

2007 COMPREHENSIVE MASTER PLAN UPDATE

City of Wildwood, Cape May County N.J.



Statement of Objectives,
Principles, Assumptions,
Policies & Standards

Land Use Plan
Element

Circulation Plan
Element

Utility Service
Plan Element

Community Facilities
Plan Element

Open Space &
Recreation
Plan Element

Conservation Plan
Element

Economic Plan
Element

Historic Preservation
Plan Element

Prepared by



Prepared for the



**Wildwood
Planning
Board**

Amended and Approved, SEPTEMBER 17, 2007



RESERVED FOR ADOPTING RESOLUTION

At time of publication of the 2007 Comprehensive Master Plan Update, amended and approved, dated September 17, 2007, a certified copy of the approving Wildwood Planning Board Resolution was not available. A draft copy of the Resolution is presented at this time. Whereby, the Wildwood Planning Board approved said Master Plan on September 17, 2007 by memorializing the action and said Resolution is referenced and incorporated herein.

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*2007 Comprehensive Master Plan Update
City of Wildwood
Cape May County, N.J.
Amended and Approved, September 17, 2007*

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The original of this document has
been signed and sealed pursuant
to N.J.S.A. 45:14A-12.

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1.0 INTRODUCTION

1.1 The City of Wildwood¹ is in a transitional period, both in terms of its economic sector and its residential sector. Historically one of the five (5) municipalities² comprising New Jersey's premiere family seashore resort, the City (and the Wildwoods in general) has seen competition from the newer generation of themed amusement parks and other tourist destinations lure away its traditional family trade.

This economic decline,³ combined with the real estate boom of the late-1990s / early-2000s, has had a tremendous impact on the City's housing stock and tourist industry. The relatively inexpensive price of real estate,⁴ the (near) build-out of the City and historically-low interest rates combined to make Wildwood a very attractive setting for the second home and income investment markets. Many longtime residents and motel-owners have seen this market as an opportunity to sell the relatively modest residential homes, larger boarding-houses and aging motels to developers wishing to construct townhomes and other condominium-like products.⁵ Along with motel rooms, the Wildwoods have lost associated tourist amenities such as restaurants, bars and entertainment venues.

As a result, the character of the community has seen a rapid transformation from a transient vacation resort with (typical) weekly turnover to a second home residential community with either weekend or extended-stay visitation. Such trend has significant impacts for several components of the Wildwoods economy. Specifically:

- The combination of second home kitchens and limited turnover significantly reduces the number of visits to local restaurants.
- Weekly vacation shopping is (typically) a twice-per-visit event (provisions at the beginning of the week and souvenirs at the end). With the reduction in turnover, such shopping is correspondingly reduced.
- Attractions begin to become repetitive with use. Longer stays do not translate into more visits.

¹ "City"

² With sister municipalities of North Wildwood, Wildwood Crest, West Wildwood and the Diamond Beach section of Lower Township.

³ detailed more fully in the Economic Plan Element (Section 13.0)

⁴ as compared to neighboring Cape May, Stone Harbor and other barrier island communities.

⁵ The Borough of Wildwood Crest undertook a review of demolition permits issued in the Wildwoods on or about February 2005. As of that date, 83 Wildwoods motels were either demolished or had been slated for demolition in the [then] near future. Of these, 25 motels were located in the City of Wildwood (Exhibit 1.1).

While no update of this analysis has been undertaken, Wildwood Policymakers report (anecdotally) that several additional demolition permits for City motels have been issued.



Faced with a dwindling customer base (with its reduced purchasing power), motel operators and retailers either reduced prices to compete or increase prices in an attempt to compensate for the lack of volume. In a textbook case of spiraling economic decline, reduced revenues begat deferred maintenance, which begat deterioration of the physical stock of the Island's offerings. These conditions, in turn, impacted the appeal of the Wildwoods as a vacation destination, which only served to chase away more visitors ~ most notably those who could afford more attractive alternatives.

At the end of this cycle, the Wildwoods were left with an aged and deteriorated tourist infrastructure and a teenage customer base. To service this base, operators lowered rents and focused on fast-food, t-shirt and novelties-based offerings.

