



New JSQ Community Association

## **Official Position on Journal Square 2060 Redevelopment Plan**

March 16th, 2018

The New JSQ Community Association has two primary concerns regarding the Journal Square 2060 Redevelopment Plan:

### **1. Open/Public Space**

Journal Square used to be the heart of Jersey City and the crown jewel of Hudson County. Following decades of decline, investment is coming back to the Square in the form of high-rise development. The addition of more residential units is critical towards improving the area, but it is not the only element needed to create a healthy urban area. Open space and the streetscape must be improved, along with private real estate development. The public image of Journal Square is in dire need of a makeover, and more open space will help. As the population grows, it is important to promote transportation alternatives to private cars and to beautify the public space. Therefore, The New JSQ Community Association would like to see a comprehensive open-space plan that does the following:

1. Prioritizes pedestrians, cyclists, and mass transit
2. Increases road safety
3. Beautifies the area
4. Promotes the arts and local businesses

In order to ensure that funds are available to build this infrastructure, we call for the use of any or all of these financing methods:

1. District Improvement Bonuses paid by developers for public space improvements in Journal Square
2. Federal grant money
3. Municipal Bonding

### **2. Affordable Housing**

In 2017 rents in Jersey City rose 8% on average due to a large amount of luxury housing coming online Downtown. While recognizing the high costs of new construction, the city should encourage development that is targeted at middle- and low-income households. Healthy cities are diverse cities and we need to make sure housing is available for every income level. Specifically, we recommend:

1. Inclusionary zoning in Journal Square
2. Incentives to developers who incorporate affordable housing into their plans through the use of PILOTs or other means.
3. Recognizing the need for middle-income housing.

\*This position was developed through discussions with urban planners Tony Nelessen, Michael Lawson and Tanya Marione, Ward C Councilman Richard Boggiano, Deputy Mayor Marcos Vigil, City Planning Director Annisia Cialone, Chief Of Staff at New Jersey Housing and Mortgage Finance Agency Katherine Brennan, many meetings of The New JSQ Community Association's Construction and Planning Committee chaired by architect Haley Cohen, discussions by New JSQ Board members as well as a survey of our entire email list. The results are attached.