

# WEST WILDWOOD MASTER PLAN, SEPTEMBER 2019

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# WEST WILDWOOD MASTER PLAN

September 2019

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# *Introduction*

**West Wildwood** is an island community located in southeast Cape May County, New Jersey. It consists of 220 total acres, nearly half, of which is environmentally sensitive lands where development is prohibited. The Borough is bordered by the communities of Wildwood, North Wildwood, and Middle Township. West Wildwood has a year around population of 500, however, the summer population increases to over 5,000. The primary land use in the Borough is residential. There also exist significant undeveloped and vacant land, public and recreational facilities, and a small percentage of commercial uses, mainly water-dependent marinas.

The character of the island is seasonal residential, with a variety of house sizes and styles. The lot areas are relatively small, common to most of the New Jersey shore communities. Due to the proximity of houses, the Borough's geographical location, and the single access road to the back bay island, residents and visitors enjoy the familiarity, safety, and remoteness of West Wildwood.

A municipality prepares a **Master Plan** to establish a long-range vision. The Master Plan provides direction and guidance for the growth, preservation, and land use decisions. A good comprehensive plan recognizes the needs of the municipality; the municipality's relationship to neighboring communities, the County, and the State; and existing constraints and opportunities such as environmental conditions; and includes projections and anticipated development trends. The overriding purpose of the Master Plan should be to create safe and decent communities.

Every municipality within the State of New Jersey is required to adopt a Master Plan in accordance with New Jersey Statutes Annotated (N.J.S.A.) 40:55D-28. After the master plan is adopted, it is required to be updated every ten (10) years as per (N.J.S.A. 40:55D-89).

Based on the recommendations contained in this Master Plan, the Borough may modify existing or enact new Zoning Ordinances to effect these changes. Once the changes to the Ordinance are completed, the Borough will achieve consistency between their Master Plan and Zoning Ordinance, a necessity for valid zoning laws.

The original long-range planning document for West Wildwood is the **Land Use Element adopted in 1979**. The report addressed various environmental constraints limiting development, including Flood Hazard zones, wetlands, and soils. It contains a land use element illustrating the existing and proposed development in the Borough. This report established elevating the first

floor living area above ten (10) feet mean sea level ( NGVD 1929 ) in order to qualify for federal flood insurance.

In addition, the report set forth four proposed land use categories: Conservation, Residential, Town Commercial and Marine Commercial. These categories became the zoning districts that are still in place today.

A number of **significant regulatory changes** have occurred since the adoption of the original Land Use Element. A brief description of these changes is listed below.

Reexamination of State Development and Redevelopment Plan (State Plan) On January 2, 1986, the New Jersey Legislature enacted the New Jersey State Planning Act (Act). As part of this Act, the New Jersey State Planning Commission (Planning Commission) was created and directed to prepare and adopt a statewide plan for growth and redevelopment in New Jersey. The premise of the State Plan is to develop a plan for New Jersey that reflects agreement between all levels of government: municipalities, counties and the State and provides a blueprint for "smart growth" throughout the State.

In 1992 the Planning Commission *released* the State Development and Redevelopment Plan (State Plan). Incorporated into the State Plan was a Resource Planning and Management Structure. This structure identified five (5) basic "planning areas" based on physical size, population densities, availability of infrastructure, and pattern of existing land uses. These planning areas are mapped on the Resource Planning and Management Map (RPMM).

On March 1, 2001, the Planning Commission *adopted* the New Jersey State Development and Redevelopment Plan. West Wildwood is designated as Planning Area 5B (Environmentally Sensitive/Barrier Island).

**Cross-Acceptance** is the process of comparing the provisions and maps of municipal, county and regional plans with the State Plan to achieve consistency among the plans. Cape May County Planning Department issued a State Plan Cross-Acceptance Report in 2005 that addressed each municipality. Page 119 of the report stated "As part of an existing Regional Center, there are no inconsistencies between the State Plan and local (West Wildwood) plan."

**Plan Endorsement** means the process undertaken by regional agencies, counties and municipalities to have Master Plans, and other local planning documents endorsed by the State Planning Commission. To date, two municipalities in Cape May County have received Plan Endorsement, Upper Township and West Cape May.

When the State Plan was adopted in 1997 it was to serve as an advisory document providing recommendations that would result in "smart growth" or a pattern of "preferred growth throughout the State." In 1998, Governor Whitman mandated implementation of the State Plan by State Agencies. *State decisions regarding funding, priority of improvements, and implementation of new projections or extensions of existing systems would now be based on the principals and concepts contained in the State Plan.*

The State agencies that have integrated the State Plan into their policies and decision making processes include the Department of Transportation (NJDOT), Department of Community Affairs (NJCA), Department of Environmental Protection (NJDEP), New Jersey Board of Public Utilities (NJBPU) and Council on Affordable Housing (COAH). All of these agencies impact West Wildwood.

**Amendments to Coastal Area Facilities Review Act (CAFRA)** The Coastal Area Facilities Review Act (CAFRA - N.J.S.A. 13:19-1 et seq.) was formally adopted in 1973 by the New Jersey Department of Environmental Protection (NJDEP). These regulations were adopted as a way to control the adverse impacts of major industrial sites and public works facilities on water quality and the estuarine habitat.

The law was revised in 1993 and the administrative rules revised and expanded to include development in regulated coastal areas and following a brief lapse of regulatory authority were adopted effective July 19, 1994. As part of these amendments, NJDEP was directed to consult with the State Planning Commission in adopting rules and regulations that would implement the new provisions of the law to improve coordination with the State Plan.

Revised CAFRA rules were adopted on February 7, 2000. One of the significant changes was the proposed use of the Resource Planning Management Map (RPMM) adopted as part of the State Plan, as the basis for planning decisions. The amount of impervious coverage permitted on individual building lots would be based on the Planning Area designation. Designated Centers (Regional Centers, Towns, Villages, etc.) would be permitted to develop at up to ninety percent (90%) impervious coverage. Areas in the Rural or Environmentally Sensitive Planning Areas would be permitted to develop at no more than three percent (3%) coverage.

West Wildwood's Planning Area is Coastal Center/ PA5B: Environmentally Sensitive/Barrier Island, which allows 3% lot coverage. However, since West Wildwood is part of the Wildwoods Regional Center, up to 90% lot coverage is permitted by CAFRA, subject to local regulations. The Borough's Land Development Ordinance permits 65% lot coverage for Residential and Town Commercial zoning districts, and 80% lot coverage for the Marine Commercial zoning district.

**Adoption of Residential Site Improvement Standards** The New Jersey Legislature approved the Uniform Site Improvement Standards Act in 1993. The act was designed to standardize regulations for streets, off-street parking, water supply, sewers, and storm water management for residential development throughout the State.

On January 6, 1997, the New Jersey Department of Community Affairs published N.J.A.C. 5:21-1 *et seq* - the Residential Site Improvement Standards (RSIS). The RSIS became effective on June 3, 1997. These standards are to be used for reviewing any residential proposals for construction, alterations, additions, repairs, demolition, maintenance, and use of residential sites or residential portions of mixed-use developments. All applications for Subdivisions, Site Plan approval, and Use Variances are subject to the standards contained in the RSIS.

The effect of the RSIS is that the specific provisions of municipal regulations contained in local ordinances that are not in compliance with the RSIS are void and cannot be enforced.

The State has subsequently adopted the Stormwater Management Rules N.J.A.C 7:1.2 and to be in compliance with stormwater permit requirements the Borough adopted Ordinance 455 of 2006 which regulates non-residential major development and residential development not regulated by the RSIS at N.J.A.C. 5:21.

### **Land Use Planning Goals and Objectives**

The New Jersey Municipal Land Use Law requires that all municipal Master Plans contain goals and objectives upon which the comprehensive Master Plan is to be based. The individual Master Plan elements provide the means of implementing the established goals. These goals guide the development of the Borough in terms of physical development as well as preservation, open space and protection of the environment.

Following the adoption of the Land Use Element in 1979, were re-examinations of that document in 1982 and 1996. A Housing Element was adopted in 1982.

**The Master Plan was previously examined, revised and adopted in August of 2008.**

### Goals and Objectives of the 1979 Land Use Element

- Goal: Encourage recreational use of land in Conservation zone.  
  
Objective: Permit only low density residential with three (3) acre minimum lot sizes.  
  
Objective: Encourage recreational use by permitting construction of docks for boat slip access and fishing and crabbing.
- Goal: Enhance the family-oriented, residential character of the community.  
  
Objective: Limit residential development to single family and duplex.
- Goal: Permit the development of various stores to accommodate the day-to-day needs of the permanent and summer population.  
  
Objective: Create commercial zone along Glenwood Avenue.
- Goal: Maximize the usage of waterfront areas for the benefit of the residents of the Borough.  
  
Objective: Permit single and two family residences, and water-oriented uses in Marine Commercial A zone.
- Goal: Increase economic viability of water-based commercial.  
  
Objective: Permit restaurants, motels and hotels in Marine Commercial A zone.
- Goal: Derive maximum benefit from the tourist industry and strengthen the tax base of the Borough.  
  
Objective: Permit large-scale motels, formal restaurants and large-scale marinas in undeveloped area that is held in large, single ownerships (Marine Commercial B zone).

### Goals and Objectives of the 1982 Re-Examination

- Goal: Preserve and enhance family-oriented resort character of the community.  
  
Objective: Reduce development density by prohibiting multi-family and high-rise residential development.

Objective: Restrict development in wetlands.

Objective: Prohibit commercial development that is incompatible with the existing character of the community.

Objective: Reduce the size and permitted uses of the commercial district.

#### Goals and Objectives of the 1982 Housing Element

- Goal: To provide realistic and reasonable opportunity for assistance to low and moderate-income families and individuals and their housing needs.

Objective: Identify code deficient dwellings for rehabilitation.

#### Goals and Objectives of the 1996 Re-Examination

- Goal: Maintain a quiet, family oriented resort community while maximizing the recreation potential of the community.

Objective: Consolidate two marine commercial zones into one.

Objective: Restrict non-residential development.

Objective: Maintain the Town Commercial Zone all along Glenwood Avenue.

Objective: Protect the large amount of vacant land within the Borough's Conservation zone.

#### Goals and Objectives of the 1996 Re-Examination

- Goal: Create compatible land uses through appropriate zoning designations.
  - Objective: Continue all existing zoning districts and permitted uses with the exception of the hotel-motel use currently allowed in the Marine Commercial zone. The hotel-motel use permitted is incompatible with the surrounding Residential and Conservation zones in regards to character, circulation, density, and the impact on sensitive environmental areas.
  - Goal: Raise quality of life for residents, and increase attractiveness to visitors by improving visual environment of the community.

Objective: Adopt residential design guidelines and standards, as well as landscaping requirements for new residential development.

- Goal: Support existing, and encourage new water-dependent uses available to residents and visitors.

Objective: Continue, and revise as needed, zoning regulations promoting businesses that maximize public access to the Borough's water resources.

- Goal: Meet the retail needs of the residents and visitors and provide a balance of different uses.

Objective: Increase non-residential uses by allowing mixed-use structures within appropriate Town Commercial and Marine Commercial locations. Typical mixed-use includes retail, personal services, or professional offices on the ground floor, with residential on the upper floors.

- Goal: Create public access to environmentally sensitive areas for the enjoyment of residents and to promote eco-tourism.

Objective: Encourage public access walkways and wildlife lookouts in Conservation zone.

Objective: Pursue public and private funding opportunities to purchase land and/or provide access to Conservation zone.

- Goal: Energy conservation.

Objective: Create zoning regulations for appropriately sized and placed alternative energy-producing equipment.

Objective: Encourage building placement and orientation, landscaping and architectural design that maximizes energy conservation.

- Goal: Expand recreational opportunities for residents and visitors.

Objective: Locate and develop multi-use athletic field(s).

- Goal: Maximize protection against flooding from tides and storms.

Objective: Adopt zoning regulations and other policies consistent with Federal Emergency Management Administration (FEMA) National Flood Insurance Program.

The **current master plan** process began in the spring of 2019, with the designation of a Planning Board subcommittee. Priorities were set and the services of a professional planner secured in March of 2019. Discussion on the master plan took place during several public meetings between March and July of 2019.

During the first work session of the Planning Board on March 29, 2019, the following strengths of the Borough were identified:

- Residential character;
- Private, quiet;
- Safe, secure;
- Family-friendly, fun summer events;
- Water access and water activities, including beach;
- Street projects have reduced the frequency of tidal flooding;
- Excellent circulation and utilities;
- School sending district relationship has provided education at a manageable cost.

In addition, challenges the Borough faces were also acknowledged. They included:

- Lack of convenience store or other neighborhood retail.
- Lack of public services such as public transportation and postal boxes.

The discussion strengths and challenges helped the group to articulate the Borough's opportunities, such as:

- Evaluate zoning designation and permitted uses along undeveloped area of North Drive.
- Maintain and improve existing recreational facilities.
- Create design standards to enhance aesthetics of town.

