

MARSHALL STREET SUBSTATION ALTERNATIVES ANALYSIS

RUTGERS
REDEVELOPMENT STUDIO

SPRING 2020



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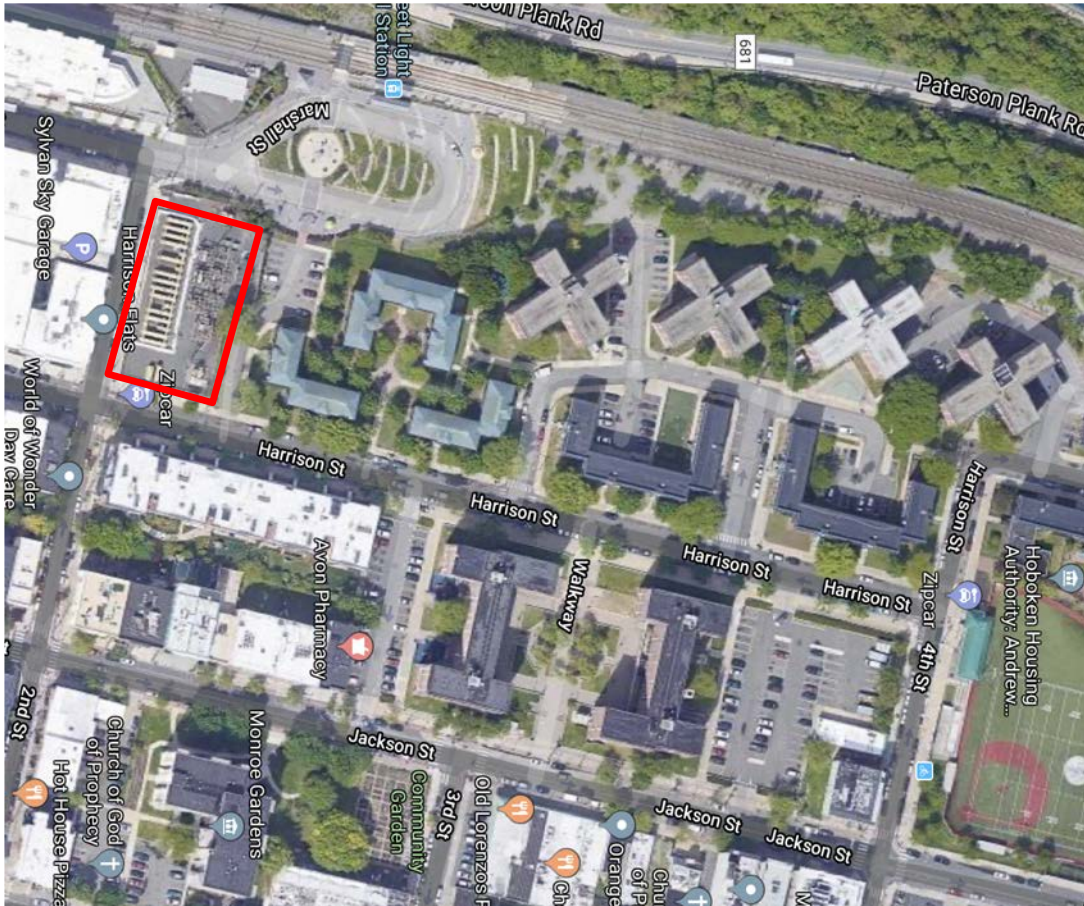
AGENDA

- Recap of previous presentation
- Data collection and analysis
- Alternatives
 - Housing/Retail
 - Neighborhood Wellness
 - Work & Play
- Next steps

PURPOSE

- The purpose of this Alternatives Analysis is to provide the City of Hoboken with a report that will:
 - Propose 3 considerations for the property that "fit" appropriately within the surrounding urban context
 - Facilitate discussion about the proposed alternatives and how to approach considerations of land use, design, transportation, and infrastructure
 - Identify operational costs, risk, and effectiveness of each planning scenario

SITE LOCATION



Aerial view of community and site



Aerial view of site

RECAP

- Data shows that Project site resides in a low-income residential area, with a large population of elderly and young residents.
- The site is serviced by a variety of transportation alternatives including the 2nd Street Light rail station, Hoboken Hop and Senior Shuttle. Ridership survey published in 2019 showed 41% of all light rail riders frequent businesses within 0.5 miles of boarding station, spending \$41 million annually.
- While located in a flood zone, with some degree of environmental contamination, remediation of the site will allow for the currently zoned uses to prevail (including residential and community uses).
- Data reveals that Hoboken's population has significantly increased since 2000, with a large number of families moving to the City. Despite the increase in development, the area surrounding the Project site lacks retail, and community facilities.
- Primary and secondary data reveals that residents are concerned about traffic and flooding surrounding the site, and would like to see the site developed as a grocery store, entertainment center and/or indoor recreation facility.

DATA SOURCES

Reports

- Master Plan Re-Examination
- Land Use Element
- Resiliency Plan
- Zoning

Public Outreach


- Public Meetings
- Online Survey

Census Data

- American FactFinder

Online Sources

- Newspaper Articles
- Social Media
- Market Analysis

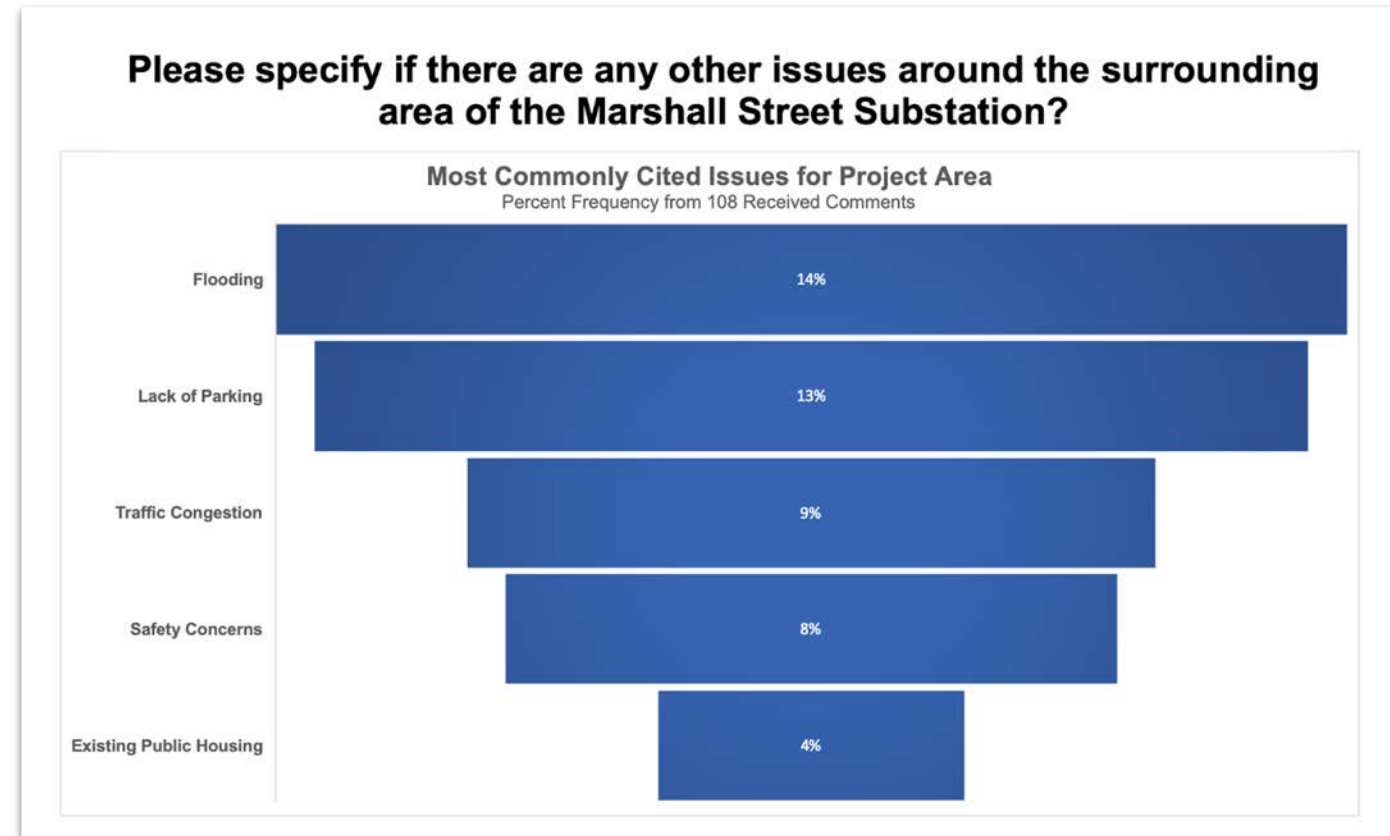


DATA COLLECTION & ANALYSIS

PUBLIC OUTREACH SURVEY

BACKGROUND

- An online survey was posted to the City of Hoboken's website and Twitter page, as well as several community Facebook groups
- The survey remained accessible between March 11th and April 15th 2020 and received 354 responses
- The survey asked **8 questions**, including:
 - Location of where respondent resides
 - The main issue with the area surrounding the site
 - Amenities missing from the area
 - What respondent would like to see built on site



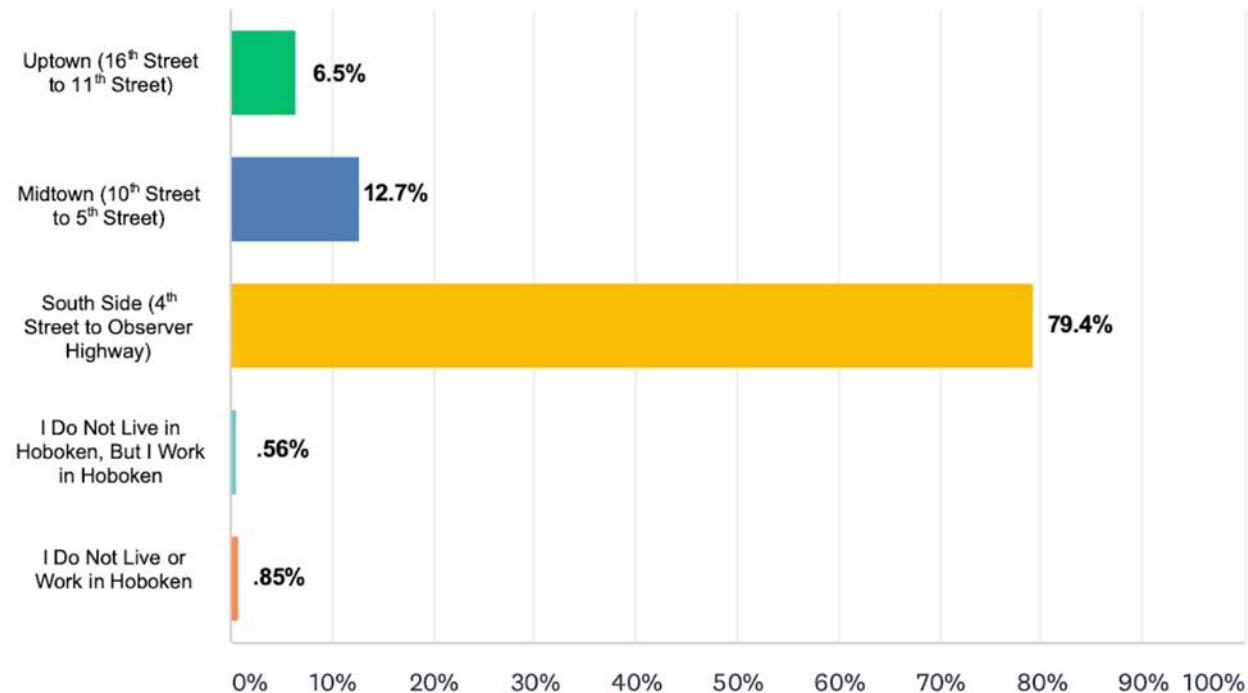
PUBLIC OUTREACH SURVEY

SUMMARY OF RESULTS

- 80% of respondents reported that they resided within the southern part of Hoboken (4th Street to Observer Highway)
- 28% of respondents ranked traffic congestion as the number one concern for the area surrounding the project site, followed equally by 21% reporting lack of food options, and public safety concerns as the most pressing issues
- A supermarket was identified as the amenity most needed in the area (65%), followed by Retail (56%) and Park space/Entertainment (49%)
- When asked what type of facility should be built on the site, 76% of respondents reported retail options, including a grocery store, and 56% reported an indoor recreation center should be built on the site