- 1.2 Unlike municipalities with multiple industries, the Wildwoods have a monolithic economy based solely on tourism. There is no commercial sector to speak of, and the dominant economic force in the 'off-season' appears to be real estate offices booking rentals for the up-coming summer months. Issues related to the decline in tourism and the second home economy, including, but not limited to, increased residential density, circulation and parking problems and the loss of motel rooms and related amenities ~ and the effects these issues have on the general economic base of the City ~ have created critical challenges for Wildwood's Policymakers.

To address these challenges, Wildwoods Policymakers⁶ have commissioned numerous planning and economic development studies designed to identify root causes of this decline and to reverse these conditions. These efforts confirm the need for the Wildwoods to update their offerings and to expand their tourist calendar from the current seasonal focus⁷ to a year-round basis.

Recommendations for improvements to the lodging, restaurant, entertainment (nightlife), retail and other sectors addressed the need for more and more-varied offerings in new or renovated structures for the Wildwoods to satisfy the needs of an increasingly sophisticated vacationing public and compete with other destinations featuring modern Resort Hotels with high concept public spaces, themed restaurants and other amenities.

1.3 **State Investment in the Wildwoods**

New Jersey Policymakers recognize that tourism, as the State's second largest industry, is vital not only to the economic wellbeing of the State as a whole, but to each individual host community.

⁶ Although separate political entities, the municipalities comprising the Wildwoods are generally indistinguishable from one another with respect to development patterns and economic conditions. As such, numerous Wildwoods-related analyses treat these communities as a single resort for economic development / planning purposes. In fact, the State of New Jersey has declared the Wildwoods to be a single Smart Growth Area as well as a combined Center. Further, the Wildwoods are a combined Urban Enterprise Zone, and North Wildwood and Wildwood (City) have instituted the only joint municipal Special Improvement District in New Jersey.

⁷ Approximately mid-October through mid-May.



In an attempt to assist the Wildwoods in revitalizing its tourist economy, the State of New Jersey has designated the Wildwoods as a CAFRA Center and Urban Enterprise Zone, which designations are designed to encourage redevelopment and provide financial assistance and incentives for economic redevelopment projects.

Additionally, and perhaps more significantly, the State has made a considerable financial investment in the Wildwoods in the form of the State-funded, \$70 million Convention Center, which is owned and operated by the New Jersey Sports & Exposition Authority.

Significantly, a substantial increase in the number and quality of hotel rooms and an expansion of parking for the facility is required to support the Convention Center, which struggles to market itself due to a lack of competitive accommodations and limited convenient parking for conventioners.

1.4 Municipal Actions toward Revitalization

- 1.4.1 As the basis for enacting the recommendations of the local planning analyses, the City, among other activities, undertook an extensive process to update its municipal Master Plan in 2002 and again in 2004, and to amend its Land Development Ordinance in July 2005, January 2005 and May 2005.

These efforts included among their guiding principals the following Objectives:

- A. Support the development of physical and programmatic elements designed to foster and enhance the Wildwood visitors' experience, including elements designed to make appropriate use of the City's environmental resources.⁸
- B. Establish a Land Use Plan and supporting regulations designed to extend the tourist season and attract visitors year-round. Such a plan and regulations should respect and make appropriate use of the City's environmental resources.
- C. Explore creation of a specific CAFRA "Wildwood Rule" in order to take advantage of the opportunities presented by the City's beach and boardwalk to allow for unique and imaginative development(s) thereon.⁹
- D. Negotiate with the appropriate State officials regarding the implementation of the State Plan, which designates Wildwood as a 'Center' within the PA-5B (Environmentally Sensitive Planning Area/Barrier Island) Planning Area.

⁸ collectively "Master Plan Objectives A & B".

⁹ collectively "Master Plan Objectives C & D".