- Research funding sources to purchase undevelopable lots in conservation zone for facilities such as walkways and wildlife look-outs.
- Document history.

The next step was to formulate specific goals and objectives based on the strengths, challenges and opportunities. This effort took place over the months of April, through August of 2019.

Previous Borough planning documents, and research and analysis of the planning issues unique to West Wildwood were used in the preparation of this document.

The Master Plan goals are general and are intended to provide an overall framework for development and preservation, while the objectives provide a more specific means of realizing the stated goals. In order to effectuate these goals, the formulation and adoption of specific zoning regulations using the ordinance process is required.

#### Goals and Objectives of this Master Plan

- Goal: Raise quality of life for residents, and continue the attractiveness of the Borough to visitors by improving visual environment of the community.

Objective: Adopt residential design guidelines and standards, as well as landscaping requirements for new residential development.

- Goal: Support existing, and encourage new water-dependent uses available to residents and visitors.

Objective: Continue, and revise as needed, zoning regulations promoting businesses that maximize public access to the Borough's water resources.

- Goal: Meet the retail needs of the residents and visitors and provide a balance of different uses.

Objective: Continue to support and increase non-residential uses, having mercantile licenses, by allowing mixed-use of structures within appropriate Town Commercial and Marine Commercial locations. Typical mixed-use includes retail, personal services, or professional offices on the ground floor, with residential on the upper floors.

- Goal: Create public access to environmentally sensitive areas for the enjoyment of residents and to promote eco-tourism.

Objective: Encourage where appropriate public access walkways and wildlife lookouts in Conservation zone where appropriate.

Objective: Pursue public and private funding opportunities to purchase land and/or provide access to Conservation zone.

- Goal: Energy conservation.

Objective: Create zoning regulations that are consistent with building construction and fire code regulations that would allow for appropriately sized and placed alternative energy-producing equipment.

Objective: Encourage building placement and orientation, landscaping and architectural design that maximizes energy conservation.

- Goal: Expand recreational opportunities for residents and visitors.

Objective: Locate and develop multi-use athletic field(s).

- Goal: Maximize protection against flooding from tides and storms.

Objective: Adopt zoning regulations and other policies consistent with Federal Emergency Management Administration (FEMA) National Flood Insurance Program.

# Element 1 *Land Use*

## 1.1 Introduction

West Wildwood consists of 230 acres (0.34 square miles) of which 46 acres are water bodies and conservation areas. Approximately 62 acres are public rights-of-way which leaves 121 acres of land for improved use. The table below reflects that 24 vacant lots with an area of 26.78 acres are within the conservation zoning district and as such are not expected to be developed. The description of Residential land use in a resort town can be misleading. A property that would be described as a residence if located in a year round community could in a resort community be described as a very small hotel with bad room service. The property categories as designated by the tax assessor's records, as well as their associated number of parcels and total area is shown in Table 1, *Existing Land Uses in West Wildwood*.

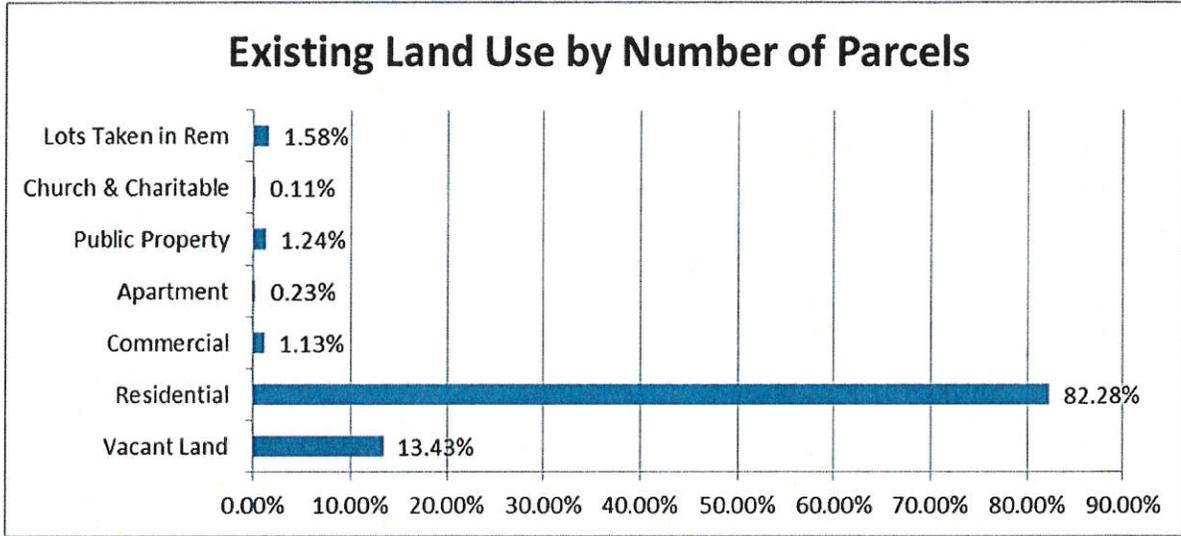
**Table 1: Existing Land Uses in West Wildwood**

	Number of parcels	% of Total Parcels	Land Area	% of Land Area
<b>Vacant land</b>	119	15.71%	30.18 acres	24.95%
<b>Residential</b>	729	80.13%	82.07 acres	67.82%
<b>Commercial</b>	10	1.10%	2.70 acres	2.23%
<b>Apartment</b>	2	.22%	0.28 acres	.23%
<b>Public Property</b>	11	1.19%	2.69 acres	2.22%
<b>Church</b>	1	.11%	.22 acres	.18%
<b>Lots Taken in Rem</b>	14	1.54%	2.87 acres	2.37%
<b>Totals</b>	<b>886</b>	<b>100%</b>	<b>121.01 acres</b>	<b>100%</b>

This Table counts lots zoned for development and does not include Conservation Zone which is vacant land.

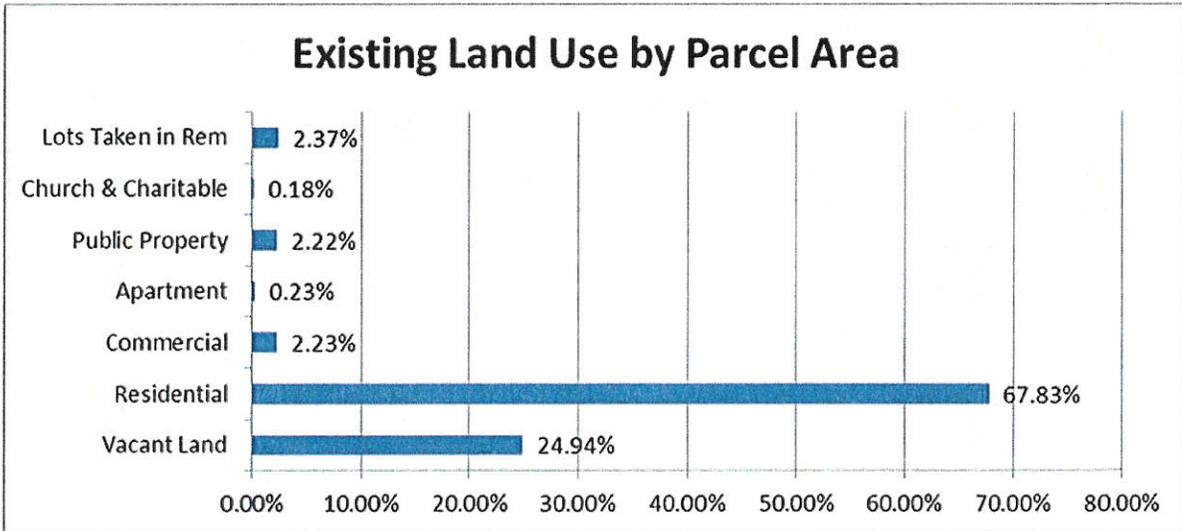
Source: West Wildwood Property Tax Records, 2019

Figure 1: Existing Land Use by Parcels



Source: West Wildwood Property Tax Records, 2019

Figure 2: Existing Land Use by Land Area



Source: West Wildwood Property Tax Records, 2019

## **1.2 Environmental Resources**

The Borough of West Wildwood is surrounded on all sides by waterways; Grassy Sound Channel to the north and west, the Wildwood Canal to the east, and Post Creek Basin to the south. Freshwater and coastal wetlands associated with Grassy Sound are located along the eastern and western sections of the Borough. The majority of the upland areas of West Wildwood are presently developed with residential dwellings, commercial establishments and marinas. Areas of undeveloped upland areas, having development potential, exist to the west of North Drive in the vicinity of the old landfill. The development and redevelopment within the Borough are subject to New Jersey Department of Environmental Protection (NJDEP) CAFRA Regulations (N.J.S.A. 13:19), NJDEP Protection Flood Hazard Area Control Act (N.J.S.A. 58:16A-50), the Wetlands Act of 1970, (N.J.S.A. 13:9A-1), and the New Jersey Freshwater Protection Act (N.J.S.A. 13:9). Water dependent activities situated water ward of the mean high water line are subject to NJDEP Waterfront Development Law (N.J.S.A. 12:5-3) and the U.S. Army Corps of Engineers Regulations.

### **1.2.1 Geology**

The geology of a particular community is significant to the identification of watersheds, ground water recharge, identification of aquifers, and the evaluation of water supplies. Sediments within this area range in age from Cretaceous to Holocene and can be classified as continental, coastal or marine deposits. The overlying Quaternary deposits, where present, are basically flat lying. The unconsolidated Coastal Plain deposits, are underlain by a Pre-Cretaceous basement bedrock complex, which consists primarily of Precambrian and early Paleozoic age rocks.

The main geologic formation in West Wildwood is the Kirkwood-Cohansey formation. The Kirkwood Formation is made up of gray to tan very fine to medium-grained micaceous sand and quartz. The Kirkwood aquifer is the principal artesian aquifer within the Kirkwood Formation and the upper artesian aquifer of the Kirkwood Formation is locally productive. The Cohansey Sand formation is typically a light colored medium to coarse-grained quartzose sand with lenses of silt and clay. Ground water in the Cohansey aquifer is confined in Cape May County.

### **1.2.2 Topography and Soils**

Elevations in the Borough of West Wildwood range from approximately six to nine feet above sea level.

In accordance with the Cape May County Soil Survey, three soil types are mapped within the Borough; Urban land-Psamments soil, Psamments sulfidic substratum soil, and Pawcatuck-Transquaking soil.

The developed portions of the Borough are mapped as Urban land-Psamments soil (USPSAS). Urban land soils are excessively drained to well-drained, sandy, filled land areas. The typical soil profile includes sand from the surface to 12 inches, gravelly sand from 24 to 36 inches and coarse sand from 36 to 46 inches. This soil type is occasionally flooded. Urban land soil types are mostly covered by streets, parking lots, buildings and other structures. The reference to excessively drained to well drained soils describes the speed at which water passes through the soil and is not a reference to the soil being dry.

Areas adjacent to the canal and to the east of North Drive are mapped as Psamments, sulfidic substratum soils (PstAt). The Psamments unit is frequently flooded and frequently ponded. The typical soil profile includes sand from the surface to 12 inches, gravelly sand from 24 to 36 inches and coarse sand from 36 to 46 inches. This type of soil is associated with tidal marshes and filled marshlands. PstAt soils have limited development potential as they are typically associated with wetlands.

An area of Pawcatuck-Transquaking soil (PdsAv) is mapped on the western portion of the Borough, adjacent to Grassy Sound. This series is mapped on brackish estuarine marches along tidally influenced waterways. The PdsAv series consists of very deep, very poorly drained soils on tidal flats subject to inundation by salt water twice daily. The subsurface layer is black mucky peat to 22 inches. Areas mapped as PdsAv within West Wildwood are coastal wetlands areas and are undevelopable.

### **1.2.3 Water Quality/Supply**

The Borough of West Wildwood is within the New Jersey Coastal Plain aquifer system, and water supply is derived from the confined Kirkwood-Cohansey aquifers. The Kirkwood aquifer is assumed to be non-replenish able. Recent studies of Cape May County regarding saltwater intrusion indicate that the Kirkwood aquifer has considerable quantities of potable water.

Fresh, uncontaminated ground water in the New Jersey Coastal Plain is low in dissolved solids, generally less than 150 milligrams per liter (mg/l). Calcium and bicarbonate are usually dominant ions in solution with smaller amounts of sodium, potassium, magnesium sulfate and chloride. Locally, concentrations of iron and manganese present a problem near the water table because the ground water tends to have a low pH. These waters are typically treated. Except for specific parameters (e.g. iron) and contamination incidents, water quality in the artesian ground water system meets or exceeds Federal and State drinking water standards.

Public water is supplied to the developed areas of the Borough through a local distribution system in connection with Wildwood Water Utility.

#### **1.2.4 Wetlands**

The New Jersey Department of Environmental Protection regulates coastal wetlands through the Wetlands Act of 1970, N.J.S.A. 13:9A-1 et seq., and freshwater wetlands through the New Jersey Freshwater Protection Act, N.J.S.A. 13:9B. The freshwater wetlands law also protects transition areas, or buffers, adjacent to freshwater wetlands. Buffers to coastal wetlands areas are applied to development subject to NJDEP CAFRA approvals on a case-by-case basis.

