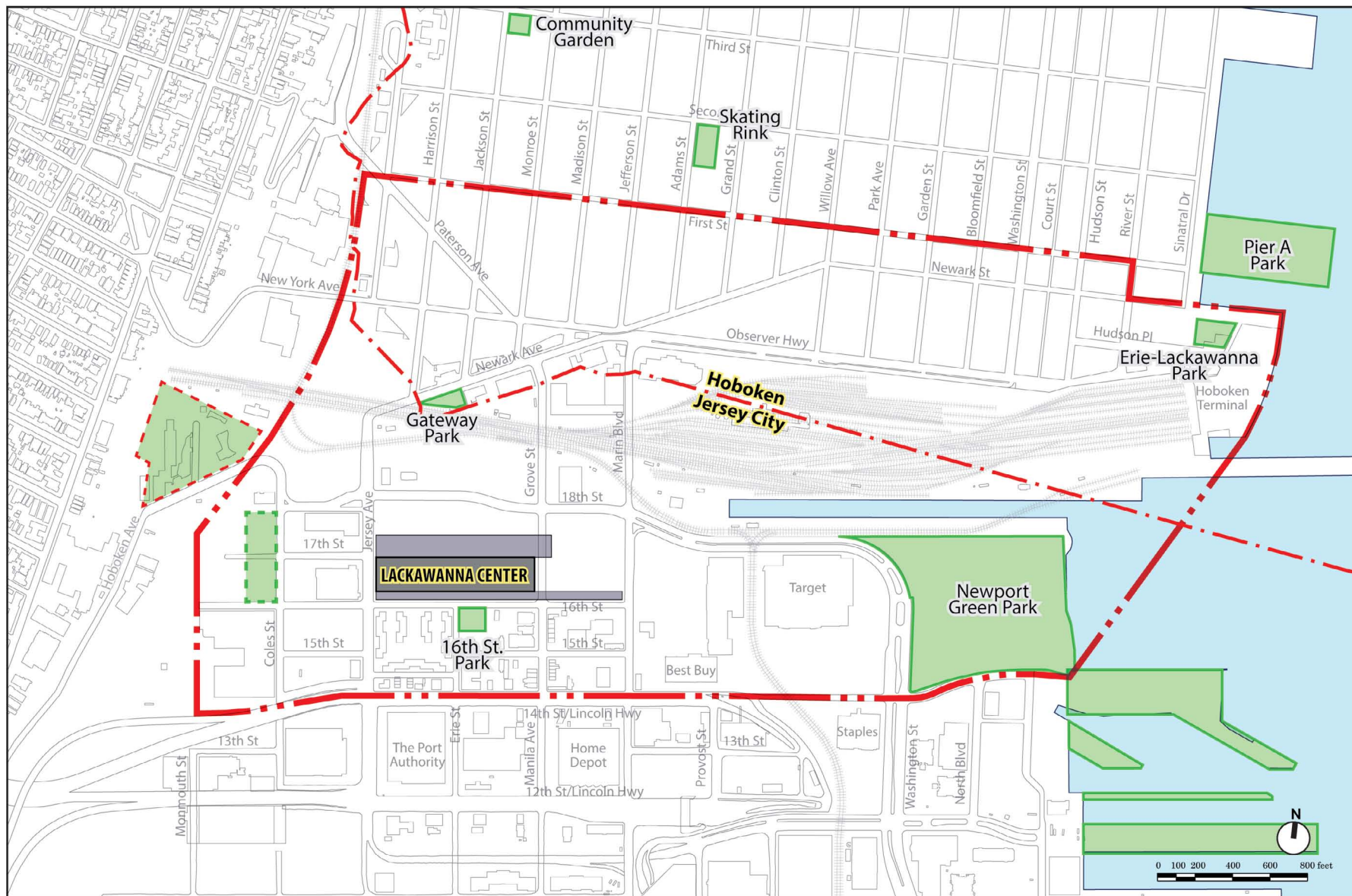




Recommendation

CREATE PARK NEAR THE PALISADES

- Developer Impact fees to purchase Motor Cycle Club Land/NJ Transit Land
- Hoboken residents need park space
- Creates an amenity to draw people to the space
- Uses marginal land for recreation not residential