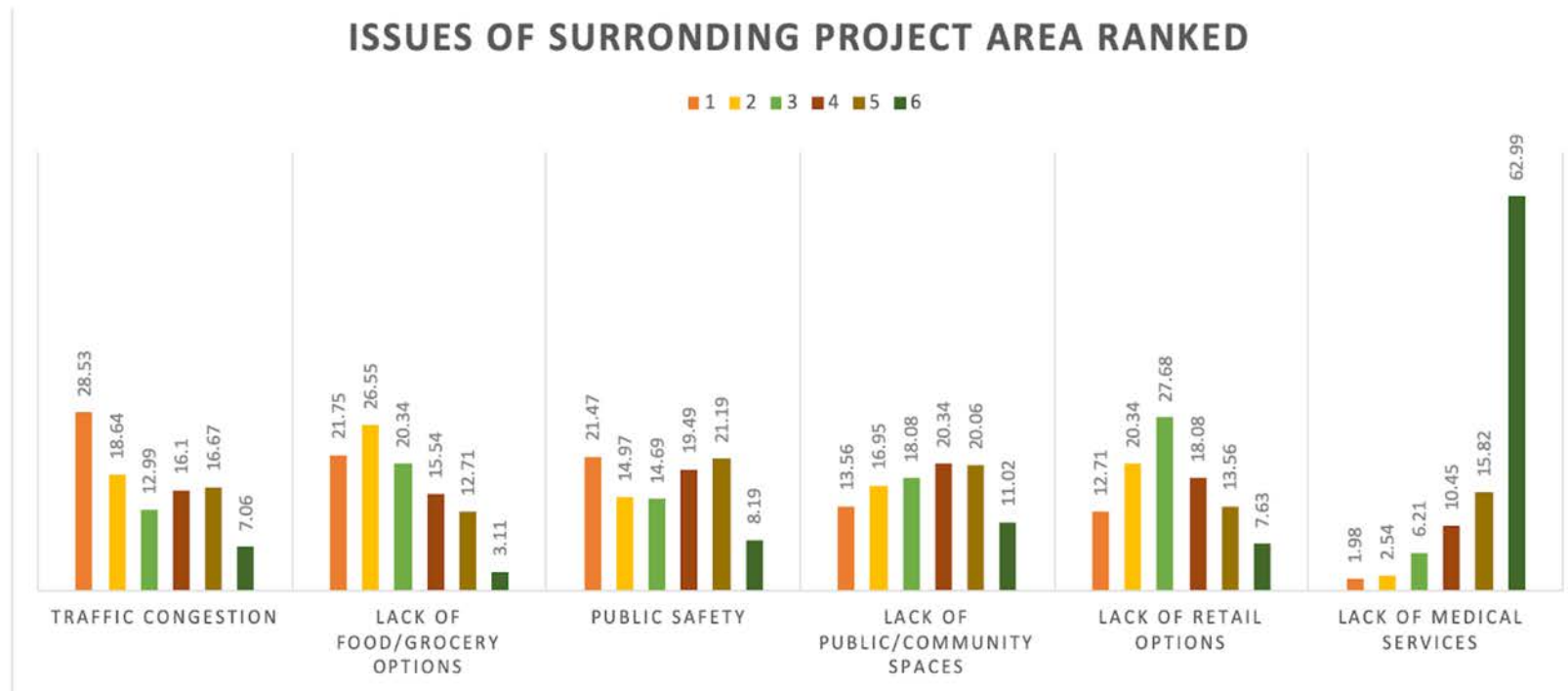
QUESTION ONE

In what part of Hoboken, NJ do you reside? Select the option that best applies?



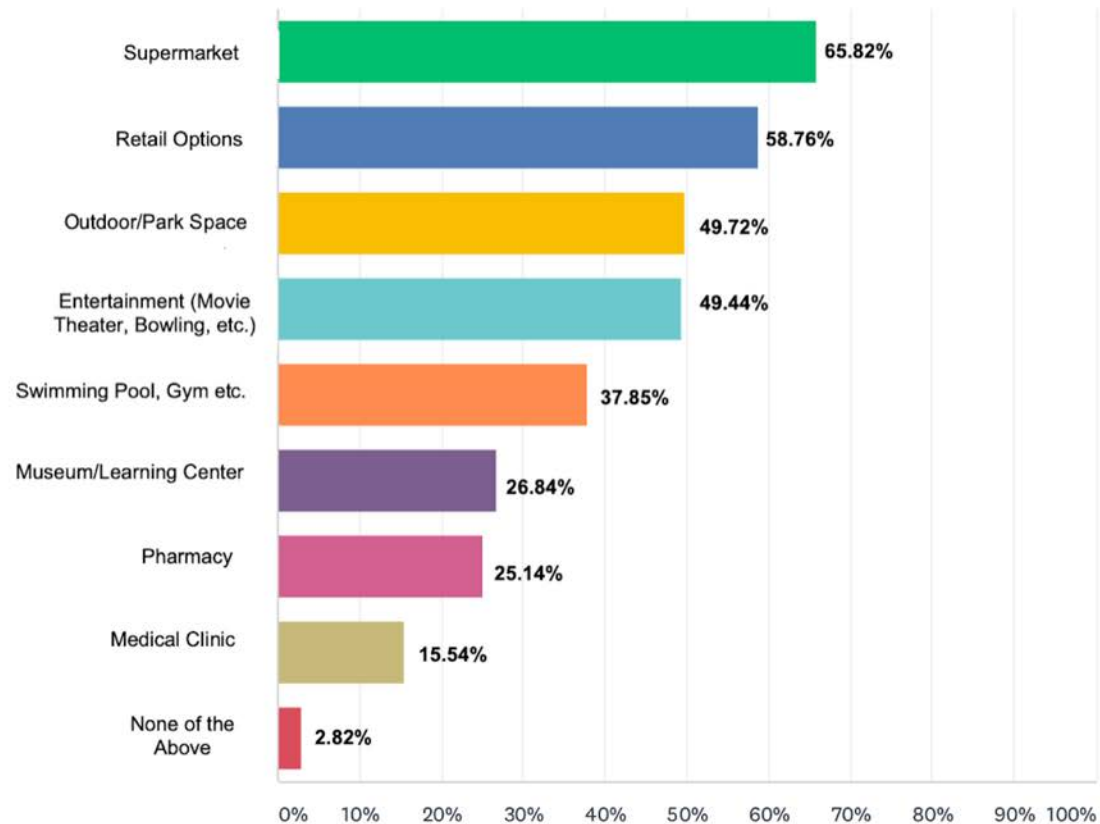
QUESTION TWO

From your experience, what do you think the biggest issue is near the Marshall Street Substation? (1 = Biggest Issue, 6 = Least Pressing Issue)



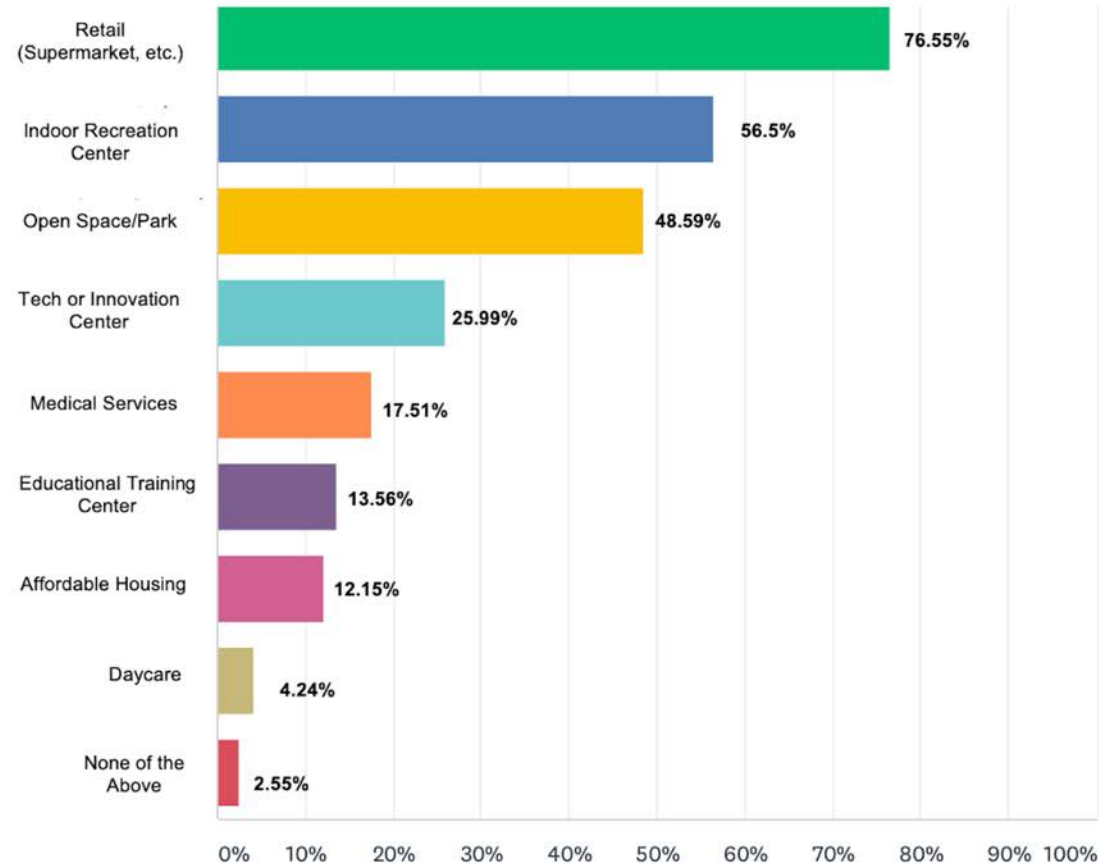
QUESTION FOUR

What amenities do you think are missing from the area of the Marshall Street substation site? (Check all that apply)

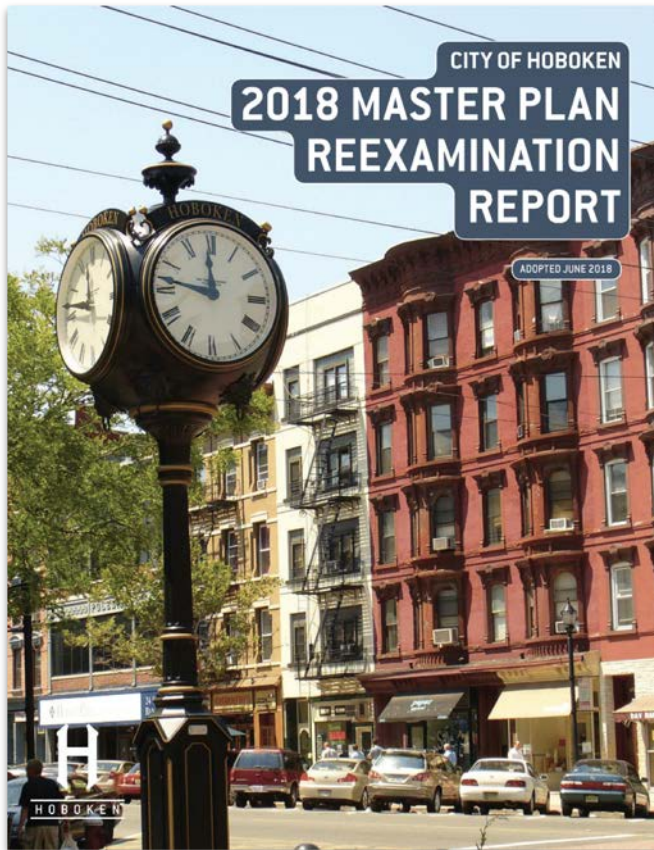


QUESTION FIVE

What would you like to see built at the Marshall Street substation?