The exception to the cases by cases regulation of freshwater wetlands is the delineated saltwater wetlands. The Federal salt water wetlands are located by map. A map with the upper wetlands boundary shown relative the municipal rights of way is included in the Appendix. It should also be pointed out that at times the area regulated by this line does not coincide with the land feature to which it may have been intending to govern. The prior master plan included the fresh water wetlands areas noted on the 1986 freshwater wetlands maps which were prepared from areal data and not field verified. The most recent photography taken in 2007 and available from the NJDEP, Bureau of GIS is includes the following disclaimer, “The wetlands delineations in these data are for screening purposes.”

It is estimated that Coastal and freshwater wetlands areas associated with waterways surrounding the Borough could make up approximately 15 to 20 percent of West Wildwood. The 1986 freshwater wetland maps included virtually all unoccupied land parcels in the Borough as freshwater wetlands unless already regulated as salt water wetlands by the upper wetlands boundary. Any new development that is not infill on all sides should be evaluated as to the applicability of freshwater wetlands regulations.

Wetlands and their associated transition areas are protected by the New Jersey Department of Environmental Protection for their ecological contributions including; flood and erosion control, natural drainage characteristics, filtering of pollutants, and wildlife habitat value. New development within the Borough in the vicinity of wetlands must be evaluated to determine the extent of uplands areas outside of wetlands or wetlands buffers.

#### **1.2.5 Wildlife**

The majority of the upland area within the Borough of West Wildwood is presently developed, with little vegetation and water areas necessary to support an abundance of wildlife. Wildlife species inhabit the wetlands and buffer areas associated with the surrounding waterways. In particular, it should be noted that the NJDEP Landscape Project Mapping provides information

on threatened and endangered species habitats for the Borough of West Wildwood. The mapped wetlands in the Borough are on the NJDEP Landscape Project Map as supporting nesting and foraging habitats for species including black-crowned night heron, osprey, yellow-crowned night heron, black skimmer and least tern. Development of endangered or threatened wildlife species habitat is prohibited by the NJDEP unless it can be demonstrated that the identified habitat would not be directly impacted through direct or secondary impacts.

#### **1.2.6 Flood Hazard Area Control Act Rules**

The Borough is within an area defined by the New Jersey Department of Environmental Protection as a tidal flood hazard area. A tidal flood hazard area is an area in which the flood hazard area design flood elevation is governed by tidal flooding from the Atlantic Ocean.

On November 5, 2007, the NJDEP adopted the Flood Hazard Control Act Rules (NJAC 7:13 et seq.). These rules set forth requirements regulating disturbance to land and vegetation within the flood hazard area of a regulated waterway. The alteration of topography through excavation, grading and/or placement of fill, the clearing, cutting and/or removal of vegetation in a riparian zone, the creation of impervious surface, the storage of unsecured material, the construction, reconstruction and/or enlargement of a structure, and the conversion of a building into a private residence or a public building are presently regulated by the NJDEP Flood Rules. Development or redevelopment projects within the Borough must include a determination of the applicability of the recent flood regulations.

The majority of the Borough of West Wildwood lies within a Flood Zone as delineated on the current National Flood Insurance Rate Map (FIRM). The only portion of the Borough not within the 100-year flood zone is the Building that houses the Borough Public Works and Volunteer Fire Department the remainder of the Borough is within the Flood plain.

The Flood maps adopted in October 17, 1975 established the base flood elevation as 10 FT above NGVD1929. That map was replaced on October 5, 2017 by new maps that use NAVD88 as the vertical reference. The new maps designate most of the Borough as either Zone AE elevation 9 or Zone AE elevation 10 NAVD88. Areas mapped as Flood Zone AE are subject to a one percent or greater annual chance of flooding in any given year according to the Federal Emergency Management Agency (FEMA).

The higher of the two elevations considers wave height above the still water flood elevation. The these insurance rate maps as is the insurance program rounds to the nearest foot. The newer datum differs from the older datum by 1.33 Feet locally as noted by the old and new Data Sheets for the Monument 5772 located at 25<sup>th</sup> Street and New Jersey Avenue. The new AE9 elevation differs from the old A10 elevation by 4 inches.

**FEMA Community Rating System** “The National Flood Insurance Program's (NFIP) Community Rating System (CRS) is a voluntary incentive program that recognizes and encourages community floodplain management activities that exceed the minimum NFIP requirements.

As a result, flood insurance premium rates are discounted to reflect the reduced flood risk resulting from the community actions meeting the three goals of the CRS:

- Reduce flood losses;
- Facilitate accurate insurance rating; and
- Promote the awareness of flood insurance.

For CRS participating communities, flood insurance premium rates are discounted in increments of 5%; i.e., a Class 1 community would receive a 45% premium discount, while a Class 9 community would receive a 5% discount (a Class 10 is not participating in the CRS and receives no discount). The CRS classes for local communities are based on 18 creditable activities, organized under four categories:

- Public Information,
- Mapping and Regulations,
- Flood Damage Reduction, and
- Flood Preparedness.”

The Borough’s entered the Program on October 1, 2016 and has the goal to reach the highest rating possible to provide flood insurance premium reductions to property owners. The Borough as of May 1, 2019 is a class 10 community. (<https://www.fema.gov/media-library/assets/documents/180273>)

## **1.2.7 Development Potential**

### 1.2.7.1 Areas South of North Drive

The area to the south and west of North Drive and the former railroad grade ( Tax Blocks 100.01, 100.02, 100.03, 100.04) is the area of greatest development potential in terms of upland and vacant land. There are areas of upland outside of the freshwater wetlands and wetlands buffer areas. Properties appear to be over 150 feet from mean high water line, therefore CAFRA would only apply to projects greater than 24 units. Flood Hazard Rules would apply to any development. The design and construction of improvements would need to address construction debris that was placed in those areas operated as a landfill.

This area is in three parts, Tax Block 151 west of West Drive, the area between West Drive and Avenue E and the Area from Avenue E to Neptune Avenue.

Tax Block 151 is currently within the sanitary sewer service area but does not at this time have either water main access or developed roadways. This area is accessible via West Drive.

The Area between West Drive and Avenue E is does not have developed roads or utilities and significant Tidelands claims must be resolved prior to construction.

The Area between Avenue E and Neptune Avenue does not have developed roadways or utilities and its access is currently limited to North Drive from West Drive. This route is along Right-of-Way that have Tidelands Claim issues. The Borough currently owns Lot 2.14 of Block 100.02 and it is recommended that in the event of a sale the Borough should retain an Easement Right-of-Way for utilities and access.

#### 1.2.7.2 The Former Railroad Grade (Tax Blocks 100.01, 100.02, 100.03, 100.04)

The Former Railroad Grade was subdivided in 1984. The West end Tax Block 100.01 had improved roadway frontage and was soon developed even though issues of Sanitary Sewer service were not resolved until 1996. The sewer permit No. 96-0644-04 issued to provide access to Tax Block 100.01 also provided access to Tax Block 151.

The section between West Drive and Neptune Avenue is Tax Block 100.02. Nine of the 21 lots in this block are only accessible from North Drive which is un-improved. Fifteen of the lots are currently owned by the Borough. It is recommended that should the Borough consider sale of these lots, that it make any requirements to improve access known as conditions of sale.

The section between North Drive and Avenue P is Tax Block 100.04. This tax Block has four un-improved lots and two developed lots. The largest constraint on additional development on this Tax Block is economic.

The railroad grade to the east is Tax Block 100.03, which is currently improved as commercial water dependent uses.

#### 1.2.7.2 Area of Twenty-Sixth Street

Entire area would be subject to CAFRA review, even for single family; Upland area limited to presently developed areas to the west of 26<sup>th</sup> Street, remainder is either coastal or freshwater wetlands.

The limit of sewer-able area, which is the area that can send sanitary sewer flow to the utility authority treatment plant coincides with the upper wetlands boundary. While it has been determined by the Borough Commissioners that lot 5.02 of Tax Block 101 is within the Residential Land Use Zone it was not included in the Sanitary Sewer permit No. and generally falls outside of the sewer-able area. Tax Block 130 is also outside of the sewer-able area.

NJDEP CAFRA permits single family dwellings and duplexes, but encourages water-dependent uses. Maritime activity, commercial fishing, public waterfront recreation, and marinas are examples of water dependent uses.

Flood Hazard Rules would apply to any development.

### **1.3 Zoning**

The Land Development Ordinance of the Borough of West Wildwood regulates the use of lands; the location, height and bulk of buildings and structures; yard, open space, and parking requirements; density of population. It also establishes zoning districts, rules and regulations for subdivision of land; and establishes a combined Planning Board and Zoning Board of Adjustment.

There are four zoning districts in the Borough, Residential (R), Town Commercial (T-C), Marine Commercial (M-C) and Conservation (C). Below are the permitted uses and associated parcels and areas.

The current zoning districts and permitted uses are consistent with the goals of this Master Plan, with the exception of the undeveloped areas in the Marine Commercial District west of North Drive.

**Table 2: Zoning Districts**

<b>Zone</b>	<b>Permitted Uses</b>	<b>No. of Parcels in Zone</b>	<b>% of total parcels</b>	<b>Land Area in Zone</b>	<b>% of Land Area</b>
<b>R</b>	Single family homes Two family homes Parks and playgrounds Municipal buildings and uses	645	71%	74.11 acres	50%
<b>T-C</b>	Single family Two family homes Retail stores Personal services Offices Restaurants Organizations	138	15%	12.65 acres	9%
<b>M-C</b>	Boats and related facilities and activities Marine support facilities Boating retail sale or rentals Retail stores Restaurants Motels, hotels and boatels Single family homes	103	11%	34.26 acres	23%
<b>C</b>	Open space, beach and water recreation Protective vegetation Sand and snow fence Shore protection projects	24	3%	26.78 acres	18%
<b>TOTALS</b>		<b>910</b>	<b>100%</b>	<b>147.80 acres</b>	<b>100%</b>

Not Included above are tax block 175, 176 & 177 the water ways which total 19.44 acres and the municipal rights-of-way which total 61.6 acres.

Source: West Wildwood Tax Property Records and Land Development Ordinance

Table 3 shows “Area and Bulk Requirements” for the residential and commercial districts:

**TABLE 3 Area and Bulk Requirements**

	<b>Residential</b>	<b>Town Commercial</b>	<b>Marine Commercial</b>
<b>min. lot area</b>	3,200 sf	3,200 sf	3,200 sf
<b>min. lot frontage/width</b>	40 feet	40 feet	40 feet
<b>min. lot depth</b>	80 feet	80 feet	80 feet
<b>min. floor area</b>	800 sf	800 sf	800 sf
<b>min. front yard setback</b>	10 feet	10 feet	10 feet
<b>min. side yard setback</b>	1 foot for each 10 feet frontage*	1 foot for each 10 feet frontage*	1 foot for each 10 feet frontage*
<b>min. rear yard setback</b>	10 feet	10 feet	10 feet
<b>min. bulkhead setback</b>	10 feet	10 feet	10 feet
<b>max. building coverage</b>	55%	55%	50%
<b>max. lot coverage</b>	65%	65%	80%
<b>max. building height</b>	3 stories 2 habitable stories 40 feet from BFE**	3 stories 35 feet from BFE**	3 stories 35 feet from BFE**
<b>residential density</b>	2,400 sf lot area/unit	2,400 sf lot area/unit	2,400 sf lot area/unit

\*5’ minimum for Fire Code conformance, 4’ min. for zoning conformance

\*\*BFE = base flood elevation

Source: West Wildwood Land Development Ordinance

### 1.3.1 Residential Zone

The residential zone is the most predominant district in the Borough. It has the most parcels and land area of the four zoning districts. Throughout the residential zones there is a variety of structures. Dozens of new, larger, residential structures are intermixed with cottages and bungalows of the early 1900s, as well as newer one and two story modular homes. There also exist two and three family dwellings, as well as one 24-unit condominium complex. Vacant lots are interspersed throughout the zone.

Current zoning allows single family and two family homes, as well as public uses in the Residential zone.

#### Residential Goals and Objectives

- **Goal:** Raise quality of life for residents, and increase attractiveness to visitors by improving visual environment of the community.
- **Objective:** Adopt residential design guidelines and standards for all development that promotes architectural features rather than sheer walls. This guidelines should recognize that these features are limited by the State Fire Code when interior setbacks are smaller than five feet.
- **Objective:** Continue landscaping requirements for new residential development.
- **Objective:** Encourage garage doors to be set back in the façade of the building to insure cars do not block pedestrian access and for aesthetics.
- **Objective:** Discourage exact elevations (facades) and exterior color schemes on adjacent properties.
- **Objective:** Adopt zoning regulations that are consistent with New Jersey Department of Community Affairs Residential Site Improvement Standards for parking.
- **Objective:** Consider zoning regulations that limit building mass.