An Edge Analysis Hoboken & Jersey City

OPEN SPACE

- Open Space
- Open Space Planned
- Open Space Recommended

- Study Area Boundary
- City Boundary

NJEDGE
STUDIO

Prepared by Hunter College Master's of Urban
Planning Studio Spring 2013
Base map source: New Jersey Geographic
Information Network and City Planning Division
of Jersey City May 2013



Community Goals

Create a livable community

- Diverse Housing Mix for all Incomes
- Subdivide East Lot
- Upzoning Industrial District
- Special Improvement District

Recommendation

DIVERSE HOUSING MIX FOR ALL INCOMES

Facilitate residential developments:

- Mandate 30% affordable housing units for rent burdened households* in developments with more than 20 dwelling units
- Reward developers an FAR bonus as much as they provide affordable housing units



An Edge Analysis Hoboken & Jersey City

AVAILABLE BULK

Available Floor Area Ratio (FAR)

- Less than 1.0 FAR
- 1.1 to 3.0 FAR
- 3.1 to 5.0 FAR

- Over 5.0 FAR
- Vacant Lot
- Study Area Boundary
- City Boundary

*28% of households in and around the Study Area are rent burdened.

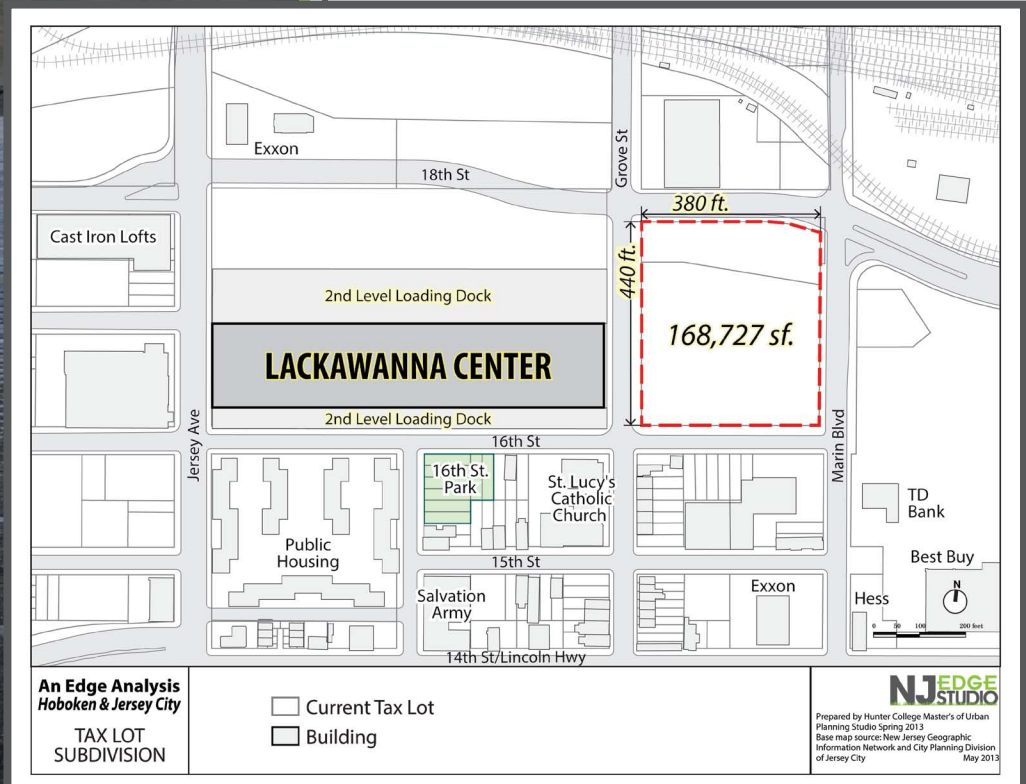


Recommendation

SUBDIVIDE EAST LOT

Facilitate contextual residential development by subdividing large lots

Grid pattern makes the neighborhood walkable and compatible to street life.