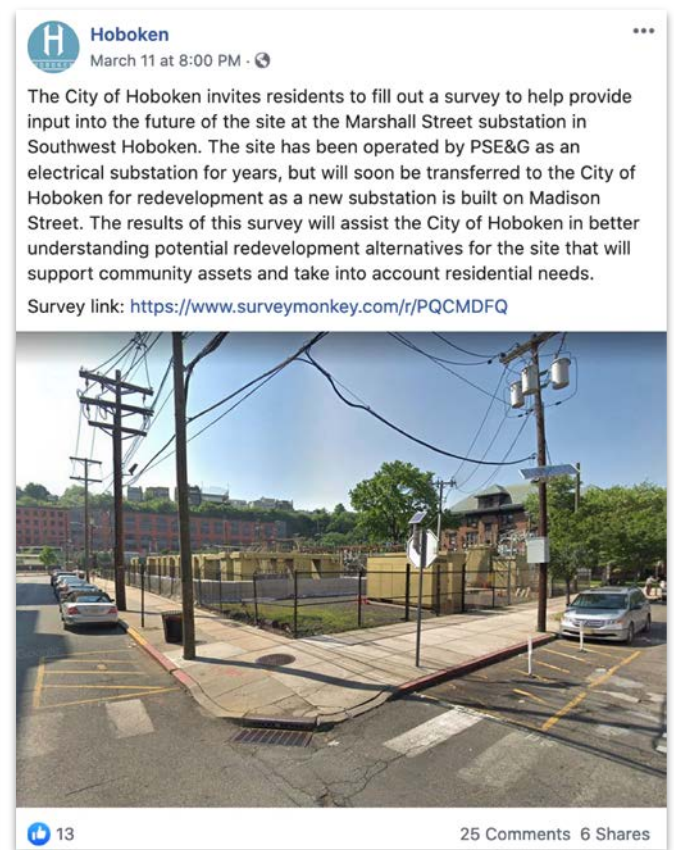
ADDITIONAL SOURCES



Hoboken 2018 Master Plan Reexamination



January 2020 Community Meeting



Hoboken Facebook and Community Pages

FACEBOOK & TWITTER RESPONSES

the area needs a grocery store, bigly. Since BigBanner plaza closed there are many FEWER options for food in this neighborhood. That's a practical problem that is, I would say, a civil rights problem. also kinda sad that "I don't think there were any residents from the housing authority in attendance."

Like · Reply · 7w

If I recall correctly, Caroline Caulfield did mention that they would do specific outreach to this constituency (HHA residents) to ensure that their voices are heard.

Like · Reply · 7w

i hope they also posted flyers about the meeting at the mailbox building and along the substation fence. From the Rebuild By Design experience there was very, very very, very, very, little effort spent on getting the community of/ around the HHA in th... [See More](#)

Like · Reply · 7w

View 4 more replies

would be great to have a food coop there

Like · Reply · 7w

Affordable housing in the middle of retail and employment deserts or costly food options is useless and cruel to the tenants who need affordable housing MOST

Like · Reply · 7w · Edited

This could be on the roof of anything they build there. A CSA (community supported Ag)

Like Following Share ...

It would be a wonderful spot for an Arboretum. I can point you in the right direction for design, community involvement and endowment. Would be a stunning legacy for the community and a local tourist attraction. 😊

Like · Reply · 2w

The town does not have a pool. Build a pool. No survey needed. Build a pool!!

Like · Reply · 2w

2 Replies

This is where the park should be, not across busy, dangerous Paterson Plank Rd.

Like · Reply · 1w

Put a nice cheap store there ! Why do we have to go up from downtown for a shopping center etc

Like · Reply · 2w

Extremely high priced condos built on the cheap!

Like · Reply · 2w

I suggested a children's museum 😊

Like · Reply · 2w

1 Reply

City of Hoboken on Twitter

"Hoboken invites residents to fill out a survey to provide input into the..."

You and 13 others

4 Comments Seen by 115

Like

Comment

Thanks for sharing! I suggested a children's museum 🙌

Like · Reply · 2w

i think a retail grocery store or produce market or CCA drop-off point would be great. There are not enough options for affordable fresh healthy food in the whole S W part of Hobokn...

Like · Reply · 1w

, what is CCA? ...

Like · Reply · 1w

Another store would create more traffic than we need in this area though..

Like · Reply · 1w

SITE ALTERNATIVES

SITE ALTERNATIVES



Alternative I:
Housing & Retail



Alternative II:
Neighborhood Wellness



Alternative III:
Work & Play Space

ALTERNATIVE I

MIXED-USE
HOUSING & RETAIL



MIXED USE HOUSING & RETAIL

33 mixed-income units
10% affordable

80 mixed-income units
10% affordable

80 mixed-income units
1/3 affordable

2 floors, 30,800 GSF

5 floors, 77,000 GSF

5 floors, 77,000 GSF

Retail
13,860 RSF
3 - 5 tenants

MARKET DEMAND

- Retail (Catchment Area)
 - In walkable urban areas, 15,000 sf grocery store needs 10,000 people
 - >15,000 Hoboken residents live within assumed catchment area of 0.5 miles
 - Light rail ridership provides strong base for retail
 - Retail surrounding the 9th Street Light rail has been successful (Black Rail coffee shop, ShopRite grocery store)
- Housing (Very Strong Market)
 - Consistent rise of median home value and very low vacancy rates
 - Steady population growth as Hoboken is becoming more family-oriented
 - Local realtors, “Oversupply of large units, undersupply of smaller units (studio, 1- and 2 bedroom units)”

DEVELOPMENT OPTIONS

Option 1:

City owns land and manages property

- Develops mixed-use, mixed income site
- City assumes full ownership of development and management of property

Option 2:

City owns site, but leases land to developer

- Developer pays ground rents to City
- Developer develops and manages property

Option 3:

City sells the land

- City sells land to private developer with restrictive covenant guaranteeing mix of uses and affordability
- Land sale proceeds to City determined by Residual Land Value (RLV)

FINANCIAL ANALYSIS: DEVELOPMENT METRICS

	10% Affordable Residential	10% Affordable Residential (Δ)	33% Affordable Residential (Δ)
Building Area			
Gross Building Area	46,200 sf		92,300 sf
Rentable Residential	25,000 sf		65,200 sf
Rentable Retail	13,860 sf		13,860 sf
Anticipated Unit Mix			
Studio Units (market, affordable)	9 (8, 1)	24 (21, 3)	24 (16, 8)
One-bed Units (market, affordable)	16 (14, 2)	36 (32, 4)	36 (24, 12)
Two-bed Units (market, affordable)	7 (6, 1)	20 (18, 2)	20 (13, 7)
Development Budget (construction only)	\$13,028,400	\$26,056,800	\$26,056,800
Development Budget (including land sale)	\$13,938,113	\$27,207,758	\$26,790,877

FINANCIAL ANALYSIS: CONSTRUCTION SOURCES & USES

	No Δ	Density Δ	
Sources (Construction Only)	Amount		Share
Equity	\$5,385,615	\$10,771,230	35%
Debt	\$7,642,785	\$16,936,920	65%
Uses	Amount		Share
Hard Costs	\$10,857,000	\$21,714,000	83%
Soft Costs	\$2,171,400	\$4,342,800	17%
Total	\$13,028,400	\$26,056,800	100%

Residual Land Value (for private developer)		
No Δ	Density Δ	Density Δ
10% Affordable	10% Affordable	33% Affordable
\$866,393	\$1,096,150	\$699,121

COMPARABLE BUILDINGS IN THE AREA

		Studio	1 BR	2 BR	3BR	Building Amenities
Vine		Not Available	\$3,000+ 700 - 850 Sq ft	\$3,000+ 1,000 - 1,400 Sq ft	No Price Provided	Outdoor Pool Fitness Center Parking Garage Ground Floor Retail
The Harlow		\$2,700 - \$3,000 525 - 615 Sq ft	\$3,400+ 700 - 850 Sq ft	No Price Provided 1,000 - 1,340 Sq ft	No Price Provided 1,317 - 1,410 Sq ft	Outdoor Pool Fitness Center Parking Garage Ground Floor Retail
Harrison Flats		Not Available	Not Available	No Price Provided 1,369 Sq ft	No Price Provided 1,369 Sq ft	Parking Garage
The Lexington		Not Available	\$2,800-\$3,000 750 - 850 Sq ft	\$3,300+ 1,000 - 1,175 Sq ft	Not Available	Parking Garage Fitness Center Fire Pit

TRANSPORTATION AND CIRCULATION

- No additional parking options on site
- Site has a score of 90/100 for walkability, meaning it is easy to get around without a vehicle
- Rely on:
 - Proximity to 2nd Street Light Rail station
 - Ride sharing (Uber, Lyft)
 - Hoboken Hop
 - Bike sharing
 - Nearby private parking garage
 - Taxi's



RESILIENCY

- Design Flood Elevation (DFE) is set at 13 feet with dry floodproofing for lower level
- Site will have green infrastructure, including tree plantings, a green roof, and bioswales