### 1.3.2 Town Commercial Zone

This zone is the second most predominant zoning district in the Borough. The majority of property classes in this zone are residential, which is a permitted use in the zone. The Town Commercial zone is appropriately located in the center of the Borough, along the main corridor. There are three (3) commercial establishments in the Town Commercial zone: a miniature golf course, liquor store and bar.

Current zoning permits single family and two family homes, retail stores, personal services, offices, restaurants and organizations in the Town Commercial zone.

### **Town Commercial Goals and Objectives**

- **Goal:** Establish a balance of land uses by encouraging commercial without negatively impacting the residential character of the community.
- **Goal:** Encourage the development or relocation of small businesses that will serve the residents of the Borough and region.
- **Goal:** Avoid zoning regulations that would disproportionately impact the economics of redevelopment in favor of residential use over commercial use.

Objective: In appropriate locations within the Town-Commercial zone, allow mixed use structures with retail use on the ground floor, with residential above. Currently, both uses are permitted uses in the Town-Commercial zone.

Objective: Promote on-site parking standards wherever feasible to reduce vehicular conflicts with residential uses.

### **1.3.3 Marine Commercial Zone**

The Marine Commercial District includes most of the Borough's waterfront land. The primary land use is residential, and there are currently six (6) operating marinas in this zone.

Current zoning permits boats and related facilities and activities, marine support facilities, boating retail sale or rentals, retail stores, restaurants, motels/hotels/boatels, and single family homes.

### **Marine Commercial Goals and Objectives**

- **Goal:** Support existing and encourage new water-dependent uses available to residents and visitors such as waterfront dining, boating and fishing, and water sports.
- **Goal:** Permit uses that are compatible with the zone and consistent with the character of the community. Discourage large commercial single-uses that would create negative impacts such as traffic/parking, size of structure and its effect on light and air, as well as the potential demand on sensitive environmental areas and Borough services.

**Objective:** Remove hotels, motels and boatels as permitted uses in the Marine Commercial Zone. There are two primary reasons for this recommendation: a) There are currently no such uses in the Borough. One property was originally a commercial motel, but has converted to residential through the sale of units under individual condominium ownership; b) The trend in the accommodations industry is toward large structures to allow for accessory uses such as meeting space, restaurants and exercise facilities. The impacts of a large hotel would be overwhelming to the community.

- **Goal:** Similar to the objective in the Town Commercial Zone, the Marine Commercial Zone should also promote the development or relocation of small businesses that will serve Borough residents, as well as visitors.

**Objective:** Permit mixed use structures with retail use on the ground floor and residential above. Currently, both uses are permitted uses in the Marine Commercial zone.

**Objective:** Promote on-site parking standards wherever feasible to reduce vehicular conflicts with residential uses.

#### **1.3.4 Conservation Zone**

This includes undeveloped areas adjacent to wetlands and waterways.

Current zoning permits open space, beach and water recreation, protection vegetation, sand and snow fence, and shore protection projects.

#### **Conservation Goals and Objectives**

- **Goal:** Create public access to environmentally sensitive areas for the enjoyment of residents and to promote eco-tourism.

Objective: Encourage public access walkways and wildlife lookouts in Conservation zone.

Objective: Pursue public and private funding opportunities to purchase land and/or provide access to Conservation zone.

- **Goal:** Promote the preservation of valuable or environmentally sensitive areas wherever possible.
- **Goal:** Protect water quality of creeks and bay.
- **Goal:** Protect groundwater quality and supply.
- **Goal:** Minimize the impacts of run-off, pollution and demand by limiting the types and intensity of development adjacent to conservation district.

## Element 2 *Housing*

### 2.1 Introduction

This Housing Element has been prepared in response to the New Jersey Fair Housing Act, P.L., 1985, Chapter 222 and the Rules of the Council on Affordable Housing (C.O.A.H.) in furtherance of the Borough's intent to provide a realistic and reasonable opportunity for the development of low and moderate income housing.

C.O.A.H. defines the Housing Element as that portion of a municipality's Master Plan consisting of reports, statements, proposals, maps, programs, and text designed to meet the municipality's fair share of its region's present and prospective housing needs.

### 2.2 Purpose

The purpose of this element is to:

- Identify whether any changes to the Land Use Plan are warranted due to the evaluation of population, housing and employment trends from the 2000 Census and the Borough's general land use and demographic trends;
- Provide sufficient background information for the planning of the Borough's fair share low and moderate income housing; and
- Evaluate possible recommendations for the improvement of residential standards and proposals for the construction and improvement of affordable housing within the Borough of West Wildwood.

### 2.3 Goals, Objectives and Assumptions

This section updates and refines the specific objectives of the previously adopted Housing Element, providing a framework for balancing preservation and economic development. The following specific objectives advance the broader goals of this Master Plan, which are to protect the public health, safety, morals and general welfare. This Housing Element will implement the objectives stated below.

- **Goal:** To preserve the established residential districts and neighborhoods and provide a variety and range of housing types to meet the various physical, income, and age level needs of both seasonal and year round residents.

- Objective: To maintain and enhance opportunities for residents to obtain housing at affordable prices through encouraging the existence of a range of housing types.
- Objective: To promote the conservation of traditional and/or historic housing and to prevent the degradation of the environment that may occur through improper use of land.
- Objective: To encourage a balance of land: residential, commercial, conservation, and water-oriented development, in areas and at intensities compatible with environmental and natural resource capabilities.
- Objective: To promote appropriate population densities and concentrations which promote the well being of the residents, neighborhoods, the region, and the preservation of the environment.
- Objective: To ensure that adequate off-street parking is provided for any new development.
- Objective: To protect the existing wetlands areas in the Borough by providing adequate buffers and transitional areas / uses.
- Objective: To protect housing and the access routes to from tidal flooding.

Furthermore, the following housing policies and principals will help to provide the basis for the Land Use Plan:

- A. To preserve, maintain, and upgrade the quality of existing residential and commercial areas.
- B. To provide the reasonable opportunity for an appropriate variety and choice of housing to meet the needs, desires and resources of all categories of people who desire to live within the municipality.
- C. To recognize existing patterns and densities of development and encourage future growth and redevelopment that is contiguous with existing developed areas and compatible with its established character.
- D. To protect and enhance the quality of life and living environment which has historically been an essential part of the character of the community.
- E. To consider and evaluate innovative development proposals that would enhance and protect environmental features, minimize energy usage and encourage a creative design that is also consistent with the other policies of the City.

- F. To adopt realistic zoning regulations which provide the maximum amount of protection from flooding.

#### Assumptions

- A. The casino industry and the seasonal tourist industry inherent with a “coastal” / seashore community will continue to affect growth in the Borough.
- B. The population of Borough of West Wildwood will remain consistent with its historical trend / pattern. The population of Cape May County in general will continue to grow, but growth may slow as land that is not environmentally constrained continues to be developed.
- C. The Borough will be able to guide its growth and/ or redevelopment in accordance with the Municipal Land Use Law and will continue to provide comments and responses to any proposed County, State or regional development policies that may affect the municipality.
- D. Current planning efforts through the Cape May County Municipal Utilities Authority for public sewerage facilities over the next several decades will provide sufficient capacity to accommodate any potential new growth or redevelopment.
- E. The Borough's critical environmental areas will also be monitored and governed by other governmental legislation (Federal and State) affecting growth and development.

## **2.4 Existing Housing Inventory**

Element 3 – Population, Employment and Education Demographics contains a complete inventory of the housing conditions in West Wildwood. The information provided in this portion of the Master Plan is based on the most recent census data information – the 2000 Census. Based on estimates provided in this census, it is estimated that there were a total of 776 housing units in West Wildwood. Approximately twenty-six percent (26%) of these units were occupied by year round or permanent residents.

Approximately forty-three percent (43%) of the Borough’s housing stock was constructed between 1940 and 1959. The average value of housing units in 2000 was between \$59,000 and \$99,000. Nearly three-quarters (74%) of the housing in the Borough was detached single-family dwelling. Approximately fourteen percent (13.8%) of the Borough’s housing stock was two-family dwellings. Less than three percent (2.8%) of the dwellings in the Borough were twenty (20) or more dwelling units.

## **2.5 Projection of Future Housing Stock**

The entire municipality is located in Coastal Area Facilities Review Act (CAFRA) jurisdiction and is regulated by the New Jersey Department of Environmental Protection (NJDEP). Due to the presence of environmental constraints, there are restrictions on the growth pattern and capacity of the Borough. The Master Plan and Zoning Ordinance of West Wildwood are generally in conformance with the CAFRA regulations. It is projected that the Borough's housing stock will continue to slightly increase during the next two (2) decades. Current market conditions, increasingly stricter environmental standards, and limited amounts of vacant land will impact the housing market in West Wildwood.

Each of the Borough's four (4) zoning districts that are identified in the Borough's Zoning Ordinance were listed and described in Section 1, the Land Use Element. Of the four (4) zoning districts listed, all but the Conservation (C) are appropriate for continued development of residential uses.

There is currently one (1) significant area of vacant, developable land in the Borough. This area is identified as North Drive. Additional housing opportunities may be developed in this section of the municipality.

## **2.6 Housing Opportunities and Challenges**

### 2.6.1. Code Enforcement and Property Maintenance

Typically mature homes require more maintenance and, if neglected over time, and become deteriorated. The higher the percentage of older homes in a neighborhood results in a greater potential for concentration of deteriorated and deteriorating housing conditions. Such homes, depending on local conditions, may be considered as less valuable than more modern structures or may be inhabited by residents with modest incomes or by senior citizens who may have difficulty affording the continued maintenance required of these mature structures. They could also be owned by landlords who may limit their maintenance investments depending upon the rate of tenant turnovers or income potential. Code enforcement, therefore, becomes an important local issue in maintaining housing stock, property values, and public health, safety, security, and quality of life.

### 2.6.2. Senior Housing

Historically the senior citizen aged population has been impacted by housing choices because of their reliance on fixed incomes. In such cases, they may not be able to afford to pay increasing property taxes, high maintenance costs, and energy costs associated with older homes. Many

seniors, however, would like to stay in their homes and neighborhoods if they could afford to do so.

Given the affluence of many of today's "baby boomers" and the need or desire to continue working at least part time through retirement has expanded the housing choices and options for this newer generation of senior citizens. The Borough may consider reviewing their Land Use Plan and Zoning Ordinance to consider permitting newly constructed senior housing. It is worth noting that senior housing may provide up to twenty-five percent (25%) of any municipality's future Council on Affordable Housing (COAH) obligation.

### 2.6.3. Zoning and Density

A large portion of the Borough's housing stock was built during the 1940s and 1950s. These homes were often used as small bungalows for summer residences and have either become year round residences or, in some cases replaced by a more modern structure.

An emerging trend that has influenced how the typical single-family dwelling is used is the desire and need to care for our aging population. In many cases the family desires to provide living accommodations to an elderly relative. This has spurred the addition of "mother-in-law suites" or small "cottages" in the same location as the primary single-family dwelling. Some of these established dwellings may encounter difficulties meeting the Zoning Ordinance bulk and area requirements because of the small size of the lots.

A second problem that arises in many of the resort communities is the conversion of garages or storage space into small apartments or secondary dwelling units. This in effect doubles the density of the existing lot.

### 2.6.4. First Time Home Buyer Program

The quiet close knit community, residential charm, relatively affordable housing stock, proximity to Atlantic City and the casino industry, prominent water features and scenic views makes West Wildwood a very desirable place to live. The Borough should evaluate all opportunities to continue to develop incentives for young families to reside in the municipality. This process may include a revolving loan program for qualifying rehabilitation projects or households and would require a minimum occupancy of five (5) to ten (10) years.

### 2.6.5. Historic Preservation

While many of the homes in the Borough are currently over fifty (50) years of age, most of them are not historically significant and have lost their characteristic architectural features over time.

At this time, housing improvement, design considerations, aesthetic enhancement, and economic development are of a higher priority than the historic preservation of older homes. Property owners should however be encouraged to maintain and rehabilitate their properties in a manner that is consistent and visually compatible with the character of the surrounding neighborhood.

#### 2.6.6. Design Standards and Guidelines

Even though there were 40 building permits issued between 1990 and 2000, there has only been a net increase of two (2) dwelling units in the Borough during that same time period. This means that many of the building permits that were issued were for dwellings that were demolished. This equates to roughly five percent (5%) of the Borough's housing stock being replaced with a newer and potentially larger structure during that same decade.

The type of "replacement" dwellings that has recently been constructed are often larger than the former seasonal bungalows that they replaced. Many of the older homes were constructed during the 1940s and 1950s prior to the introduction of FEMA and the current flood regulations. Often times the dwelling was constructed at or slightly above grade.

Typically the newer replacement dwellings have raised the first floor elevation of the home to provide off-street parking underneath the dwelling while complying with the minimum required Base Flood Elevation for habitable space. Often times these dwellings also now rise two (2) to three (3) stories above the garage and appear to tower over the remaining one to two story bungalows that were constructed at grade.