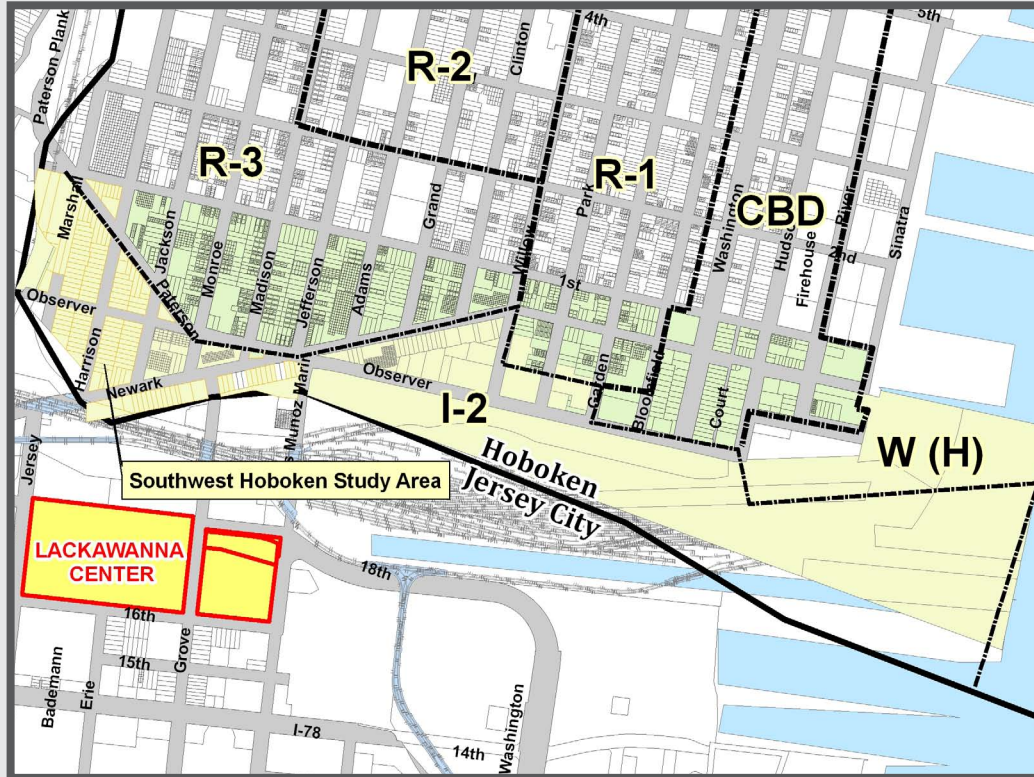




Recommendation

UPZONING INDUSTRIAL DISTRICT

- Rezone to allow Residential/ Mixed Use Development
- Increase height limit to at least 75 ft.
- Increase the FAR to a minimum of 3.5
- Potential for build out at New FAR: 10,595,525 sf
- 10,595 units
- Require 30% affordable housing units in exchange for 30% FAR bonus





Recommendation

SPECIAL IMPROVEMENT DISTRICT

- Manage the area development
- Create a solidified neighborhood
- Oversee the neighborhood shuttle service



Community Goals

Create a neighborhood focal point and diversify industry

LACKAWANNA CENTER INITIATIVES:

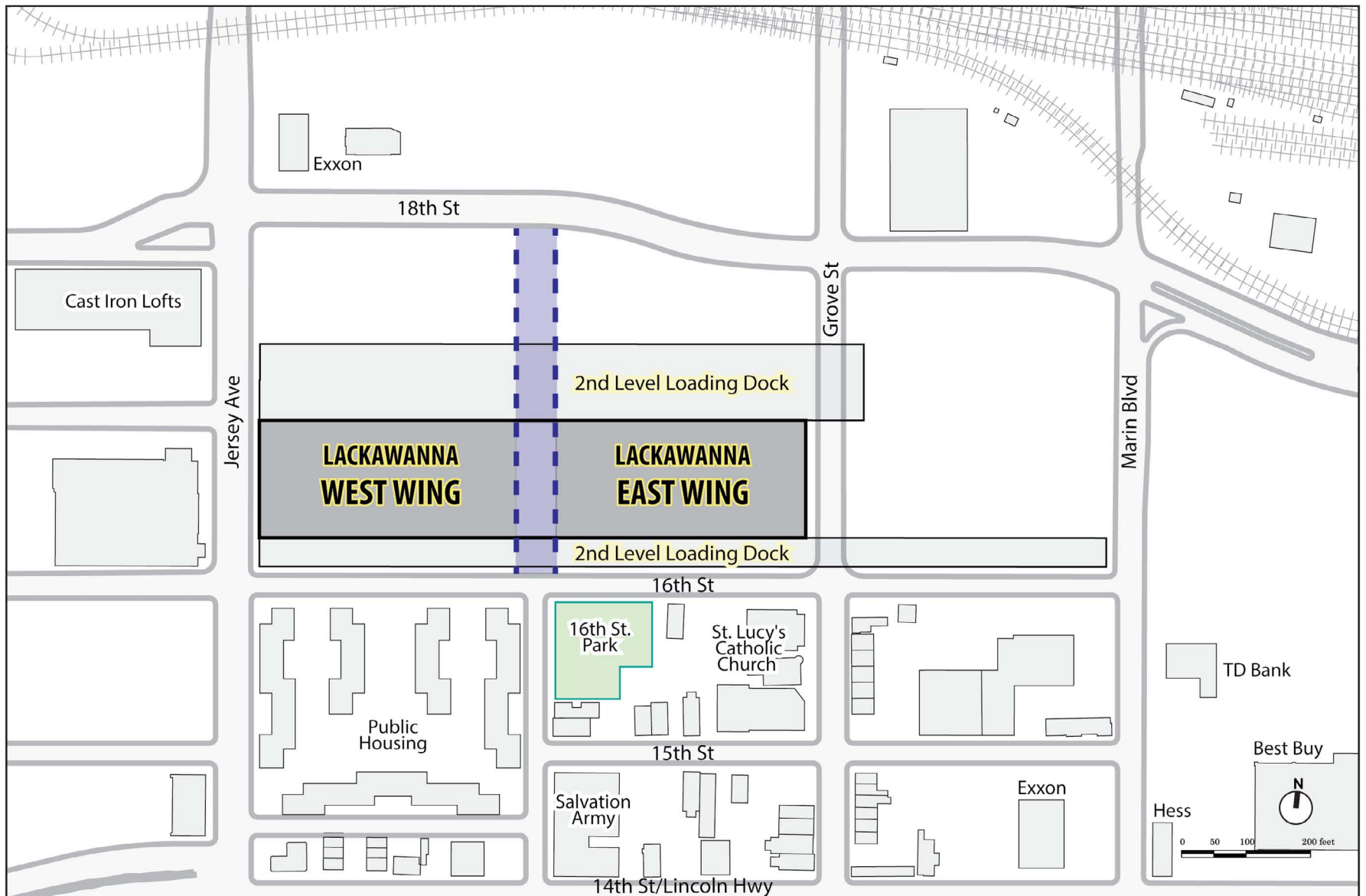
- Tech Center/Incubator
- Indoor/Outdoor Farm
- Food Manufacturing/ Wholesale
- Charter School
- Beer Garden and Brewery
- Ground Floor/Second Floor Retail



Recommendation

DIVIDE BUILDING

- Create pedestrian/bikeway to improve access to the north side of the building and Hoboken
- Glass is symbolic connection between Hoboken and Jersey City