ALTERNATIVE II

NEIGHBORHOOD WELLNESS



NEIGHBORHOOD WELLNESS



First Floor
Parking
space



Second Floor
Retail
Pharmacy
Coffee Shop



Third Floor
Urgent Care
Specialist
Space



Fourth Floor
Fitness
Center
Classroom
Space
Racquetball
Court

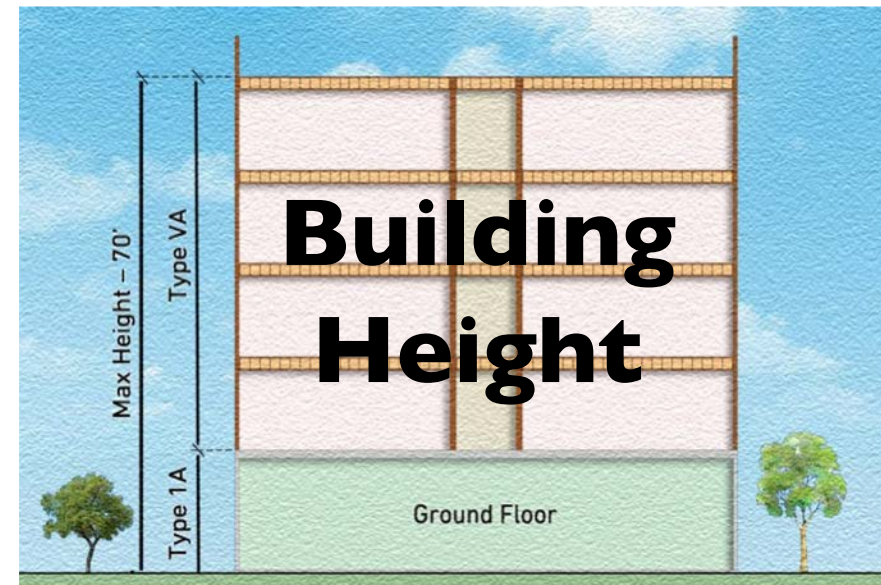


Fifth Floor
Swimming
Pool

LAND USE AND CONFORMANCE WITH ZONING

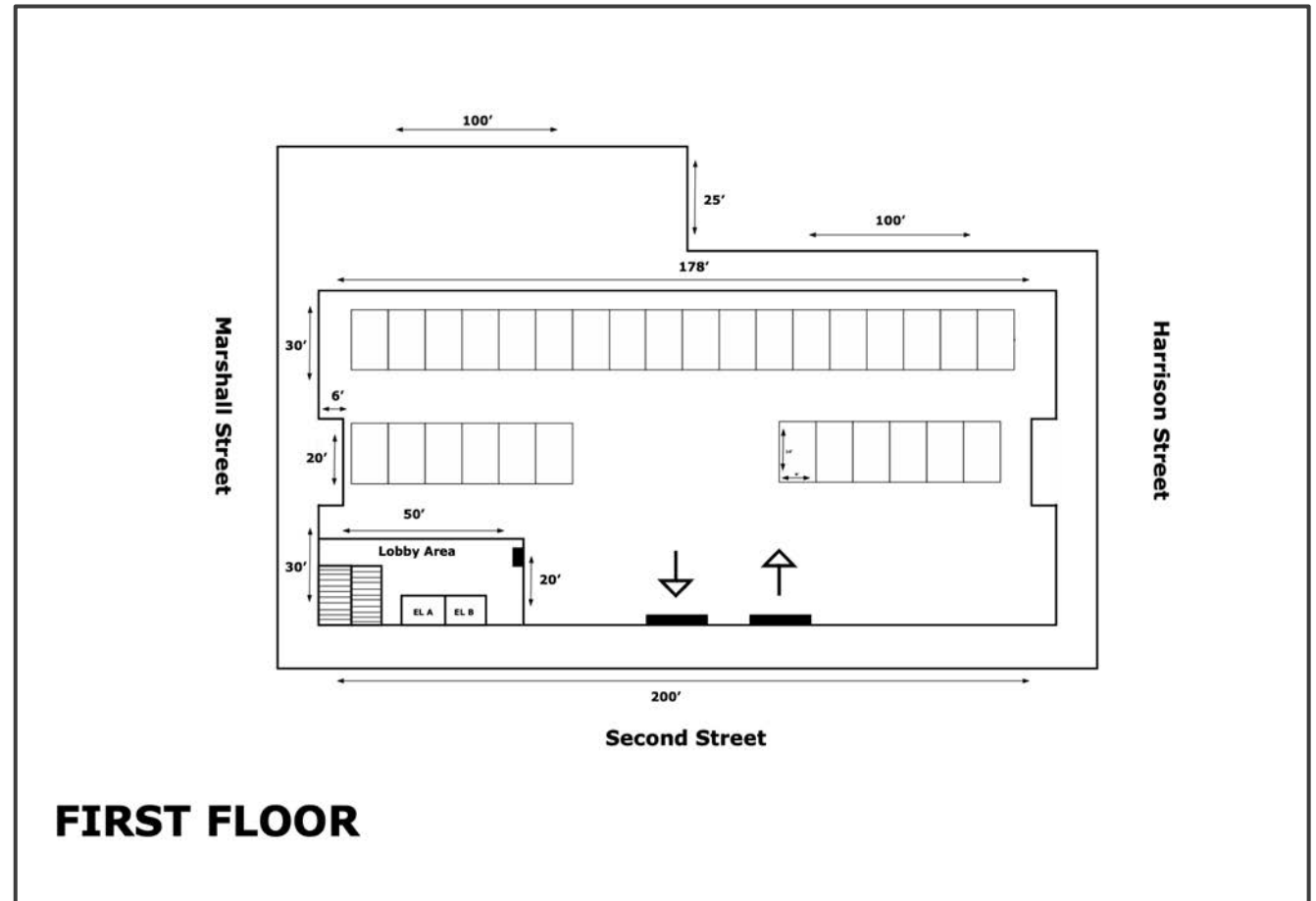
- Consists of five stories at an estimated building coverage of 14,086 square feet
- The gross floor area over these five stories is estimated to be 70,430 square feet

Expected Variances Required for the Site



TRANSPORTATION & CIRCULATION

- The entrance and exit to the site's first floor parking garage will be located on 2nd Street
- Parking garage will have an estimated maximum capacity of 30 parking spaces
- Pedestrian entrances will be located on both the Marshall Street and Harrison Street sides, with the Marshall Street entrance serving as a pickup/drop-off point
- Pedestrian entrances will lead straight into the second floor (pharmacy and coffee shop)



RESILIENCY

Streetscaping

Tree plantings surrounding the perimeter of the building, including a small public plaza on the North Side of the building along Marshall Street

Transportation

Thirty parking spaces to be provided, with the opportunity to install electric charging stations

Design Flood Elevation

Wet floodproofing of at-grade parking lot as well as a street-level stairwell to connect the second floor with pedestrians

Stormwater Retention

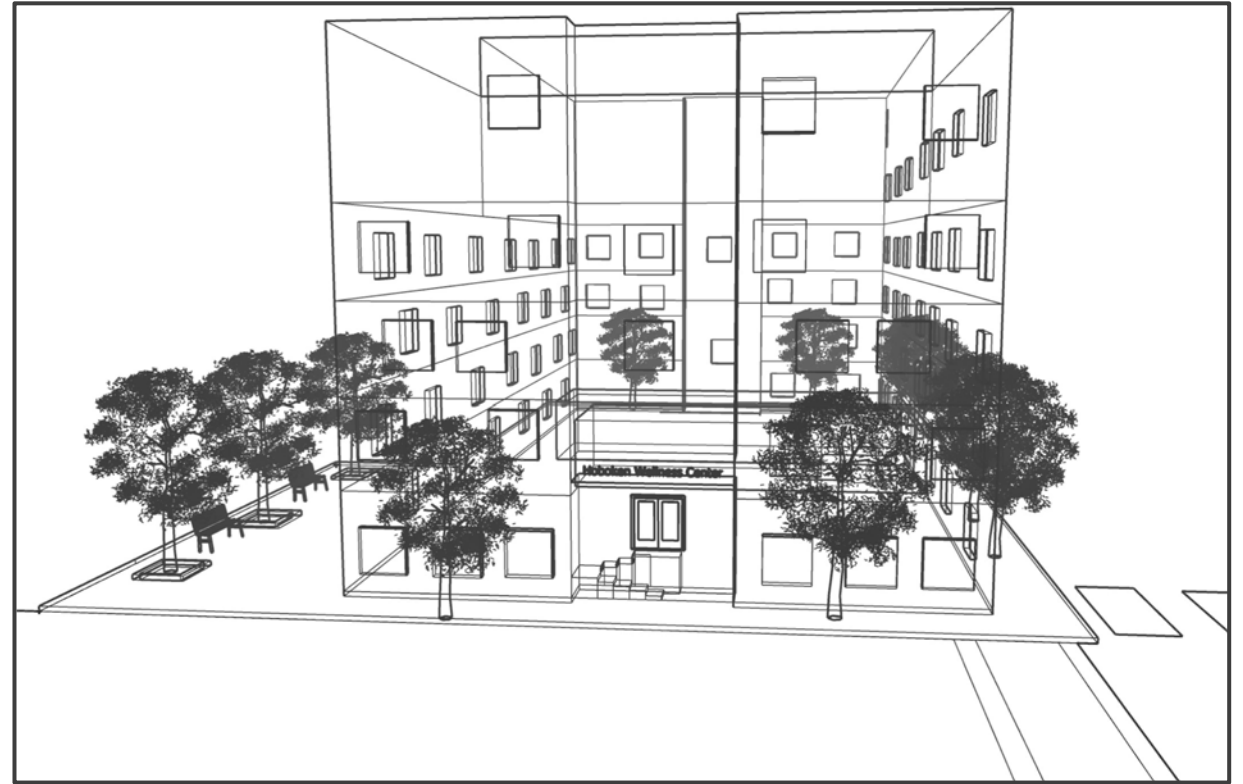
An anticipated rooftop rain garden that is accessible to the public via the building's elevator

