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***Mayor Fulop Announces First-Ever Comprehensive, City-Wide Housing Plan Aimed at Promoting Inclusive Development***

***Data at Center of New Push for Affordable Housing, Responsible Development***

Aug 30 - Jersey City, NJ - Today, Mayor Steven M. Fulop released a new city-wide housing assessment and plan. The plan is the first-ever aimed at ensuring ALL neighborhoods feel Jersey City's economic boom - and that the economic growth benefits old and new residents alike. The series of policy documents being rolled out today include a new tax policy that's specifically tailored to drive development and affordable housing into areas where it's needed most.

"There's a common narrative written about cities these days - and it always comes down to picking winners and losers," said Mayor Fulop, "For cities that want to grow, it seems there's always a choice between one neighborhood and another; gentrification versus the lifelong resident; progress against tradition..."

"In Jersey City, we're proving that choice is a false choice."

Added Fulop, "With this housing plan and new policy, we're going to drive development and affordable housing into neighborhoods where it's needed most. We had a saying in the Marines - 'No one is left behind' - and we're going to live up that saying here in Jersey City."

The administration is releasing two policy documents:

- A new housing plan, which includes a comprehensive assessment of the state of Jersey City's housing market and outlines how the city will influence long-term development moving forward; and
- A revamped tax abatement policy, which updates the City's highly successful policy to include updated and more relevant data as well as expanded development priorities.

Both documents can be found online at [www.jerseycitygrows.org](http://www.jerseycitygrows.org).

"Jersey City's strategic policy initiative is a comprehensive and data driven approach to both community and economic growth for the City. This is a great step forward in assuring that residents will have an opportunity to live in a home they can afford," said Arnold Cohen, Senior Policy Coordinator at the nonprofit Housing and Community Development Network of NJ. "We look forward to working with community development leaders and all stakeholders so that Jersey City continues to be a diverse and vibrant city."

"A strategic and comprehensive housing policy that helps to ensure a better quality of life for all is key, particularly now. As the economy continues to turn around and while there is so much interest and investment in Jersey City, such a plan would help to manage the growth in a way that helps to build strong communities in all sections of Jersey City," added John Restrepo, Director of Housing

and Community Development at Garden State Episcopal CDC, a nonprofit affordable housing developer.

Today's policy announcement builds on the city's first tiered tax abatement policy, which the Mayor implemented soon after taking office in 2013. The goal is to use the unprecedented availability of neighborhood-level statistics in crafting a responsible development strategy.

Additionally, the City will be hiring an independent consultant to ensure all developments that receive government financing in return for affordable housing follow through on their commitments.

The following provides even more detail on the elements of the new policy being released today:

The new Housing Plan includes a comprehensive assessment of the state of Jersey City's housing market that makes use of granular data on income, housing costs, and other factors at the neighborhood level. The plan also outlines how the city will influence long-term development , including:

- Encouraging strategic development through targeted Redevelopment Plans;
- Rehabilitating vacant properties under the APRA; and
- Incentivizing development across the City through the tiered tax abatement policy.

The Fulop administration is also revamping its tax abatement policy to take more granular and relevant information into account. The first of its kind when it was initially implemented in 2013, the updated policy represents a model for cities across the state looking to encourage development. Some of the changes in the new policy include:

- A redrawn tier map incorporating updated income data;
- An expanded fourth tier to support targeted development in neighborhoods that need it most; and
- New guidelines to encourage increased affordable housing development throughout the city, including downtown and the waterfront.

For more information or to view the City's new Housing Plan and PILOT policy, please visit [www.jerseycitygrows.org](http://www.jerseycitygrows.org)