The design professional must balance the various design and zoning standards. It is noted that if the dwelling is closer than five feet to the side property line the fire code requires a rated wall or provide fire suppression. To be price point competitive the dwelling is designed with a featureless wall with limited windows resulting in a dependence of air conditioning. Prior master plans suggested allowing bump-outs but this relief from zoning restrictions does not change the fire code and the bump-outs would require fire suppression.

Constructing a building to a four foot setback may reduce the unit square foot construction cost at the expense of higher annual utility costs.

The Borough should consider amending the zoning ordinance to increase the side yard setback to a minimum of five feet to conform with the requirements of the New Jersey State Fire Code.

# Element 3 *Population, Employment and Education Demographics*

## 3.1 Population and Employment Analysis

**Population:** The 2000 Census estimated that the population of the Borough of Wildwood was approximately 448 persons. The 2010 Census estimated that the Borough's population had increased by 155 persons to 603 persons. This represents nearly a thirty-five percent (34.6%) increase in the population during this past decade. This may be an artifact of not having its own census tract for the 2010 Census and the incremental declines a stepwise correction of the error.

However, based on the South Jersey Transportation Planning Organization population projections, the population in the Borough of West Wildwood is expected to experience an increase in population of approximately 160 residents from 2010 through 2030 (26% increase).

The Cape May County Master Plan predicted that the summer population of West Wildwood will reach 5,336 persons by 2010, 5,496 persons by 2015 and 5,650 persons by 2020. The actual 2016 summer population for West Wildwood estimated by the County Planning Office was 4,330 which is calculated by multiplying 866 dwelling units by 5 persons per unit. This estimate is substantially below prior predictions.

The State of New Jersey Department of Labor projections indicate a decrease in population for the Borough from 2010 through 2018. These estimates indicate that the year round population of the municipality has decreased after a double digit increase for the 2010 Census. The 2010 increase was counter to the County wide trend. The decrease since that time follows the county wide trend but with a faster rate of decline.

Table 4 – “*Population Estimates 1930 Through 2010 For West Wildwood, Cape May County and State of New Jersey*” shows the historic population estimates, increase in the number of residents, and percent of change in population for these areas.

**Table 4**  
**Population Estimates 1930 Through 2030**  
**For West Wildwood, Cape May County, and State of New Jersey**

Year	West Wildwood			Cape May County			New Jersey		
	Population	Change	Percent	Population	Change	Percent	Population	Change	Percent
1930	178	178	N/A	29,486	10,026	51.52%	4,041,334	--	--
1940	146	- 32	- 17.98%	28,928	504	1.71%	4,160,165	118,831	2.94%
1950	237	91	62.33%	37,131	8,203	28.36%	4,835,329	675,164	16.23%
1960	207	- 30	- 14.49%	48,555	11,424	30.77%	6,066,782	1,234,453	25.47%
1970	235	28	13.53%	59,554	10,999	22.65%	7,168,164	1,101,382	18.15%
1980	360	125	53.19%	82,266	23,712	39.82%	7,365,011	196,847	2.75%
1990	435	75	20.83%	95,089	12,923	15.71%	7,730,188	365,177	4.95%
2000	448	13	2.99%	102,326	7,237	7.61%	8,191,300	461,112	5.96%
2010	603	155	34.6%	97,221	-5,105	-4.99%	8,799,624	608,324	7.43%
2018	558	-45	-7.4%	92,560	-4661	-4.79%	8,908,520	108,896	1.24%
2020	709	106	17.6%	99,928	2,663	2.74%			
2030	765	56	7.9%	102,012	2,084	2.09%			

Source: US 2010 Census and SJTPO 2010 Projections, Note 2010 Census 214 included parts of Wildwood and all of West Wildwood

As noted in Table 4, the largest population increases in population for West Wildwood occurred in the 1950s (62%), and 1980s (53%) respectively. Overall, the Borough has increased by over 307 residents or nearly three (3) times the base population of 1930. This estimate is generally consistent with the growth rate for the County and the State.

The significant increase in population during the 1950s is consistent with the decentralization or mass movement from the cities and urban centers to the suburbs and other rural areas. The second significant population increase in the 1980s is consistent with the general population increases and trends in the County.

The end of the 80's population changes in West Wildwood were constrained by a two ton weight limit on the bridge and a sewer connection ban which combined prevented any additional dwelling units from being constructed. Beginning in 1991 the Borough reconstructed the utilities and streets which while is a long term benefit in the short term construction discouraged new many from becoming new residents of the Borough. In the decade that followed, 2000 to 2010, the Borough grew 34% and the County shrank by 5%.

The State of New Jersey doubled its population between 1930 and 2000 and increased the number of residents by over 4,000,000 people during this period. The three decades that exhibited the greatest increases were the 1960s (25%), 1970s (18%), and 1950s (16%) respectively.

The current estimates of future population for 2020 and 2030 are obtained from the South Jersey Transportation Planning Organization. The estimates for 2001 through 2006 were obtained from the State of New Jersey Department of Labor (NJDOLE) for both West Wildwood and Cape May County in Table 5. These estimates are included only for comparison and were art of the earlier master plan.

Recent trends in many of the seashore / resort communities indicate that the year round population is actually decreasing. (This is also supported by decreasing enrollments in many of the schools in seashore communities.)

This trend is due in part to the typical increases in the value of housing in the barrier islands. As the prices increase, two (2) things typically happen. First, the property taxes will also generally increase. This happens to the point where some long term residents on fixed incomes are no longer able to afford the annual property taxes. At that point, they will sell their homes.

**Table 5  
Population Estimates 2000 Through 2016  
For West Wildwood and Cape May County**

Year	West Wildwood			Cape May County		
	Population	Change	Percent	Population	Change	Percent
2000	447	---	---	102,305	---	---
2001	442	-5	-1.1%	102,024	-281	-0.2%
2002	435	-7	-1.6%	101,707	-317	-0.3%
2003	430	-5	-1.1%	101,639	-68	-0.1%
2004	418	-13	-3.0%	100,263	-1,376	-1.4%
2005	411	-7	-1.7%	98,805	-1,458	-1.5%
2006	408	-3	-0.7%	97,724	-1,081	-1.0%
2010	603	195	43.6%	97,221	-503	-0.4%
2011	602	-1	-0.2%	96,490	-731	-0.7%
2012	597	-5	-0.8%	96,230	-260	-0.3%
2013	593	-4	-0.7%	95,506	-724	-0.7%
2014	585	-8	-1.3%	94,923	-583	-0.6%
2015	578	-7	-1.1%	94,180	-743	-0.8%
2016	565	-13	-2.2%	93,679	-501	-0.5%
2017	563	-2	-0.4%	93,184	-495	-0.5%
2018	558	-5	-0.9%	92,560	-624	-0.7%
<b>TOTALS</b>		<b>111</b>	<b>+24.8%</b>		<b>-9,745</b>	<b>-9.52%</b>

Source: factfinder.census.gov

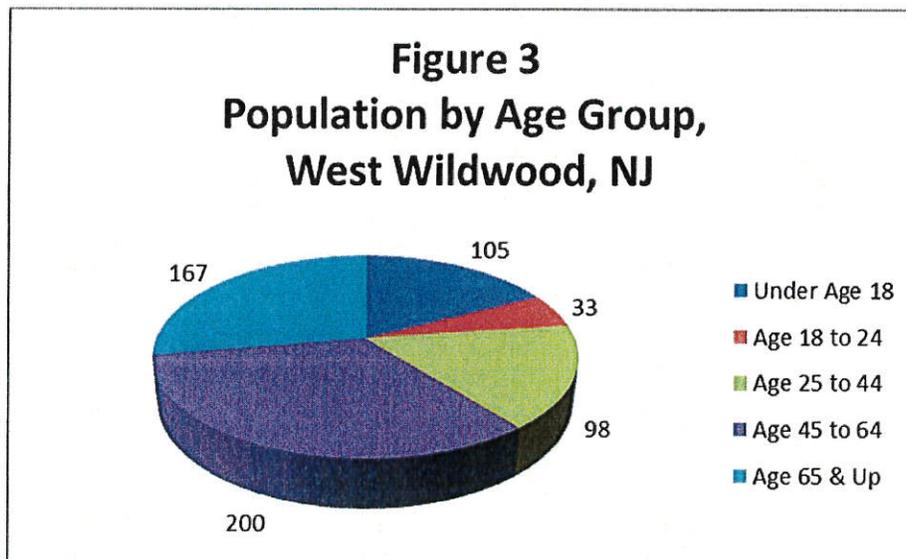
**Table 6  
Population Densities 1990, 2000, and 2010**

	Area in Sq. Miles	1990 Pop.	2000 Pop.	2000 Pop/Sq. Mile	2010 Pop.	2010 Pop/Sq. Mile	2020 Pop.	2020 Pop/Sq. Mile	% Change 2000–2020
North Wildwood	1.76	5,017	4,935	2,803.9	4,041	2,296	3,858	2,192	-21.8%
<i>West Wildwood</i>	<i>0.3</i>	<i>453</i>	<i>448</i>	<i>1,493.3</i>	<i>603</i>	<i>2,010</i>	<i>709</i>	<i>2,363</i>	<i>7.1%</i>
Wildwood	1.29	4,484	5,436	4,213.9	5,325	4,128	5,298	4,106	-24.1%
Cape May County	255.15	95,089	102,326	401.0	97,265	381	99,928	391	-2.3%

Source: US 2010 Census, 2020 SJTPO Projections

### Population Age Distribution:

The 2010 Census data listed the median age of a resident in West Wildwood as 52.8 years of age. As noted in Figure 3 “Population by Age Groups (as a Percent),” The largest portion of the population was between the ages of 45 to 64 years. Over one-quarter (¼) of the population is in this age range. The second and third largest portion of the Borough’s population is between the ages of over 65 years old and 25 to 44 years old. The smallest portion of the Township’s population is under 18 years of age. The Age ranges used in the 2010 census do not match those of the 2000 census.



Source: U.S. Census Bureau, Profile of Selected Social Characteristics: 2010, West Wildwood Borough

### Race and Gender:

West Wildwood's population is predominately Caucasian. Approximately ninety-seven percent (97%) of the Borough residents were Caucasian in 2010.

Approximately fifty-one percent (50.7%) of the population is female and approximately forty-nine percent (49.2%) is male.

**Education:**

West Wildwood is a non-operating school district. There are no high schools, private schools or colleges/ universities located with the municipality. The school age children in the Borough that attend public school attend in North Wildwood and Wildwood as part of a sending / receiving agreement. Students in grades pre-Kindergarten through 8<sup>th</sup> Grade attend Margaret Mace School in North Wildwood. Students in Grades 9 through 12 attend Wildwood High School in Wildwood. Cape Trinity School (pre-school through 8<sup>th</sup> grade) in Wildwood and Wildwood Catholic High School in North Wildwood are private schools in the area. These different educational institutions serve the needs of the Borough's residents.

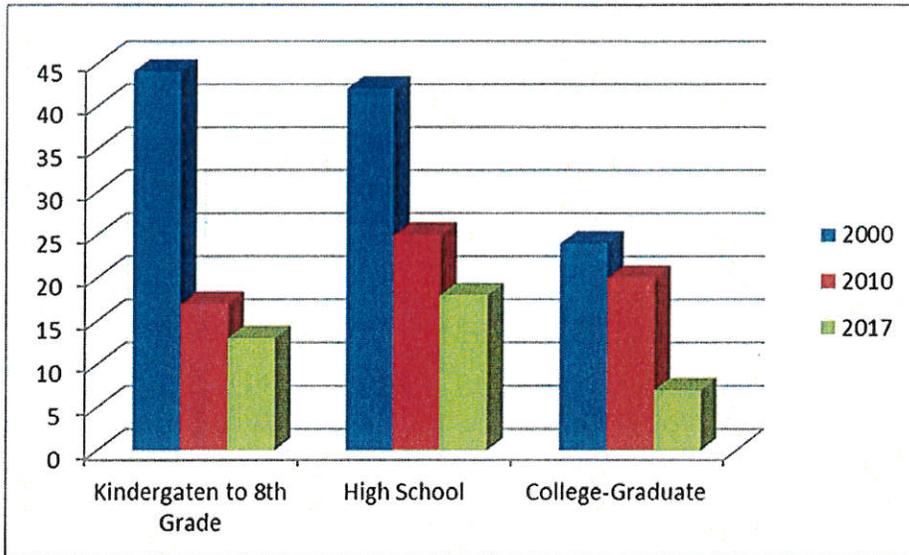
In 2000 it was estimated that there were 74 students enrolled in Kindergarten through Grade 12. There were also 13 of the Borough's school-aged residents enrolled in college or graduate school as students. Table 7 "*Number of Persons Enrolled in Educational Facilities,*" and Figure 5, "*Percent of Population Enrolled in School (By Category),*" depicts the number of students enrolled in each level of school and type of institution (public or private) if in high school, intermediate, elementary or pre-school.