- 1.4.2 While Master Plan Objectives A & B were operationalized by the adoption of a new, rational Zone Plan for the City that regulates development patterns and reinforces the integrity of the City's residential neighborhoods and environmental resources while permitting an increased intensity of development in the City's tourism zones ~ achieving Objectives C & D has proven a more complex undertaking.
- 1.4.3 Wildwood's original Development Plan established a grid-type street system with typical 180' x 560' City blocks and a mix of (generally) 40' x 100' and 30' x 90' building lots. While lot consolidations over the years have resulted in somewhat larger parcels, such consolidations were (generally) selectively undertaken to accommodate project-specific development; principally the traditional 1950s- / 1960s-era motels and 1990s- / 2000s-era townhouse condominium projects (now) typical of the Wildwoods. As a result, original building lots abut newer consolidated parcels in a checkerboard of lot sizes and ownership patterns.

The consolidated parcels are far too small to facilitate the type of projects envisioned by Master Plan Objectives A & B. While the normal course of action would be to purchase additional lands, the combination of small (abutting) lot sizes, diverse ownership thereof and the extremely high land costs experienced in New Jersey's seashore communities has made land assemblage *for the type of development which will achieve Objectives A & B* economically impracticable.

Developers, financiers and real estate professionals have presented to the City convincing evidence that modern Resort Hotels with high concept public spaces, themed restaurants and other amenities require an intensity of development not possible under the City's current regulatory (Zoning) regime, and that the only way to develop a financially viable project *which will achieve Objectives A & B* is to increase development intensity to a point where a project can 'carry' the land and construction costs involved. Such intensity however, can not be supported by horizontal development, which requires more land (and therefore increased costs) as intensity increases. What is required is a project whose development costs do not rise with an increase in development intensity.

IN SHORT, VERTICAL DEVELOPMENT.

In July 2005, the City amended its Land Development Ordinance to permit Vertical Development in the City's Tourism Zones. Specifically, 25-story, 250' building height was permitted in the Residential Multi-Family (RM) Zoning District, the Hotel~Motel (H/M) Zoning District and the Tourist~Entertainment (T/E) Zoning District, conditioned upon conformance with certain bulk standards. [General Commercial (GC) and Neighborhood Commercial (NC) Zoning Districts remain as a buffer between the City's residential and tourist zones in order to protect the City's neighborhoods and natural resources while facilitating economic development.]



1.4.4 Coastal Zone Management Rules

The Wildwoods are situated on a Barrier Island in the state's Coastal Zone. Development in the Coastal Zone is governed by the New Jersey Department of Environmental Protection ("NJDEP") through its Coastal Zone Management ("CZM") Rules and by regulations pursuant to the Coastal Area Facilities Review Act ("CAFRA"). Such rules, while permitting Vertical Development prima facie, contain provisions which, taken as a whole, impede economically viable projects.

The CZM Rules reflect uniqueness of New Jersey's coastal zone and the legislative intent in passing the 1973 CAFRA law. The legislation is the basis of CZM Rules found at NJAC 7:7 and 7:7E-1 et. seq. This Master Plan Update finds that the Coastal Zone is unique and different from the rest of New Jersey outside of the CAFRA area and requires special treatment in long-term planning of social, economic and aesthetic interests.

After months of intense discussion, the City and NJDEP have agreed that certain CZM Rules require modification or reinterpretation in order to facilitate economically viable projects at the intensity necessary to facilitate Wildwood's revitalization. As part of the planning process for such modifications / reinterpretations, NJDEP has requested¹⁰ that the City perform certain analyses designed to insure that the City's existing systems can accommodate such development, and to identify improvements to such systems where inadequate. Included in this request is an "update" to the City's Master Plan, addressing, among other issues, land use, cultural resources, natural resources, emergency / disaster response and evacuation planning, storm / flooding response, housing, open space, traffic movement and capacity and infrastructure issues.

1.5 **Municipal Master Plan**

1.5.1 The New Jersey *Municipal Land Use Law*¹¹ requires municipalities to adopt a municipal Master Plan before it enacts a municipal development ordinance and municipal zoning. As specified in MLUL section 28, a municipal Master Plan is a report (with maps, diagrams and text) addressing two (2) mandatory and 11 optional development-related planning topics.¹² It is prepared for and adopted by the municipal Planning Board as a policy document, and typically includes a series of recommended actions. Said recommendations have no force or effect however, until they are enacted by the municipal Governing Body by ordinance.