VISUALIZATION

RESILIENT TRANSPORTATION



View of parking entrance/exit onto 2nd St

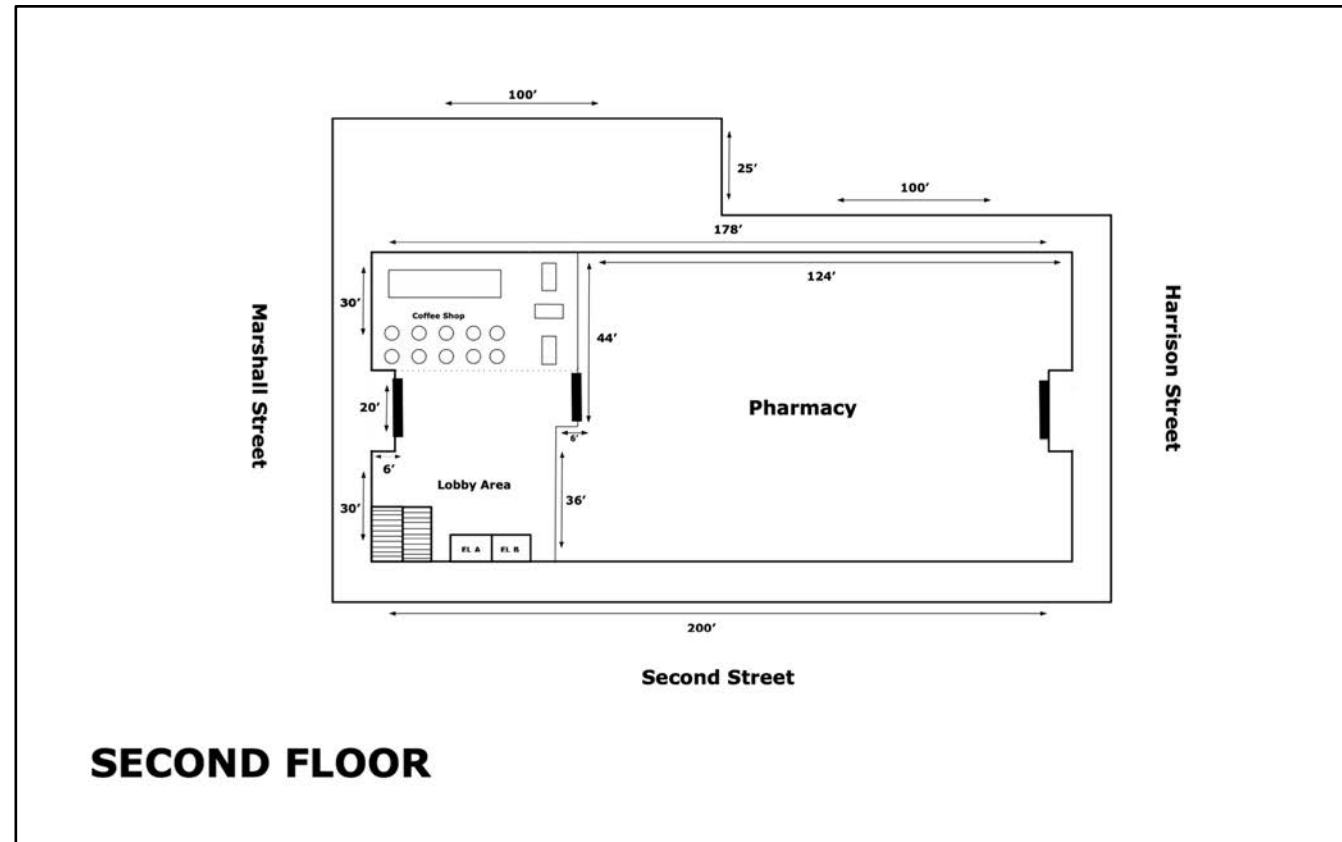


Wireframe view of building facing east

MARKET FOR MEDICAL FACILITIES

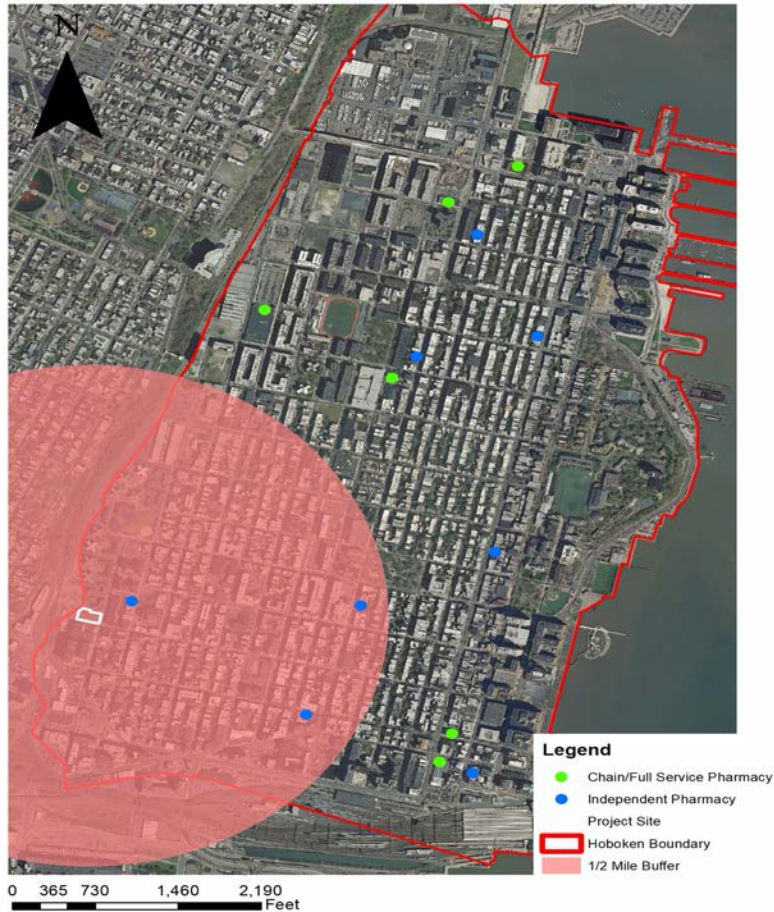
Floor Two - Pharmacy

- Provide access to prescriptions, health products as well as limited selection of grocery products
- Downtown Hoboken has a significant portion of the city's senior population
- No full-service pharmacies within ½ mile radius of project site
- 76.15% of survey respondents wish to see access to groceries on the site

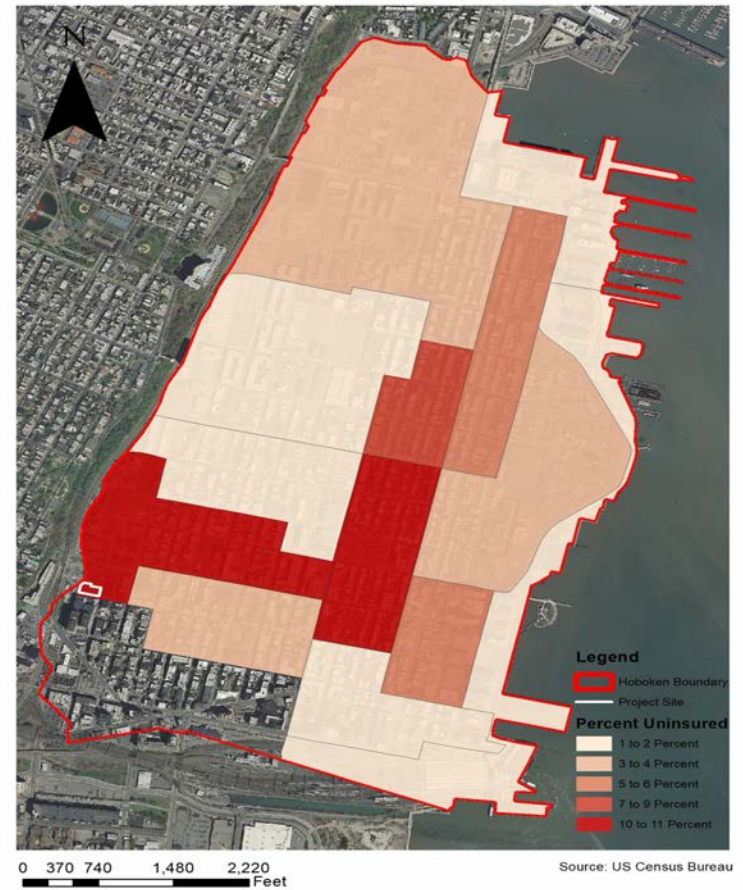


MARKET FOR MEDICAL FACILITIES

Location of Pharmacies
City of Hoboken, New Jersey



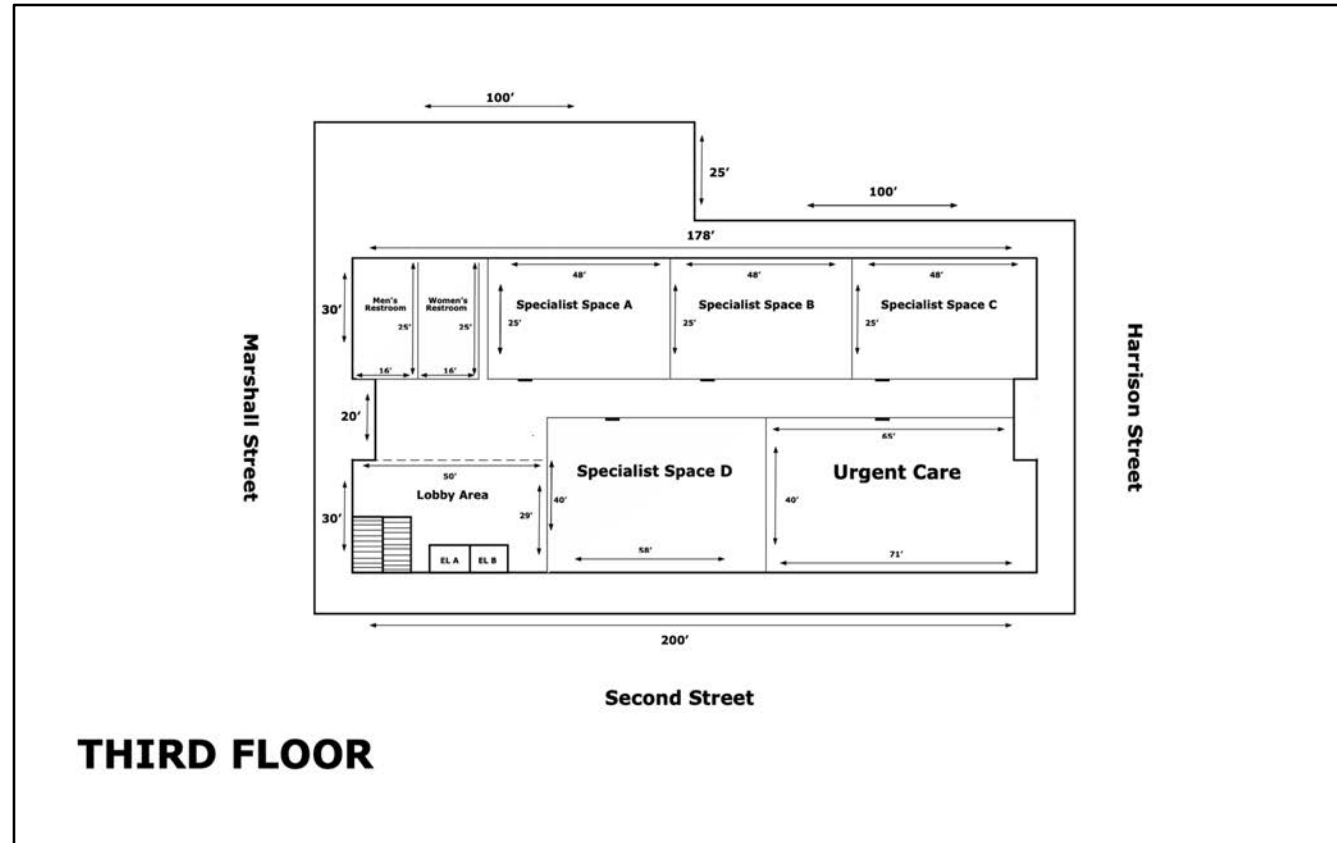
Percent of Population Uninsured
Census Tracts, Hoboken, NJ, 2017