An Edge Analysis
Hoboken & Jersey City

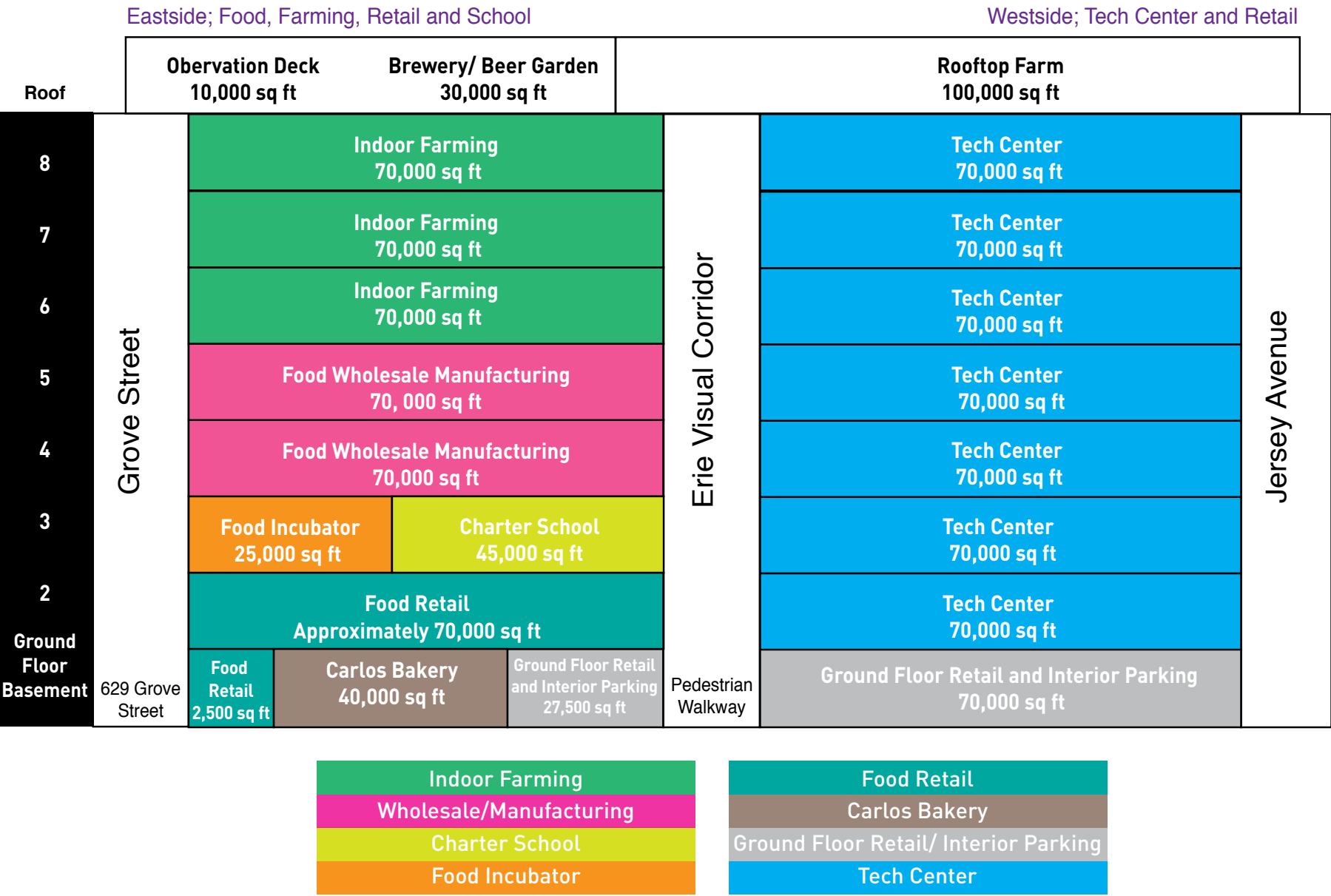
DIVIDE BUILDING

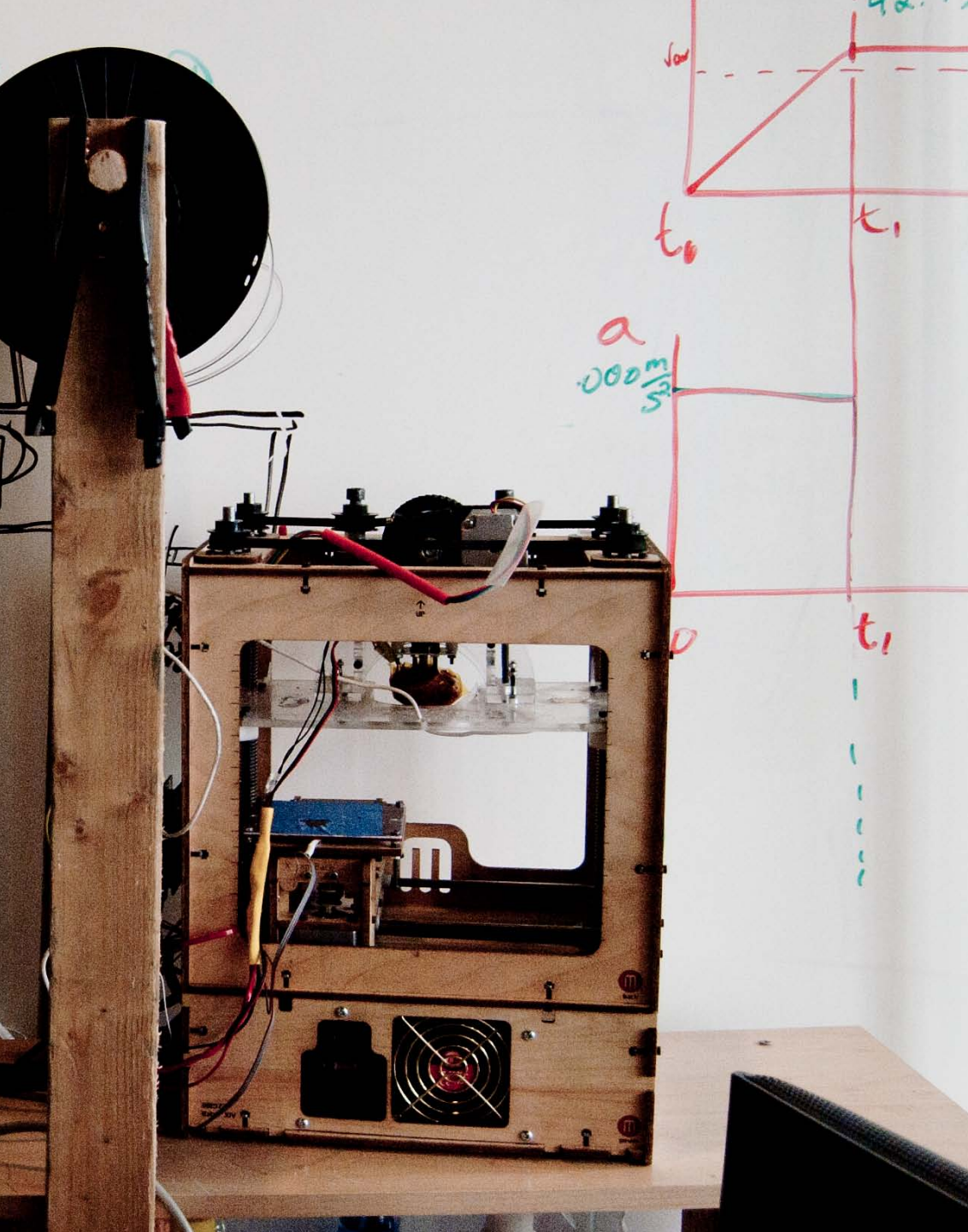
 Pedestrian / Bikeway

NJEDGE
STUDIO

Prepared by Hunter College Master's of Urban
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Base map source: New Jersey Geographic
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of Jersey City May 2013

LACKAWANNA WAREHOUSE PROPOSED STACKING PLAN





Recommendation

TECH CENTER

- Create jobs through innovation
- Draw in educated workers for community benefit
- Continuing education for adults
- Local business partnerships



Recommendation

Examples of Tech Centers/
Incubators:

- Cornell Roosevelt Island Tech Center (opening 2017)
- NYU-Poly Center for Urban Science and Progress (Downtown Brooklyn)
- Rutgers Camden Business Incubator
- Louisiana State University Innovation Park
- University of Idaho Food Technology Center / Caldwell Business and Technology Incubator



Recommendation

ESTABLISH A CHARTER SCHOOL

- Projected 8,558—School age children
- Ability to create a specialized curriculum, collaboration options for hi-tech campus
- Catchment area: mechanism to link Hoboken and Jersey City communities



Recommendation

KITCHEN/FOOD MANUFACTURING INCUBATOR

- Low barriers to entry