1.5.2 After initial adoption, the MLUL¹³ requires a municipality to periodically conduct a

¹⁰ NJDEP letter of March 15, 2007 (Exhibit 1.1)

¹¹ N.J.S.A. 40:55D-1 et seq. ("MLUL")

¹² While optional under N.J.S.A. 40:55D-28, a Housing Plan Element is required by N.J.S.A. 40:55D-62 before a municipality may enact a Zoning Ordinance, thereby effectively making it a Mandatory Master Plan Element.

¹³ N.J.S.A. 40:55D-89



reexamination of its master plan and development regulations as follows:

The governing body shall, at least every six years, provide for a general reexamination of its master plan and development regulations by the planning board, which shall prepare and adopt by resolution a report on the findings of such reexamination. The reexamination report shall state:

- a. The major problems and objectives relating to land development in the municipality at the time of the adoption of the last reexamination report.
- b. The extent to which such problems and objectives have been reduced or have increased subsequent to such date.
- c. The extent to which there have been significant changes in the assumptions, policies, and objectives forming the basis for the master plan or development regulations as last revised, with particular regard to the density and distribution of population and land uses, housing conditions, circulation, conservation of natural resources, energy conservation, collection, disposition, and recycling of designated recyclable materials, and changes in State, county and municipal policies and objectives.
- d. The specific changes recommended for the master plan or development regulations, if any, including underlying objectives, policies and standards, or whether a new plan or regulations should be prepared.
- e. The recommendations of the planning board concerning the incorporation of redevelopment plans adopted pursuant to the *Local Redevelopment and Housing Law*, 40A:12A-1 et al. into the land use plan element of the municipal master plan, and recommended changes, if any, in the local development regulations necessary to effectuate the redevelopment plans of the municipality.

1.5.3 Wildwood's Master Plan was adopted in 1971. Reexaminations were adopted in 1987, 1997, 2003 and 2004.

The City's original Zone Plan was adopted in 1978. Said Zone Plan, along with companion development regulations have been modified periodically since initial adoption, the latest being 2005.



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1.6 2007 Comprehensive Master Plan Update

- 1.6.1 While prompted by NJDEP as a prerequisite for Vertical Development, this Comprehensive Master Plan Update is in full conformance with the requirements for municipal Master Plans under section 28 of the *Municipal Land Use Law* as well as the provisions for general periodic Master Plan Reexaminations under MLUL section 89.
- 1.6.2 Upon completion and adoption by the Wildwood Planning Board, this document shall serve as a statutorily-mandated Master Plan Reexamination for the City of Wildwood.
- 1.6.3 Upon adoption by the Wildwood Planning Board, recommendations concerning the City's development regulations contained herein may be enacted in the form of amendment(s) to the Wildwood Land Development Ordinance or such other regulatory or policy documents as may be necessary and appropriate. Such amendment(s) require adoption by the City Commission by ordinance(s).
- 1.6.4 After adoption by the Planning Board, a copy of this Comprehensive Master Plan Update, with accompanying Planning Board Resolution, shall be sent to the County Planning Board and the municipal clerk of each municipality adjoining the City of Wildwood.
- 1.6.5 After adoption by the Planning Board, this Comprehensive Master Plan Update seeks conformity to the Coastal Zone Management Rules found at NJAC 7:7 and 7:7E-1 et. seq. and provides linkage of the Master Plan Update to Coastal Zone and CAFRA legislation.



2.0 DEFINITIONS

For the purposes of this Comprehensive Master Plan Update, and in addition to any terms defined within the body of this document, the following terms shall have the meaning as set forth in this section.

Terms presented as singular or plural, masculine or feminine, or present or past tense shall be construed within the context in which they occur.

- 2.1 “ADA” shall mean the Americans with Disabilities Act (42 U.S.C.A. ~ 12101 et. seq.).
- 2.2 “Board of Commissioners” shall mean the Mayor and Commissioners of the City of Wildwood.¹⁴
- 2.3 “Building Height” shall mean the vertical distance measured to the highest point of the building, from the mean elevation of the curb level (i.e., top of curb [“toc”]) (or required curb level in the instance where no curb exists) along the right-of-way on which the subject building fronts. In the case of building which front more than one right-of-way, mean toc shall include all such rights-of-way. Where toc varies, building height shall be measured from the average of the toc elevations at points on either end of the length of the curb and the toc measurement at the mid-point of the curb.