**Table 7**  
**Number of Persons Enrolled in Educational Facilities**  
**West Wildwood, Cape May County, New Jersey**

Level of School	2000	2010	2017
Nursery / Pre-School	5	3	0
Elementary (Kindergarten and Grades 1-8)	44	42	24
High School (Grads 9-12)	17	25	20
College / Graduate School	13	18	7
<i>Total</i>	79	88	51

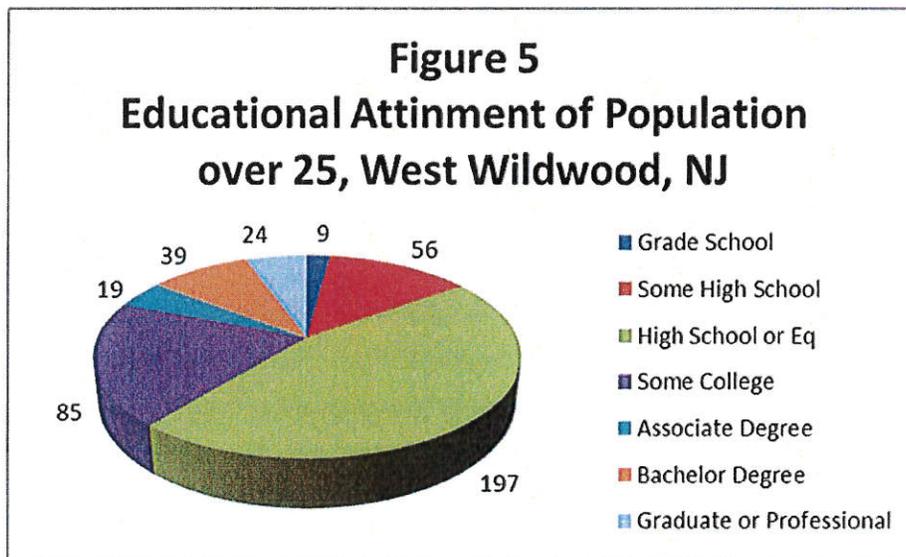
Source: U.S. Census Bureau, Profile of Selected Social Characteristics: 2000, 2010, 2017 West Wildwood Borough.

The student population figures are consistent with a next decrease in the number of households with young children, while the next number of households with teenagers is remaining steady. This may be related to general employment issues in South Jersey. The student populations imply that families may be moving to possibly to find work.



Source: U.S. Census Bureau, Profile of Selected Social Characteristics: 2000, 2010, 2017, West Wildwood Borough.

Figure 5 “Educational Attainment in Population 25 Years or Older,” depicts the level of school completed by the adult residents of the Borough. As noted in this figure, sixty-nine percent (69%) of the population has completed high school and/or continued on toward post-secondary schooling. Approximately five percent (5.2%) of the Township’s residents have completed a Bachelor’s or Graduate degree.



Source: U.S. Census Bureau, Profile of Selected Social Characteristics: 2010, West Wildwood Borough.

**Employment:**

The Borough recognizes the regional economy of the casino industry in Atlantic City. The county wide mean travel time to work in 2010 is 21.9 minutes. Atlantic City falls outside this commuting range however this is only an average. The means to a commute from West Wildwood is by private car as there is no bus or train service to the Borough.

The largest sectors for employment as reflected in the county wide 2010 Census are 22.6% for Educational services, and health care and social assistance, 16.4% for Arts Entertainment, recreation, accommodation and food services, and 11.9% for retail trade.

The job classifications within the work sectors that the residence occupy on a county wide bases is 33.8% as management, 24.8% as sales and office occupations and 22.6 % as service occupations. Management on a nationwide bases is approximately 10% of the work force for the County the higher percentage is consistent with a fixed management core in residence and a large seasonal transient work force.

**Income:**

The 2017 median household income of West Wildwood was \$52,396 and this is up from \$38,750 reported in 2010 and \$33,393 reported in 20,000. This is lower than the County's 2017 and 2010 median household incomes of \$62,332 and \$ 54,292 respectively. The 2008 master plan reported that income for a family in West Wildwood in 2000 was \$50,625.

### 3.2 Analysis of Existing Housing Stock

According to the 2010 Census West Wildwood had 893 dwelling units. The 2000 Census indicates that West Wildwood had 776 dwelling units. This is a total or net increase of one hundred and seventeen (117) dwelling units or roughly fifteen percent (15%).

Table 8 “*Number of Housing Units 1990, 2000 and 2010,*” shows the number of housing units in West Wildwood, Cape May County and the State of New Jersey. The number of housing units increased by approximately six percent (15%) over the period from 1990 to 2010 for the State, County and Borough. The prior master plan did not come to the same analysis as it used projections.

**Table 8**  
**Number of Housing Units 1990, 2000 and 2010**  
**West Wildwood, Cape May County, and State of New Jersey**

	Housing Units 1990	Housing Units 2000	Housing Units 2010	Increase in Housing Units 1990-2010	Housing Units 2019
West Wildwood	774	776	893	119 ( 15% increase )	789
Cape May County	85,537	91,047	98,309	12,772 (15% increase)	
New Jersey	3,073,310	3,307,738	3,553,562	480,252 (15.6% increase)	

Table 9, “*Building Permits Issued From 1990 Through 2018,*” Figure 8, “*Building Permits Issued From 1990 Through 2007, West Wildwood, Cape May County,*” and Figure 9, “*Building Permits Issued From 1990 Through 2018 Cape May County, New Jersey*” depict the number of new residential dwelling units and single family houses that were constructed between 1990 and 2018 for West Wildwood, Cape May County and the State. New Data from NJ Department of Labor and Workforce Industry & Economy Labor Market Information at [www.nj.gov/lobor/lpa/industry/bp/bp\\_index.html](http://www.nj.gov/lobor/lpa/industry/bp/bp_index.html)

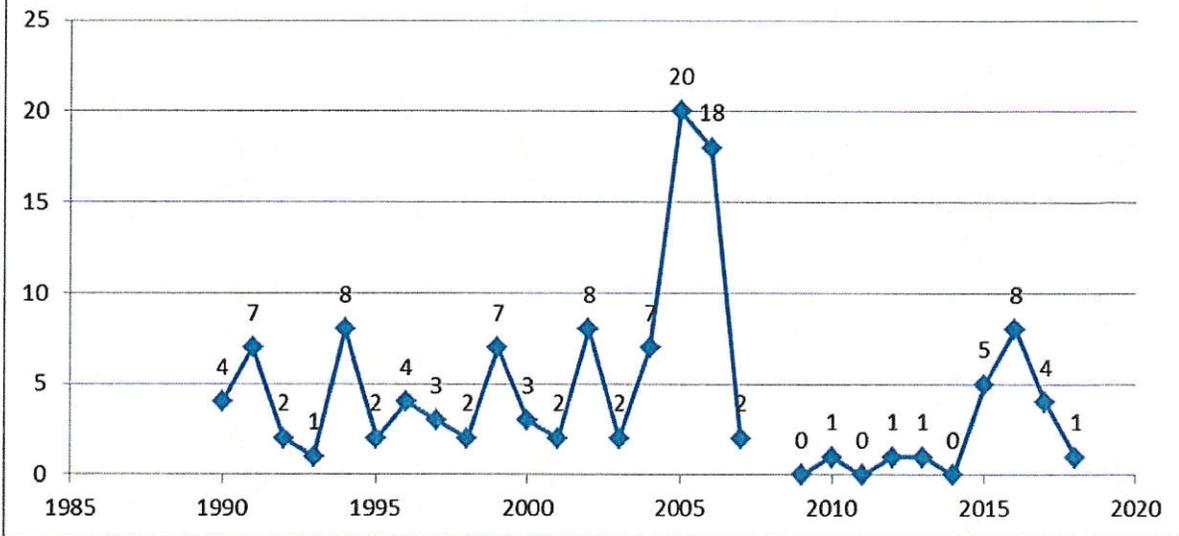
**Table 9**  
**Building Permits Issued From 1990 Through 2018**  
**West Wildwood, Cape May County, and State of New Jersey**

Year	West Wildwood		Cape May County		New Jersey	
	Single Family	Total	Single Family	Total	Single Family	Total
1990	4	4	427	621	12,801	17,524
1991	7	7	247	339	12,869	14,856
1992	2	2	332	522	16,506	19,072
1993	1	1	326	527	21,304	25,188
1994	8	8	579	775	22,437	25,388
1995	2	2	364	544	18,341	21,521
1996	4	4	388	671	20,853	24,173
1997	3	3	491	912	23,472	28,018
1998	2	2	619	1,015	25,459	31,345
1999	5	7	732	1,226	25,129	31,976
2000	3	3	791	1,242	25,260	34,585
2001	2	2	832	1,403	21,503	28,267
2002	8	8	814	1,422	22,379	30,441
2003	2	2	1,099	1,693	22,163	32,984
2004	7	7	1,107	2,149	22,429	35,936
2005	16	20	1,125	2,433	22,264	38,588
2006	16	18	774	1,580	17,113	34,323
2007	2	2	614	1,070	12,962	25,828
2008						
2009	0	0	266	428	7,211	12,421
2010	1	1	284	434	7,378	13,535
2011	0	0	317	452	6,475	12,952
2012	1	1	332	491	7,279	17,939
2013	1	1	468	658	10,363	24,185
2014	0	0	447	638	11,019	28,155
2015	5	5	453	614	10,518	30,560
2016	4	8	479	642	9,626	26,793
2017	4	4	542	809	10,148	28,501
2018	1	1	447	641	10,452	27,639
<b>Total</b>	<b>94</b>	<b>102</b>	<b>11,661</b>	<b>20,144</b>	<b>365,244</b>	<b>500,013</b>

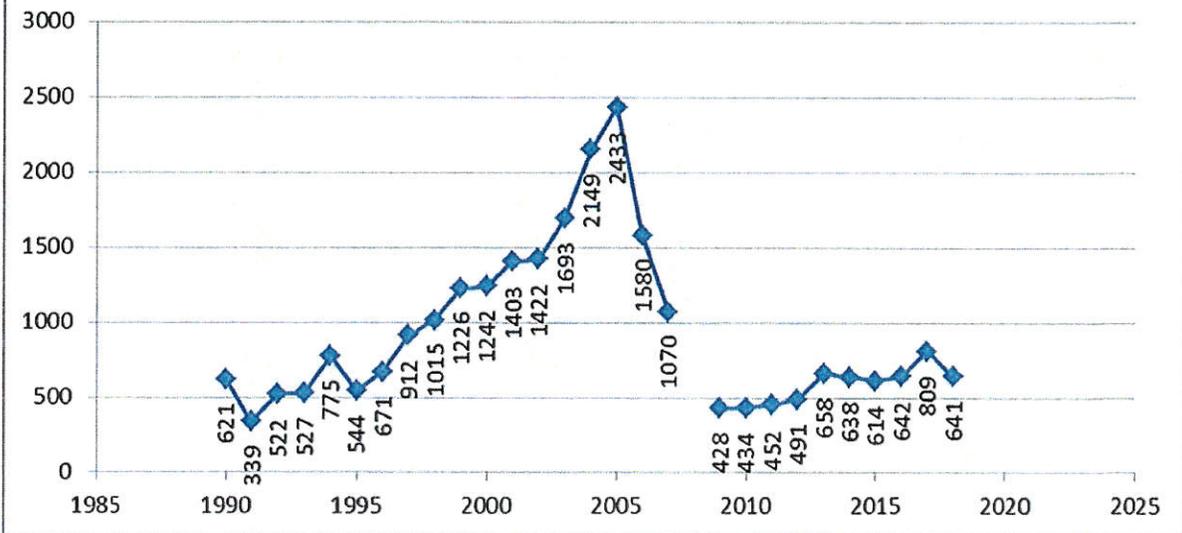
Source: <http://www.wnjin.state.nj.us/OneStopCareerCenter/LaborMarketInformation>.

Approximately ninety-two percent (92.2%) of the housing constructed in West Wildwood during this period was single-family dwellings. This is significantly higher than the County average of fifty-seven percent (57.8%) and slightly higher than the State average of seventy-three percent (73.0%) during this same period.