MARKET FOR MEDICAL FACILITIES

Floor Three - Medical Services

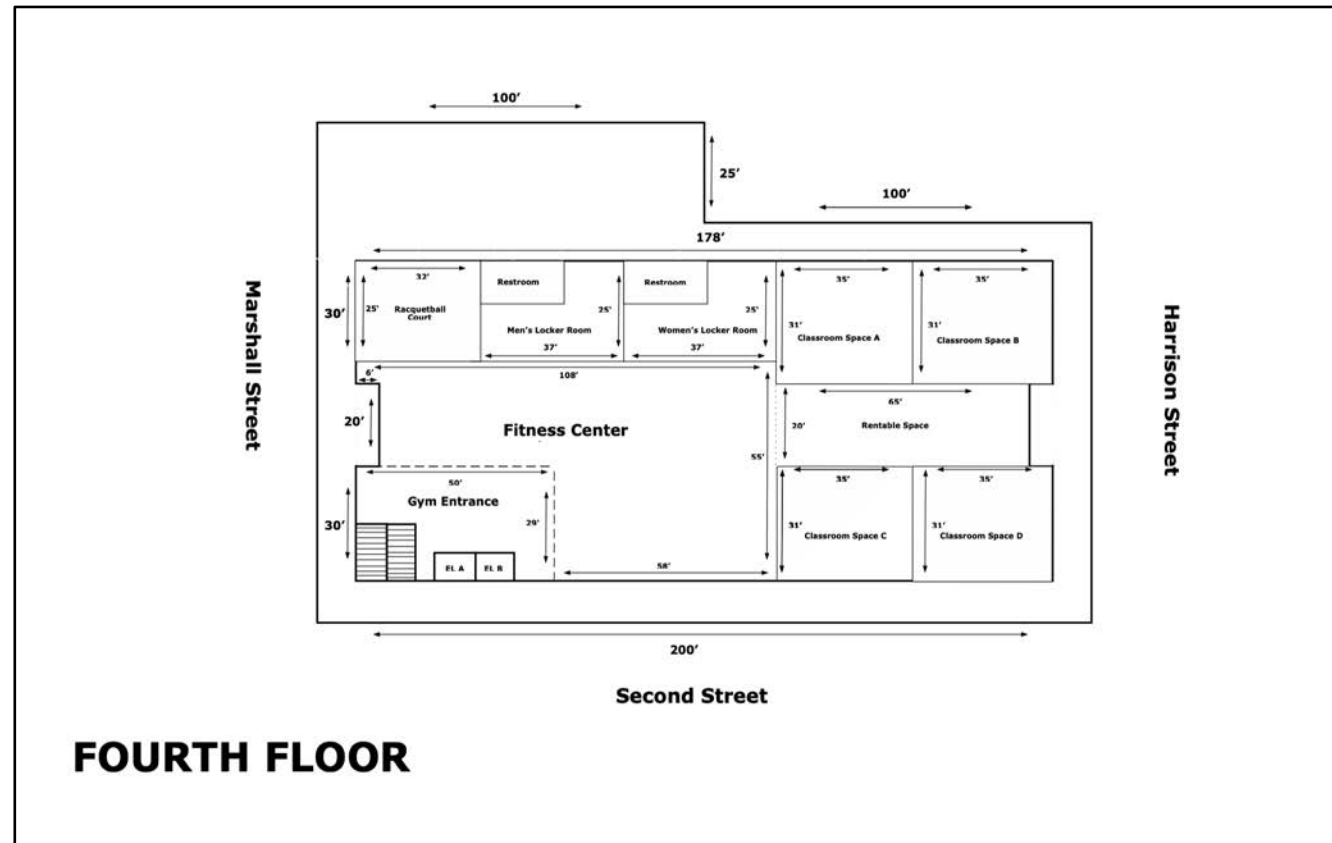
- The census tract containing the project site has the highest concentration of uninsured residents in the city (10 percent)
- The demographic characteristics of the project site's surrounding community - lower income, greater proportion of elderly, lower numbers of insured - indicate a need for medical facilities
- “Nearly half of all visits to urgent care centers result in an average charge of less than \$150 — compared to the average cost of an ER visit at \$1,354.”
- One urgent care within ½ mile radius around project site - serving the highest density of elderly in Hoboken



MARKET FOR RECREATIONAL FACILITIES

Floor Four - Fitness Center

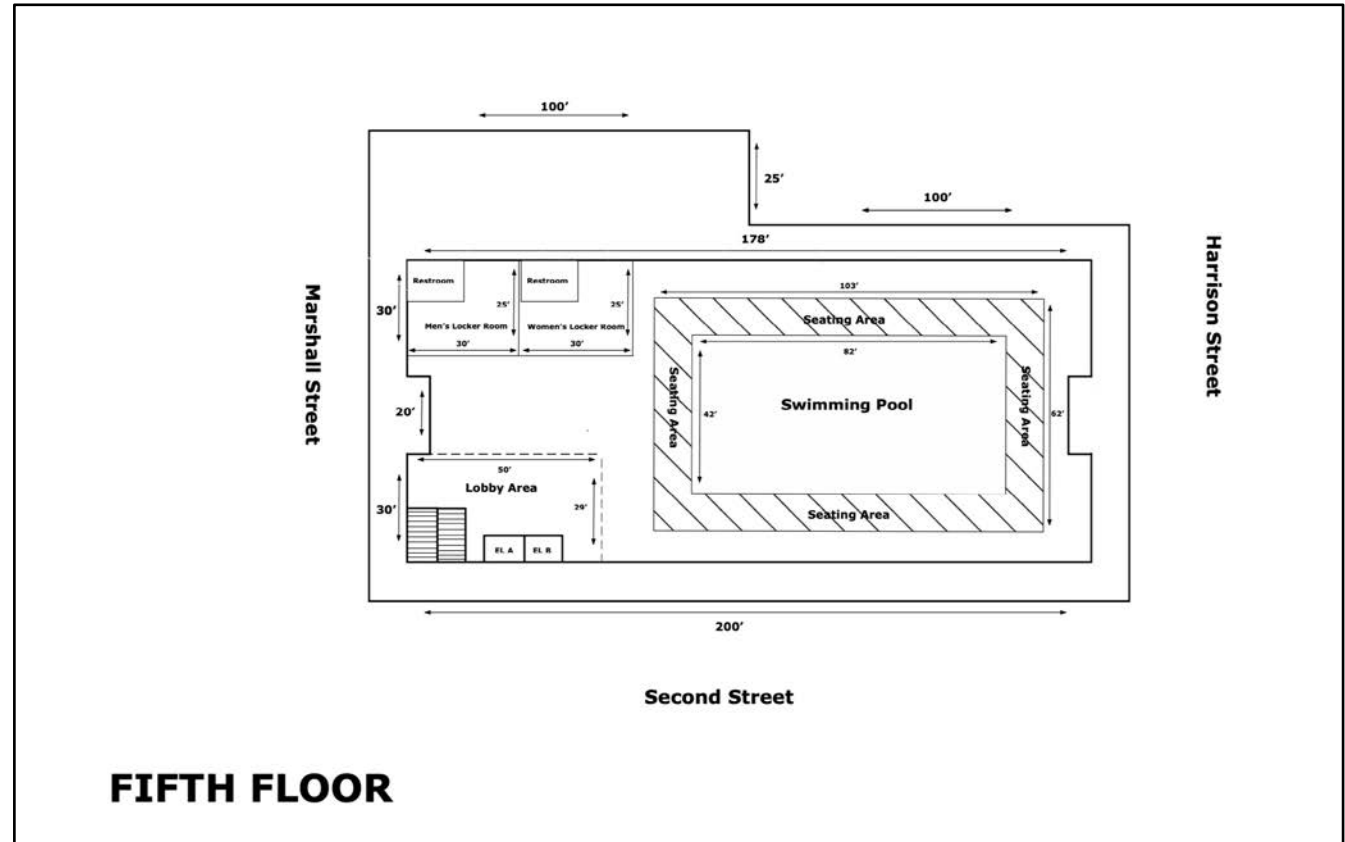
- The National Recreation & Parks Association recommends the operation of one community gym per 26,418 residents (i.e. Hoboken should have two community gyms)
- Help to replace some of the services lost from the former YMCA building
- Enables community-centered programming
 - A survey by the NRPA revealed that 81 percent of Park and Recreation Agencies offered health and fitness education classes and 83 percent offered fitness enhancement classes



MARKET FOR RECREATIONAL FACILITIES

Floor Five – Swimming Pool

- The city's 2018 Reexamination Report concluded that 69 percent of survey respondents agreed with the need for public indoor recreation center
- The online survey revealed 57% of respondents supported indoor recreational uses (with 10 out of 55 submitted written comments referencing a pool)
- According to the National Recreation & Parks Association, the median jurisdiction per community pool facility is 47,800 residents. With more than 55,000 residents and no current public pool, Hoboken does not meet this metric.



FINANCIAL FEASIBILITY: NEW JERSEY CASE STUDIES



Piscataway Community Center YMCA- Piscataway, NJ



Berkeley Heights YMCA- Berkeley Heights, NJ



NJIT Wellness and Events Center- Newark, NJ

Facility Name	Facility Type	Year Opened	Construction Cost	Sq. Ft.	Cost per Sq. Ft.
Piscataway Community Center YMCA, NJ	Indoor Aquatic Center, Fitness Center, Outdoor Spray Park	2020	\$32,000,000	83,000	\$385.54
Berkeley Heights YMCA, NJ	Fitness Center, Outdoor Pool	2020	\$15,016,970 (Guaranteed Maximum Price)	40,000	\$375.42
New Jersey Institute of Technology Wellness and Events Center, Newark, NJ	Indoor Aquatic Center, Fitness Center, Athletic Facilities, Arena	2017	\$102,000,000	220,000	\$463.64

FINANCIAL FEASIBILITY: U.S. CASE STUDIES



SCCC Eastern Campus Health and Wellness Center-
Riverhead, NY



Reynoldsburg Community Center YMCA- Reynoldsburg, OH



YMCA and Yakima Rotary Aquatic Center- Yakima,
WA

Facility Name	Facility Type	Year Opened	Construction Cost	Sq. Ft.	Cost per Sq. Ft.
Suffolk County Community College (SCCC) Eastern Campus Health and Wellness Center, Riverhead, NY	Indoor Aquatic Center, Fitness Center	2019	\$21,000,000	40,000	\$525.00
Reynoldsburg Community Center YMCA, OH	Indoor Aquatic Center, Fitness Center	2020	\$30,000,000	75,000	\$400.00
YMCA and Yakima Rotary Aquatic Center, WA	Indoor Aquatic Center, Fitness Center	2019	\$22,000,000	72,000	\$305.56

RSMEANS 2013 INDOOR POOL CONSTRUCTION COST ESTIMATES

City	2013 Cost Per Sq. Ft.	2020 Cost Per Sq. Ft.
New York City, NY	\$314.65	\$352.68
Boston, MA	\$282.55	\$316.70
Philadelphia, PA	\$271.22	\$304.00

FINANCIAL FEASIBILITY: ESTIMATED COSTS

Use	Construction Cost Estimate per Sq. Ft.	Square Footage	Construction Cost Estimate
1st Floor- Parking	\$64.77	13,100	\$848,487.00
2nd Floor- Pharmacy	\$227.04	10,088	\$2,290,379.52
2nd Floor- Coffee Shop	\$227.04	1,620	\$367,804.80
3rd Floor- Medical Space	\$282.00	9,500	\$2,679,000.00
4th Floor- Fitness Center	\$210.00	7,670	\$1,610,700.00
4th Floor- Multi-purpose Classroom	\$150.00	4,340	\$651,000.00
4th Floor- Racquetball Court	\$268.57	800	\$214,856.00
5th Floor- Swimming Pool and Supporting Space	\$352.68	12,600	\$4,443,768.00
Total Remaining Space (Lobbies, HVAC, elevator, storage, etc.)	\$150.00	11,582	\$1,737,300.00
TOTAL			\$14,843,295.32

FINANCIAL FEASIBILITY: MANAGEMENT STRUCTURES

1. Manage operations of a pool and fitness center within the existing Department of Recreation
2. Contract out and partner with a non-profit or community entity
3. Contract out to a for-profit service provider

- **Revenues:** operations surplus from previous years, membership, concessions, shared service agreements
- **Expenditures:** wages (typically 50-60% of costs), utilities, debt, capital outlays.
- Community pools average a 50-75% cost recovery, depending on the season and amenities (waterpark, etc.)