- Not capital intensive
- Need low cost space and mentorship



Recommendation

KITCHEN/FOOD MANUFACTURING INCUBATOR

Combine Resources

Existing Assets

- Proximity to tunnel and NYC is a major market

Social and cultural capital

- Carlos the "Cake Boss"
- Other existing shops
- Hoboken Jersey City "Brand Identity"
- Authenticity



Recommendation

ROOFTOP AGRICULTURE & GARDENS

- 5-year return on investment
- Approx. \$25 per sq. ft. revenue
- Community attraction
- Insulates building
- Reduces urban heat island effect
- Retains stormwater



Recommendation

INDOOR FARMING

- Vertically integrated food production cluster
- Farm to Table



Recommendation

RETAIL SPACE

Proposal:

- Create retail space on second level loading dock
- Food market and restaurant space for Kitchen Incubator clients grow
- Magnet for foot traffic from light rail station
- Creates employment for community
- Creates attraction/amenities for tech workforce



Recommendation

ROOFTOP BEER GARDEN

- Local Draw
- Activities for students, tech workers and residents old and new
- Amenity to help spur development



Recommendation

ROOFTOP OBSERVATION DECK

- Create Observation Deck and recreation space on rooftop
- Addresses lack of Public Space identified by Community



Conclusion

Community Needs

Lack of:

- Public Transit Options
- Open Space, Recreation
- Quality Affordable Housing
- Employment Options
- Overall Amenities (schools, food, retail)
- Community Unity / Identity

High Level of Soft Sites

Vacancy in the Lackawanna Center



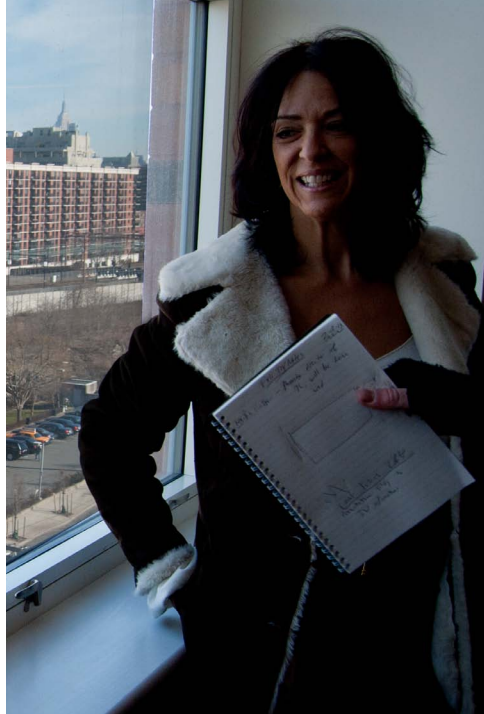
Conclusion

Mission Statement

Transform a former industrial, railroad hub into a vibrant mixed-use community.

Objectives

1. Bridge two municipalities to create one community
2. Create a livable community
3. Create a neighborhood focal point and diversify industry



Thank You

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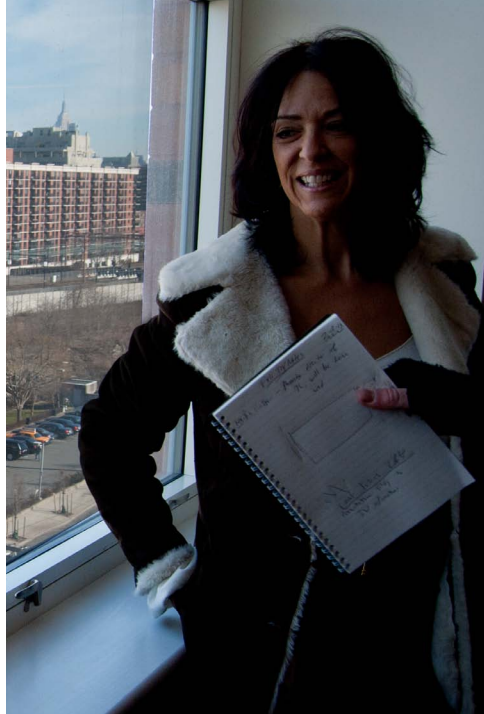
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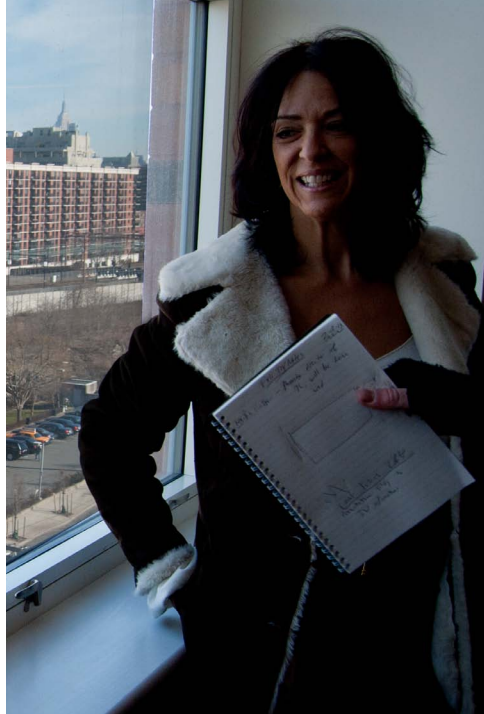
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Sara Stojkovic,
Hoboken Southwest Parks Coalition;

Pedro Texidor,
Kobrick Coffee;

Jeff Wenger,
Jersey City Planning Department.



V. Thank You

Works Cited

For a complete list of the sources for this presentation please see our full report at:
www.hunteruap.org/studios/nj-edge