**Figure 8**  
**Residential Building Permits issued**  
**for West Wildwood, NJ**



**Figure 9**  
**Residential Building Permits Issued**  
**for Cape May County, NJ**

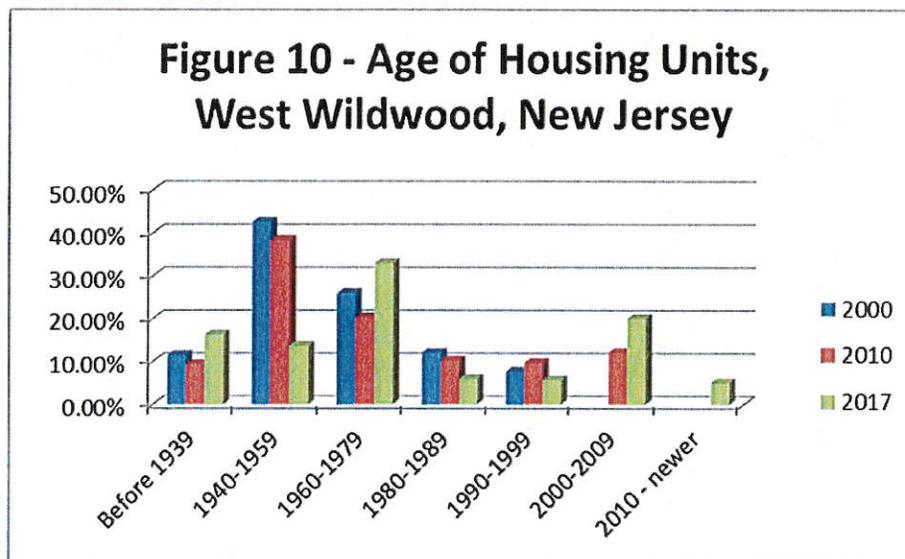


West Wildwood has a rich history and contains several older homes. The median year that the housing units in the Borough were constructed was 1963. Table 10 and Figure 10, both entitled “Age of Housing,” show the age and number / percent of housing, respectively. As noted in these figures, almost one-half (43%) of the dwelling units were constructed between 1940 and 1959. Seventeen percent (17%) of the dwelling units were constructed between 1960 and 1969.

**Table 10**  
**Age of Housing**  
**West Wildwood, Cape May County, State of New Jersey**

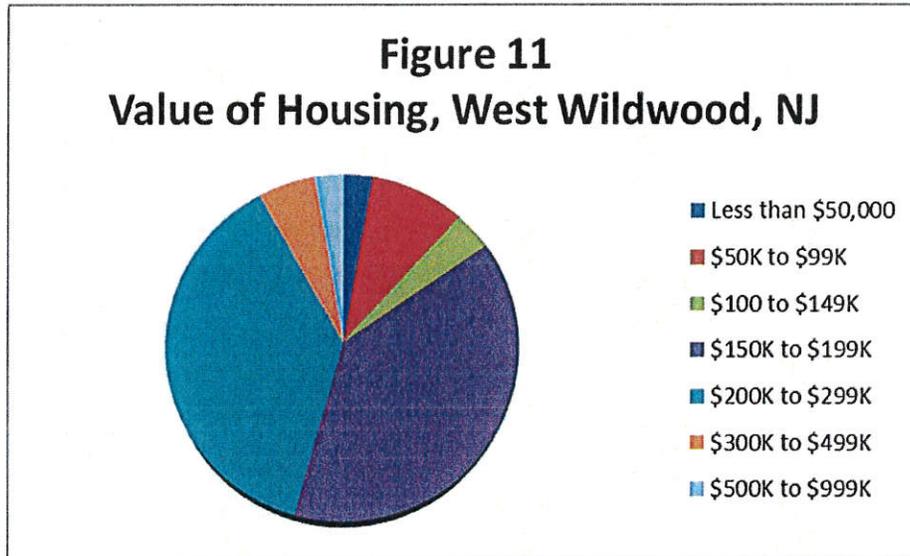
Approximate Age of Housing	Number of Units		
	2000	2010	2017
Before 1939	11.5%	9.3%	16.3%
1940-1959	42.6%	38.3%	13.7%
1960-1979	26.0%	20.3%	33.0%
1980-1989	12.1 %	10.3%	6.0%
1990-1999	7.7%	9.7%	5.7%
2000-2009		12.1%	20.1%
2010 - newer			5.1%
<i>Total</i>	<i>776</i>		

Source US Census Bureau 2010 & 2017, 2000 NJ One Stop \* 2008 Master Plan



Source: U.S. Census Bureau, Selected Housing Characteristics: 2000, 2010 & 2017, West Wildwood Borough.

Figure 11 "Value of Housing," depicts the value of housing in the West Wildwood by general groups of value. Thirty-eight percent of the housing (38%) in the Borough is valued between \$150,000.00 and \$199,000.00. The second price group of housing that contains the most homes is the \$200,000.00 to \$249,000.00 range.



Source: U.S. Census Bureau, Profile of Selected Social Characteristics: 2010, West Wildwood Borough.

**Table 11- Selected Owner-Occupied Housing Costs as a Percent of Monthly Income (2000, 2010, 2017)**

**West Wildwood, Cape May County, New Jersey**

Percentage of Income	Percentage		
Year	2000	2010	2017
Less than 20.0%	27.4%	25.4%	30.9%
20.0% to 24.9%	16.5%	3.3%	9.6%
25% to 29.9%	10.1%	14.8%	10.6%
30% to 34.9%	7.9%	6.6%	6.4%
More than 35%	36.0%	50.0%	42.6%
Not Computed	2.1%		

Source: U.S. Census Bureau, Selected Housing Characteristics: 2010 & 2017, West Wildwood Borough.

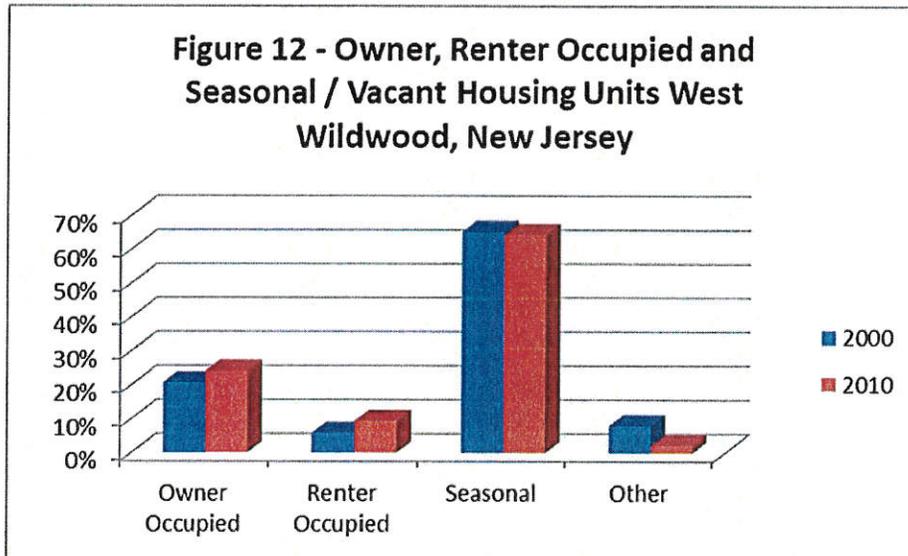
Residents that rent their dwellings in New Jersey pay some of the highest monthly rental rates in the nation. Table 12 – "Value of Rents (2000)," depicts the values of units that were rented in 2000. As noted in this table, approximately slightly over one-third (37.3%) of the rental units were rented at a value of less than \$750.00 per month. The median value of rent for all of the rental units in the Borough in 2000 was \$765.00. Roughly sixty percent (60.5%) of the residents paid less than twenty-nine percent (29%) of their gross rent as a percentage of their household income in 2000.

**Table 12  
Value of Rents (2000,2010, 2017)  
West Wildwood, Cape May County, New Jersey**

Range of Rental Values	Percentage		
Year	2000	2010	2017
Less than \$200	0.0%	0%	
\$200 to \$299	0.0%	0%	
\$300 to \$499	4.7%	5.4%	0%
\$500 to \$749	32.6%	12.5%	11.4%est
\$750 to \$999	39.5%	16.1%	14.8%est
\$1,000 to \$1,499	4.7%	60.7%	73.8%
\$1,500 or More	0.0%	5.4%	0%
No Cash Rent	18.5%	17.8%	7.1%

Source: U.S. Census Bureau, Selected Housing Characteristics: 2000, 2010, 2017, West Wildwood Borough.

Figure 12 – "Owner Occupied, Renter Occupied and Seasonal/Vacant Housing Units," shows that over sixty-eight percent (68%) of the homes are seasonally occupied. Nearly one-quarter (26%) of the housing is occupied by permanent or year round residents. Only six percent (6%) of the homes located in the Borough are rented.



Source: U.S. Census Bureau, Profile of Selected Social Characteristics: 2000 & 2010, West Wildwood Borough.

The 2000 Census indicates that there are no dwellings without complete kitchen facilities, plumbing facilities, or telephone service. Changes in technology will result in dwellings not having telephone service, however kitchens and plumbing are here to stay.

**Overall, the existing housing patterns in the Borough indicate that West Wildwood is a very established and stable community with a variety of housing types. Housing value within the community is reasonably priced and considered "affordable" to the average family.**

## Element 4 *Economic Development*

West Wildwood's primary economic engine is the marine industry. There are several marinas operating along the southern and southeastern waterways. Nearly all of the residences along the waterways have boat slips as well, utilizing the Borough's marinas for supplies and service. In addition to the marinas, there are three additional businesses in town. The chart below provides information on every commercial property in West Wildwood.

Considering there are 281 parcels in the Town Commercial and Marine Commercial zoning districts, there exists many opportunities for non-residential development that can serve the needs of residents and provide a greater diversity of land uses. Currently, there are nine (9) commercial establishments in the Borough of West Wildwood, discussed below.

1. B & E Marina, 626 W. 26<sup>th</sup> Street, provides boat sales, rentals and service, and provides approximately 70 boat slips for rent. The marina operates year around, with eight (8) employees.
2. Bridgeport Family Marina, LLC, 227 Avenue R offers boat service, has bait and tackle supplies, and 76 boat slips. The marina operates nine (9) months per year with two (2) employees.
3. C Marina, Inc., 221 P Avenue, provides boat slip rentals.
4. West Bay Marina, 226 Avenue Q.
5. K & D Family Marina, 10 Lake Road, provides boat service, and offers 25 boat slips for rent. It operates six (6) months seasonally with two (2) employees.
6. Spray Dock Marina, 16 Lake Road, offers boat sales and service, 25 boat slips, and operates year around. There are four to five (4-5) year around employees, plus one to two (1-2) seasonal.
7. West Wildwood Liquor, 654 W. Glenwood Avenue, also sells limited convenience items. The store is a year around operation that is owner-operated.
8. West Side Saloon, 770 W. Glenwood Avenue, is a seasonal bar.
9. Bedrock Golf, 525 W. Glenwood, is a seasonal miniature golf course.

Of the nine businesses, four (4) are operated nine (9) months to twelve (12) months per year. The remaining businesses are primarily open during the summer season. Sixteen year around and approximately ten (10) seasonal jobs are provided by these businesses. (Source: property tax records and business owners.)

#### 4.1 Urban Enterprise Zone

The four municipalities of the Wildwoods have been a designated Urban Enterprise Zone since 2002 and this designation is scheduled to expire on December 31, 2023.

The New Jersey Urban Enterprise Zone Program was created to stimulate economic growth and job creation. Businesses that participate in the program may include incentives such as sales tax exemptions, corporate tax benefits, and unemployment insurance rebates.

The program from its inception until modified in November 2011 provided a source of funds for local projects that would provide an economic benefit.

Funding from this program has in the past provided for;

- The first project undertaken by the Borough was the removal of an abandoned railroad trestle which was an obstruction to navigation.
- The 26<sup>th</sup> Street bulkhead project,
- American Family Festival and the Police project.

## Element 5 *Historical Background*

*(From the "Borough of West Wildwood 50<sup>th</sup> Anniversary", 1970)*

The importance of the founding and growth of West Wildwood in the early years of the 20th century can be credited to Warren D. Hann. In 1897, Warren came to Wildwood and became a stock holder and superintendent of the Wildwood and Delaware Bay Short Line Railroad. Mr. and Mrs. Hann were living at the Royal Inn in Wildwood when Warren realized the possibility of the development of land immediately west of Five Mile Beach, separated by an inlet. In 1899, he purchased the tract of marshland that became known as West Wildwood.

In 1909, the Wildwood Extension Realty Company suggested building a bridge over Sunset Lake, formerly called Post Creek. In 1910, a proposal was made to have a railroad track over the marshland that is now West Wildwood. The Wildwood and Delaware Bay Short Line Railroad connected with the Reading Lines at Wildwood Junction and W.D. Hann and E. G. Slaughter raised the capital in 1912 to run three miles of track.

In 1915, a Sample Cottage was erected on the property known today as 640 Glenwood Avenue. This property was eventually purchased by Louis Riedenauer, a former Borough Assessor. Mr. Godwin and Mr. Whitely of Philadelphia each purchased a bungalow in 1916 where the present homes located at 705 and 701 Poplar Avenue now stand.

On April 7, 1916, carloads of building material came in on the Reading Railroad for the building operations at West Wildwood. A Casino building was erected at the end of the Island. The second floor of the Casino housed the office of the W.D. Hann Company. The first floor was used for card parties and dances, and in time, became the "Mecca" of the island.

Mr. Robert Horst purchased his first home at 703 Poplar Avenue on July 4, 1917 for \$1,000. The land sold for \$500 and the bungalow sold for \$500. A deposit of \$15 was required and delivery was promised in a week. At this time only the shell was erected and three (3) years later Mr. Horst had the interior completed. This bungalow was destroyed by the 1962 storm and Mr. Horst immediately rebuilt in the same spot.