Source: Photo by [Raphaël Biscaldi](#) on [Unsplash](#)

- Reasons to contract out include- limit liability, subsidies and day-to-day operations for municipality, limited municipal staff expertise, or to have buy-in from local community organizations

ALTERNATIVE III

PLAY &
WORKSPACE



View Facing Harrison St.

PLAY & WORKSPACE



**Children's Museum
(Floors 1-2)**



**Incubator Space
(Floors 3-6)**



**Senior Center
(separate building)**

WHY A CHILDREN'S MUSEUM?

- More young families are moving to Hoboken
 - 13.4% growth in number of children aged 18 and under between 2000 and 2015
- Few comparable attractions in the area
- Potential partners already exist within the City
 - Hoboken Historical Museum doubled the number of children attending between 2011 and 2017, and is looking to expand into Education & Research Center
 - Hoboken Public Library is growing and looking for locations for “pop-up” branches
 - Stevens Institute of Technology already partners with Hoboken Board of Education for K-12 STEM programming
- Great opportunity to provide informal educational programming for Hoboken's youth



Stepping Stones Museum - Norwalk, CT

FINANCIAL FEASIBILITY: CHILDREN'S MUSEUM

- Museum would likely be run as a 501(c)3 non-profit
- Construction costs for children's museums in urban settings range from \$477 to \$673 per sq. ft.
- A 28,000 sq. ft. museum would cost between \$13.4 million and \$18.8 million, with an average of approximately \$16.1 million



Please Touch Museum - Philadelphia, PA

FINANCIAL FEASIBILITY: CHILDREN'S MUSEUM

Expenses

- Exhibit production and maintenance
- Utilities and building maintenance
- Staffing and training
- Community outreach
- Educational research
- General administration
- Marketing and fundraising

Revenue

Earned Income

- Admissions
- Memberships
- Event Fees
- Gift shop sales

Additional Support

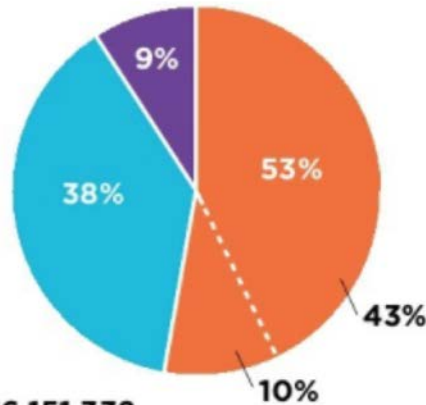
- Sponsorship (PSE&G)
- Grants
- Monetary and in-kind donations



Strong Museum of Play - Rochester, NY

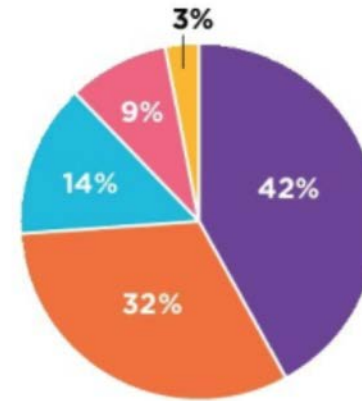
FINANCIAL FEASIBILITY: CHILDREN'S MUSEUM

Children's Museum of Indianapolis - Revenues and Expenses (FY 2018)



Income: \$36,151,332

- 53% Philanthropy
- 43% Earnings from gifts to the endowment
- 10% Donations from individuals, corporations, foundations, The Children's Museum Guild, and other organizations
- 38% Admissions, membership fees, and museum tours
- 9% Program and activity fees, museum store, and leased restaurant



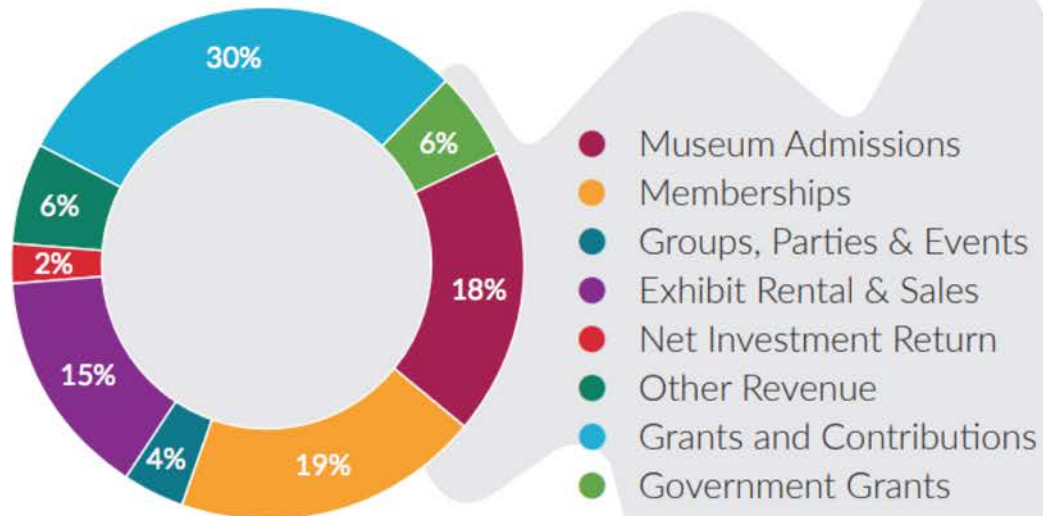
Expenses: \$36,130,420

- 42% Exhibit and collections maintenance, staffing and training, programs, educational activities, visitor services, community initiatives, and educational research
- 32% Utilities, building and equipment maintenance, safety and security, general administration, information systems, and debt service
- 14% Development, communication services, admissions, and memberships
- 9% Capital and artifact additions and exhibitions (new and reconditioned)
- 3% Museum store, food service, building rentals

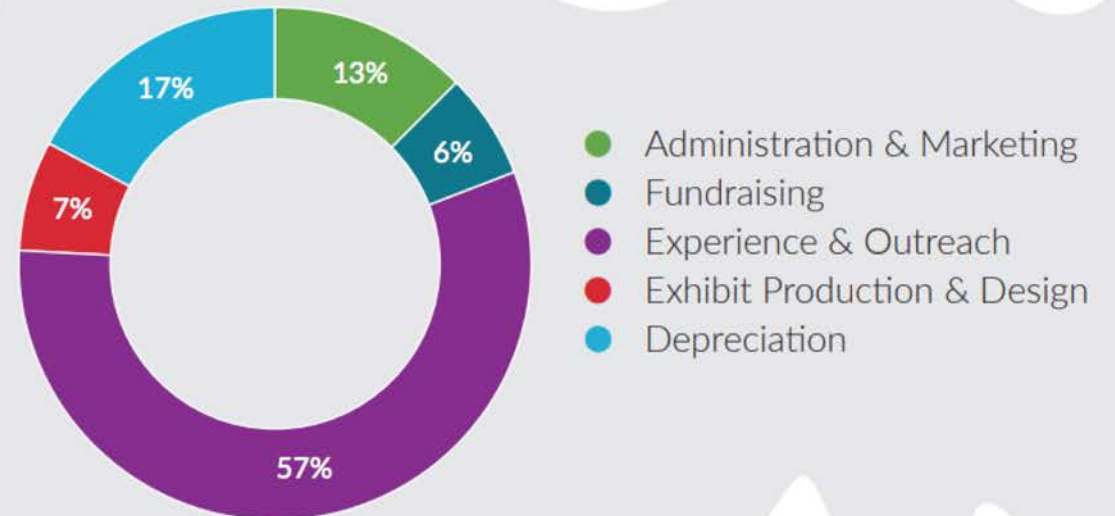
FINANCIAL FEASIBILITY: CHILDREN'S MUSEUM

Minnesota Children's Museum - Revenues and Expenses (FY 2019)

SUPPORT AND REVENUE



EXPENSES

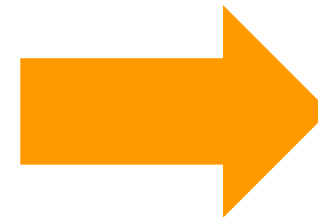


WHY A SENIOR HOLISTIC CENTER?

- 6.4% of the Hoboken citizens are seniors over 65
 - 37.3% of them have disabilities
 - cognitive difficulty: 317 (9.2%)
 - ambulatory difficulty: 907 (26.4%)
 - self-care difficulty: 283 (8.2%)
 - independent living difficulty: 658 (19.2%)

Existing Services in Hoboken

- Hoboken University medical Center TCU
- Senior Center at the Hoboken Multi Service Center
- In-home health care service providers
- Nutrition Programs
- Free transportation services for seniors



**Need for
Holistic
Service**

Medical, Nursing,
Coordinating, etc.

FINANCIAL FEASIBILITY: SENIOR HOLISTIC CENTER

Revenue Sources

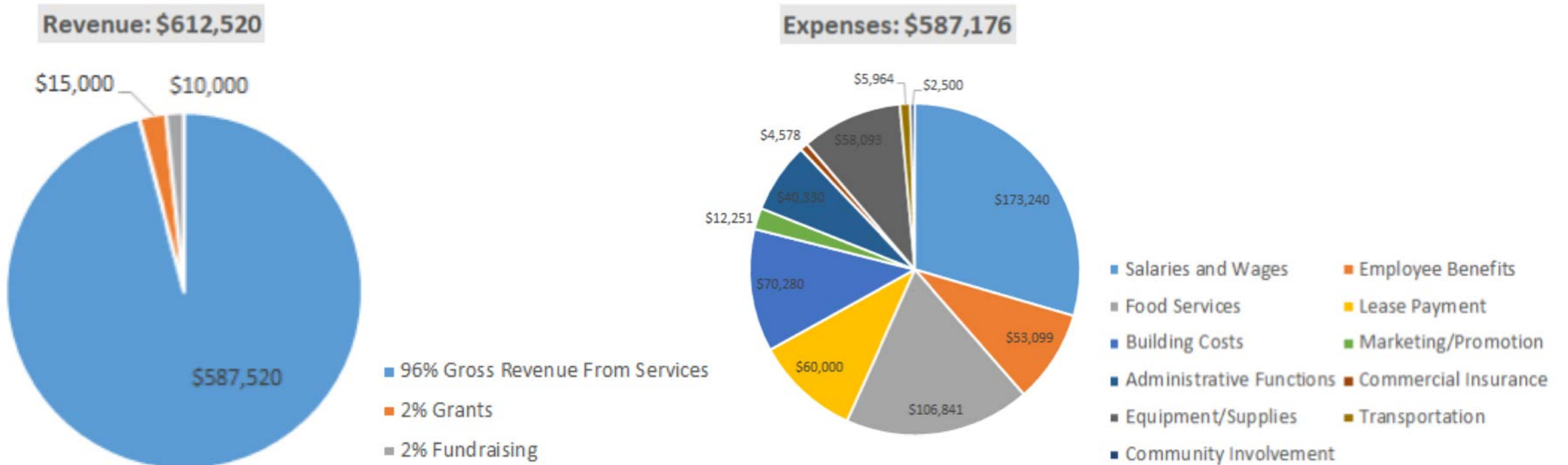
- Operating Revenue
- Grant Opportunities
 - Policies for a Healthier, More Equitable New Jersey (Robert Wood Johnson Foundation)
 - Incubation & Action Grants (New Jersey Council on Humanities)
 - New Jersey Health Initiatives Grants, Upstream Action Acceleration (Robert Wood Johnson Foundation's New Jersey Health Initiatives)
 - Central and South Jersey Grants (OceanFirst Foundation)
 - Major Grants Available for Eligible Organizations in New Jersey and Pennsylvania (Provident Bank Foundation)

Expenses

- Construction Cost
- Wages and Benefits of Professional Service Providers (Registered Nurse Supervisors, Social Workers, Dietitian)
- Other Labor Costs
- Food
- Building Operating Cost
- Equipment/Supplies

FINANCIAL FEASIBILITY: SENIOR HOLISTIC CENTER

Providence Health Care Inc. - Projected Revenues and Expenses (Lynch, 2018)



SENIOR HOLISTIC CENTER PROGRAMMING



Professional Care

- Alzheimer Programs
- Physical, Occupational, Speech Therapy
- Coordination of health services, medical appointments, and treatments



Daily Activities

- Hot Meals
- Entertainment
- Exercise



Community Support

- Caregiver Education
- Caregiver Counseling

WHY AN INCUBATOR SPACE?

Per Hoboken's *2018 Plan Reexamination Report*:

- Hoboken is looking to create space for business incubators and accelerators throughout the city.



Stevens' has multiple programs that grant students the opportunity to learn about entrepreneurship and innovation.

Yet, according to NJ Tech Council, Hoboken still lacks an innovation center that specifically targets technology innovation even with Stevens' there.



STEVENS
INSTITUTE of TECHNOLOGY

FINANCIAL FEASIBILITY

New Jersey has two generous Tax credits:

1. The Incubator and Collaborative Workspace Rent Initiative (ICWRI)
2. A modernized Research and Development (R&D) tax credit, to support new and established high-tech companies in growing the Garden State's Innovation Economy

Other Options: Venture Capital, Non-Profit, Private Investment, or Lease

Examples:

NYC EDC - Utilizes Tax incentives from the state and City of New York to fund multiple square feet of incubation space throughout the City

Texas Tech University- has recently invested in a 40,000 sq ft incubation space for the University at \$2 million dollars. It is part of their over \$1 billion dollar investment. It has also partnered with other Universities nearby.

RESILIENCY



- Ground floor is flood proof
- 12 feet elevation
- Green roof
- Open Space
 - Plant native species
 - Permeable materials
 - Bioswales



SUMMARY OF ALTERNATIVES

LAND USE AND DESIGN COMPARISON

	Alternative I: Mixed use Housing/Retail	Alternative II: Neighborhood Wellness	Alternative III: Work/Play
Residential	Yes	No	No
Retail	Yes	Yes	No
Office Space	No	Yes	Yes
Open Space	No	No	Yes
Recreational	No	Yes	Yes
Parking	No	Yes	Yes

LAND USE AND DESIGN COMPARISON

	Alternative I	Alternative II	Alternative III
Height (Floor)	64 feet (6 stories)	80 feet (5 stories)	64 feet (6 stories)
Coverage	15,360 sf	14,086 sf	13,500 sf
Gross Area	92,160 sf	70,430 sf	69,500 sf
Landscaping	<ul style="list-style-type: none"> - Green roof - Trees on the sidewalk - Bioswales - Small pedestrian plaza in the southwest corner 	<ul style="list-style-type: none"> - Publicly accessible rooftop - Trees on the sidewalk - Plaza in the northside with trees and benches 	<ul style="list-style-type: none"> - Green roof - Large open space with trees of native species, bioswales, benches, and streetlights
Ground Floor Use	Retail	Indoor parking space	Indoor Parking, senior center entrance, and first floor of children's museum
Sense of Place	Strengthen the characteristic of a highly residential neighborhood, while providing viability through generating pedestrian population with retail destination.	Make the place a destination of Hoboken by providing health and wellness services that all Hoboken citizens can rely on.	Provide a beautiful streetscape through creating a green open space. Give a sense of a safe place for the vulnerable population (seniors and children) which expands to a sense of a safe neighborhood.

Area in Need of Redevelopment Analysis

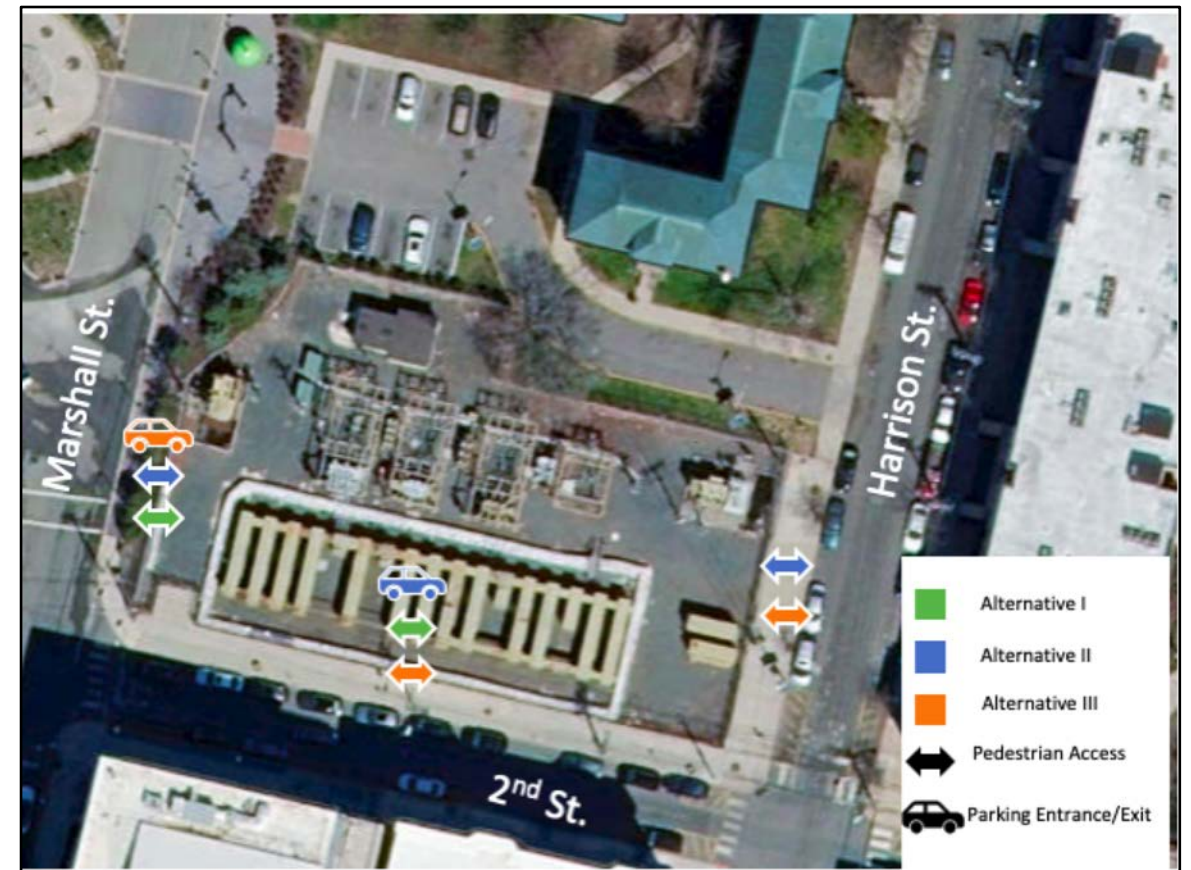
CRITERION	ANALYSIS
A. Substandard, Unsafe, Unsanitary, Dilapidated, or Obsolescent Buildings	Several buildings are erected at the site and serve to transmit and distribute power throughout the electric grid. The buildings on-site are not deteriorated and have not fallen into a state of disrepair as the substation is currently in operation. Conclusion: The “A” criterion does NOT apply.
B. Abandoned Commercial and Industrial Buildings	The buildings are neither vacant nor abandoned as the substation is currently in operation. Conclusion: The “B” criterion does NOT apply.
C. Publicly-owned or Unimproved Vacant Land	Currently, the site is neither publicly owned nor unimproved vacant land. Conclusion: The “C” criterion does NOT apply.
D. Obsolete Layout and Faulty Arrangement or Design	The site contains a land use, an electrical substation, that in its current layout and design has an adverse impact on the surrounding, mostly residential, area. Most importantly, it is necessary to raise the elevation of the substation to prevent electrical outages caused by flooding of the type experienced during Superstorm Sandy. However, the improvements necessary to upgrade the site are impossible because of the existing spatial constraints of the site. Therefore, due to an obsolete layout of the site, the substation is a land use that has an adverse impact on the community’s safety, health, morals, and welfare. Conclusion: The “D” criterion DOES apply.
E. Property Ownership and Title Issues	No circumstances related to the ownership or configuration of property have created a stagnant and unproductive condition of the site. Conclusion: The “E” criterion does NOT apply.
F. Fire and Natural Disasters	The site is not larger than 5 contiguous acres and has not been destroyed fire or natural disaster. Conclusion: The “F” criterion does NOT apply.
G. Urban Enterprise Zones (UEZ)	The site is not designated as a UEZ by the New Jersey Urban Enterprise Zone Authority. Conclusion: the “G” criterion does NOT apply.
H. Smart Growth Consistency	The designation of the area is consistent with smart growth planning principles adopted pursuant to law or regulation. The area’s proximity to public transit makes it ideal for the promotion of smart growth principles that encourage compact building design, creating a range of housing options, and supporting a walkable area. Conclusion: The “H” criterion DOES apply.

TRANSPORTATION & CIRCULATION COMPARISON

	Alternative I	Alternative II	Alternative III
On-site Parking	No	Yes	Yes
Number of Spaces	--	30	23
Location of Parking	--	Ground-level garage	Ground-level garage accessed via Marshall Street
Parking Square Footage	--	13,100	7,500

- Alternative I relies on the adjacent Sylvan Sky Garage and proposes short-term parking spaces in the Marshall Street loop
- All three alternatives minimize on-site parking by leveraging Hoboken's transit options and high level of walkability

Access Points Comparison



RESILIENCY COMPARISON

	Alternative I	Alternative II	Alternative III
Design Flood Elevation	Yes (13 feet)	Yes (13 feet)	Yes (13 feet)
Dry Floodproofing	Yes	No	No
Wet Floodproofing	No	Yes (Parking - at grade)	Yes (Parking - at grade)
Streetscaping	Yes	Yes	Yes
Stormwater Retention	Yes	Yes	Yes
Need Sewer Connection?	Yes	Yes	Yes

SUMMARY OF ALTERNATIVES

- Mixed-income affordable and market rate housing, combined with ground-floor retail would satisfy the need for affordable units in Hoboken
- Retail options, such as a grocery store, coffee shop, and pharmacy, would all suit the current needs of the neighborhood given the lack of retail and food stores in the area
- An indoor recreation center featuring a children's museum, gym, and/or swimming pool would address the need for more community assets in the City
- A senior center would address the need for space for Hoboken's aging population, especially older residents who reside in the Hoboken Housing Authority
- Flexible office space would reflect the demand for more office space for the City's non-profit organizations, as well as for-profit ones
- Each alternative relies on the current transportation infrastructure, and minimizes the need for parking
- The design for each alternative adheres to Hoboken's resilient design guidelines

NEXT STEPS

Complete remediation of project site by PSE&G

Conduct a study to ascertain feasibility of ANR designation

Create a pop-up park in the interim after the site has been remediated

Conduct public outreach with hard to reach populations to determine potential uses

Market studies to determine demand for retail and housing

Determine appropriate development partners

Inventory analysis of development pipeline

QUESTIONS?