At that time there were no streets, pavements, gas or electric. Fill was being pumped onto the island thus forming the Wildwood Canal. This canal was used by Ben Hann to deliver ice by rowboat to accommodate the home owners.

Early zoning included a dividing line for building restrictions on what is known today as Neptune Avenue. From the Northwest side of Neptune Avenue to the Bay, bungalows only were permitted. From the Southeast side of Neptune Avenue to the present Venice Avenue, cottages only were permitted. Only twenty (20) foot lots could be purchased and the regulation size of the building could not exceed seventeen (17) feet.

By January 12, 1917 twenty-two (22) bungalows had been constructed and preparations were being made to erect fifty-two (52) more by the Hann Brothers. At this time our country entered World War I and restrictions on shipping freight slowed the building progress.

By April 5, 1918 sixty (60) bungalows had been constructed and plans were being made to build forty-five (45) more by the end of the year. Owing to war conditions of the railroads, it became necessary for the West Wildwood Realty company to charter a boat to transport lumber and other necessary material.

On April 20, 1920 West Wildwood became the “newest” Borough in the “oldest” County in New Jersey. This incorporation was made possible by an Act of the Legislature, carving it out of Middle Township.

The first election was held in the Casino Building on Tuesday, August 3, 1920. Of one hundred four (104) names on the registry list, forty-three (43) votes were cast. Warren D. Hann was elected Mayor, Councilmen elected were Samuel Donaldson, Effenger Kline, Eugene Lennon, Samuel McCoy, Howard Smith and Isaac Weaver. Treasurer was Harold Skirving; Assessor, J. Lowis Bachofer, and George Roth was Justice of the Peace. Borough Council elected to hold meetings in the Casino.

Mail service started in 1921 and in June of that year, phone lines entered the borough and a franchise was given for a bus line. A building boom was taking place, \$175,000, in new buildings were erected from October 1921 to October 1922.

On July 4, 1921, before a large summer crowd, the fire company (organized in 1920), demonstrated their new chemical and pumping engine. This engine was capable of pumping three streams from the canal or lake with sufficient hose to reach across the town.

Thirty (30) families stayed in West Wildwood for the winter of 1921 and fifteen (15) children were transported to the Wildwood Public Schools.

On August 3, 1929, the new Fire House was dedicated in West Wildwood. The new building, constructed entirely of brick at a cost of \$15,000, was to be used as a community center. The first floor was to house the fire apparatus. The second floor was used as a community center with a room as a council chamber for the Borough. In addition, facilities for the police department and cells for prisoners were provided. A fully equipped kitchen was in the new building. Funds for the new hall were raised by the community.

From 1930, the year around population continued to grow, with a leveling off over the past twenty years. In 1978, there were less than 300 permanent residents; currently there are roughly 550.

In the 1990's activities in the Borough were constrained by a sewer connection moratorium that did not end until the completion of the Wildwood Regional Sewer Treatment Plant and weight restrictions on the Glenwood Avenue Bridge.

In 1997 the Borough constructed and alternate water main supply connection to the Wildwood water system. This connection was mandated by the State of New Jersey and was necessary to allow the replacement of the Glenwood Avenue Bridge. The Borough administration persuaded the Bridge project to contribute towards the permanent connection. The Bridge was completed in 1991 at which time the Borough began a series of Improvement projects. A partial list is provided as Attachment N.

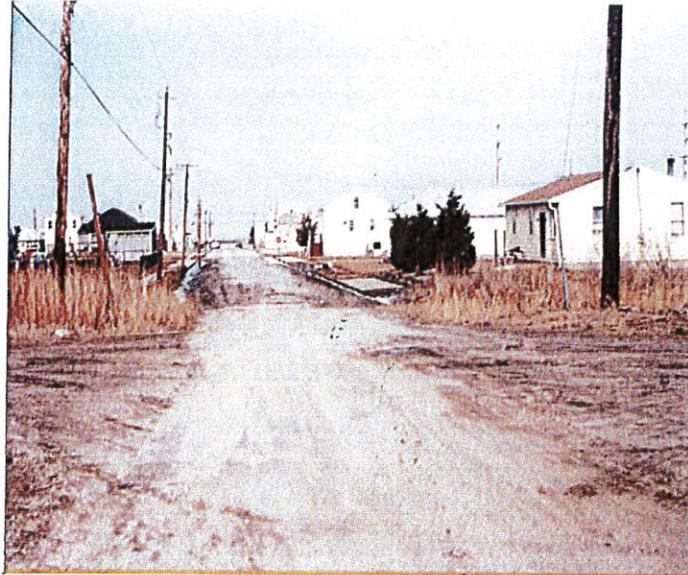


Pine Avenue at Avenue J 1990 Pre-construction Photograph

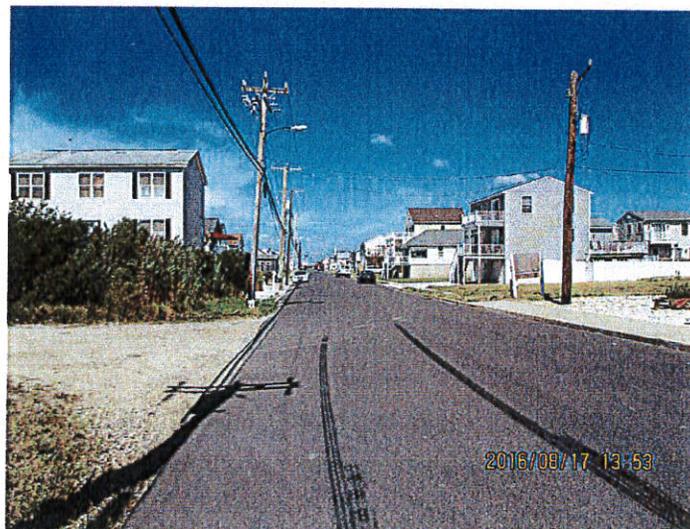


Pine Avenue at Avenue J 2016

The design mandates were; 1) get rid of the water in one tide cycle, 2) do that which the home owner cannot, 3) If you are going to inconvenience someone make a noticeable improvement



Neptune Avenue 1990 Pre-constriction Photograph



Neptune Avenue 2016

Borough Hall maintains photo albums and other documentation of West Wildwood history available to the public.

## Element 6 *Recreation and Open Space* *Inventory*

### 6.1 Existing Recreational Facilities

There are several existing recreational facilities that serve the residents and visitors of the Borough totaling just over half an acre of land. All but one facility provides direct public access to water views and/or water based recreation. The facilities are well-maintained and safe. With the exception of the park across the street from Borough Hall, which is owned by Cape May County, and a few public access right-of-ways, all recreational facilities are owned by the Borough.

A beach and playground consisting of .22 acre are located at 791-795 W. Glenwood, and provides the public with unobstructed water views.

The 0.1 acre park area in the street end of Bay Avenue has is now augmented by the purchase of 13, 17 & 19 Bay Avenue by Cape May County as 0.32 acres of water front parklands.

A park and gazebo is located at 651 W. Glenwood. Next to the park is a basketball court on Neptune Avenue.

On Lake Road at the southern tip of the island is a park with benches and unobstructed water views.

It should also be recognized that Grassy Sound, Wildwood Canal, Post Creek Basin and the connecting water ways provide light air and open space. These bodies of water which are beyond the normal limits of a municipal planning board are an integral part of the community, of how the community functions and how it is perceived.

### 6.2 Recreation Goals

Goal: Pursue opportunities for new recreational facilities.

Objective: As development takes place in the area adjacent to North Drive, there exists opportunities to create walking paths/wildlife look-outs along and through the Conservation District areas. Pursue State Green Acres funding, and research other funding sources.

Objective: Pursue locating and developing a multi-use athletic field.

Objective: Maintain and enhance existing recreational facilities.

## Element 7 *Recycling*

The New Jersey Mandatory Source Separation and Recycling Act establishes a goal of fifty (50%) percent reduction of municipal solid waste and a sixty (60%) percent reduction of all solid waste through source separation and recycling. The Cape May County Solid Waste Management Plan was updated in December 2006 and sets forth designated recyclables within the County. In order to comply with State goals, each municipality is required to update the recycling element in its municipal master plan after adoption of a new recycling ordinance.

West Wildwood is committed to meeting the State's mandated recycling goals. Recycling will reduce the municipality's expense of solid waste disposal, conserve energy and valuable resources, extend the life of the Cape May County landfill, and has the potential to produce revenues from the sale of recyclable. In January 2008, the Borough adopted a new recycling ordinance in order to expand the list of Designated Recyclable Materials, consistent with the County Plan update.

Designated Recyclable Materials collected curbsides by the municipality (Category 1) include:

- Paper products
- Glass, metal and plastic (1 or 2) food and beverage containers
- Plastic bottles and jugs;
- Christmas trees, leaves, grass.

Fifteen other categories of Designated Recyclable Materials (Category 2) are to be recycled by the individual generator through drop-off programs offered by the Cape May County Municipal Utilities Authority (MUA). These include: all vegetative material; metals; electronic waste; motor, kerosene, and heating oil; wood pallets and crates; batteries; propane tanks; contaminated soil; commercial cooking grease; asphalt and concrete; auto and truck bodies; tires; used oil filters; anti-freeze; rechargeable and lead acid batteries.

The Category 1 recyclables are taken by the municipality (contract) to the Cape May County Municipal Utilities Authority's Recycling Center, where they are separated and marketed to end users. If the value of the recyclables is greater than the MUA's cost to process and market, West Wildwood receives a rebate check from the MUA.

It is mandatory for all residents, owners of commercial establishments as well as public entities within the Borough to separate Designated Recyclable Materials from all solid waste. The

Mandatory Recycling Ordinance sets forth the regulations relative to whom, when, where, and how materials are collected. Enforcement regulations are also set forth in the Ordinance.

Recycling education will take place at least two times per year by the municipality. For multi-family units, including condominium complexes and motels, the management or owner is responsible for setting up and maintaining the recycling system. Notification to guests or owners shall be issued at least every six months by the owner or manager.

Recycling compliance is the responsibility of each residential or commercial property owner. Any Category 2 materials generated within the Borough that are recycled, must be reported quarterly by the generator.

New developments of at least three (3) single family homes, or any commercial development of 1,000 square feet or more, requires a recycling plan as part of a planning board application. The plan must include a detailed analysis of the expected composition and amounts of solid waste and recyclables generated at the proposed development. The plan must also include locations on the site plan where recycling will be stored so that the Recycling Coordinator can ensure sufficient size, convenient location, other attributes such as signage that will lead to a successful recycling program.

In addition, prior to the issuance of a certificate of occupancy, a hauling contract for the collection of recyclables must be provided if the Borough does not provide such service.

Any other construction or demolition that takes place in the Borough must also submit a Designated Recyclables Material plan. The plan addresses how material will be collected and transported to a recycling facility during construction.

Enforcement of the Mandatory Recycling Ordinance is carried out by the Municipal Recycling Coordinator and the Public Works Supervisor. The Cape May County Health Department is also empowered to enforce the Ordinance.

## Element 8 *Circulation*

The Borough transportation modes include streets, sidewalks and waterways. The street system is primarily a grid system. The unimproved streets that borders the former railroad right-of-way intersects the grid pattern at issue is the access points between these two right-of-way systems. The capacity of the right-of-ways is sufficient for the anticipated levels of pedestrian and vehicular traffic, which the exception of crossing the former railroad right of way..

The development of North Drive will be necessary if the vacant parcels in the Marine Commercial district, located on the former railroad right-of-way and to the south of that right-of-way, are going to be developed. It is recommended that, Avenue E be extended to provide an additional access point to North Dive for pedestrian traffic, utilities, and vehicles. A conceptual drawing is attached to this plan.

Previously, street flooding created an impediment to circulation. With great success, many of the roadways have been improved and to mitigate this problem. The improvements were in three parts. First, the capacity of the stormwater outfalls were increased to allow an inundation to be discharged in one tide cycle, this reduced the impact of flooding. Second, the roadways were re-graded to a higher elevation, this reduced the frequency of tidal flooding. Third, the inlets within a drainage system were brought to the same elevation and the roadway crown reduced to four inches, this changes to perception of water in the street from having a drainage problem to “we are experiencing a bad storm”.

The main vehicle and pedestrian corridor of West Wildwood is Glenwood Avenue. It intersects the island, and is the spine of the Town-Commercial zoning district. All developed streets have sidewalks, creating an uninterrupted pedestrian system. The town is bike-friendly by nature due to its small size and lack of fast moving traffic.

Access to and from the island is via the Glenwood Avenue bridge from Wildwood. The Route 147 bridge into North Wildwood, and Route 47 bridge into Wildwood provide access on to the main island of the Wildwoods.

On a regional level, seasonal traffic congestion due in part to the absence of the completion of Route 55 continues to negatively affect all of the southern Cape May County resorts.

It should also be recognized that Grassy Sound, Wildwood Canal, Post Creek Basin provide for the circulation of water craft that are registered by the division of motor vehicles. These bodies of water which are beyond the normal limits of a municipal planning board are an integral part of the community and its circulation system.