The following structures may be erected above the heights prescribed for the various Zoning Districts by this Ordinance, parapets; chimneys; ornamental architectural features such as skylights, spires, domes, cupolas and like and similar features; *fully screened* open-air equipment such as tanks, ventilation fans, air-conditioning equipment, satellite dishes or similar items required to operate and maintain the Development; stair towers, elevator penthouse and mechanical enclosures and safety enclosures of rooftop areas of used for sundecks and other recreational purposes

- 2.4 “City” see Wildwood.
- 2.5 “City Clerk” shall mean the City Clerk of the City of Wildwood, whose office is assigned to maintain the official files of the municipality.
- 2.6 “City Website” shall mean www.wildwoodnj.org.
- 2.7 “CAFRA” shall mean the New Jersey *Coastal Area Facilities Review Act* and shall be construed herein to include the Coastal Zone Management (“CZM”) Rules N.J.A.C. 7:7-1 and 7:7E-1 et. seq. and other pertinent environmental regulations promulgated by the New Jersey Department of Environmental

¹⁴ Within the context of the various sections of this document, the terms “City of Wildwood”, “City” and “Governing Body” shall mean the Board of Commissioners of the City of Wildwood.



Protection.

- 2.8 “Coastal Zone” shall mean the New Jersey coastal zone, which is defined as: (1) The coastal area defined in the Coastal Area Facility Review Act (CAFRA), N.J.S.A. 13:19-1 et seq.; (2) Coastal waters, which are any tidal waters of the State and all lands lying thereunder. Coastal waters of the State of New Jersey extend from the mean high water line out to the three geographical mile limit of the New Jersey territorial sea, and elsewhere to the interstate boundaries of the States of New York, and Delaware and the Commonwealth of Pennsylvania ; (3) All lands outside of the coastal area as defined by CAFRA extending from the mean high water line of a tidal water body to the first paved public road, railroad or surveyable property line existing on September 26, 1980 generally parallel to the waterway, provided that the landward boundary of the upland area shall be no less than 100 feet and no more than 500 feet from the mean high water line; (4) All areas containing tidal wetlands; and (5) The Hackensack Meadowlands District as defined by N.J.S.A. 13:17-4

In 1973, the New Jersey Legislature finds and declares that New Jersey's bays, harbors, sounds, wetlands, inlets, the tidal portions of fresh, saline or partially saline streams and tributaries and their adjoining upland fastland drainage area nets, channels, estuaries, barrier beaches, near shore waters and intertidal areas together constitute an exceptional, unique, irreplaceable and delicately balanced physical, chemical and biologically acting and interacting natural environmental resource called the coastal area, that certain portions of the coastal area are now suffering serious adverse environmental effects resulting from existing development activity impacts that would preclude or tend to preclude those multiple uses which support diversity and are in the best long-term, social, economic, aesthetic and recreational interests of all people of the State; and that, therefore, it is in the interest of the people of the State that all of the coastal area should be dedicated to those kinds of land uses which promote the public health, safety and welfare, protect public and private property, and are reasonably consistent and compatible with the natural laws governing the physical, chemical and biological environment of the coastal area. It is further declared that the coastal area and the State will suffer continuing and ever-accelerating serious adverse economic, social and aesthetic effects unless the State assists, in accordance with the provisions of this act, in the assessment of impacts, stemming from the future location and kinds of developments within the coastal area, on the delicately balanced environment of that area. The Legislature further recognizes the legitimate economic aspirations of the inhabitants of the coastal area and wishes to encourage the development of compatible land uses in order to improve the overall economic position of the inhabitants of that area within the framework of a comprehensive environmental design strategy which preserves the most ecologically sensitive and fragile area from inappropriate development and provides adequate environmental safeguards for the construction of any developments in the coastal area.



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- 2.9 “Comprehensive Master Plan Update” see 2007 Comprehensive Master Plan Update.
- 2.10 “Condotel” – shall serve to mean a comprehensively planned, full service Retail, Dining, and Entertainment complex consisting of such combination and diversity of uses, attractions, and amenities as may be necessary or desirable to create a building whereby the complex is a self-contained destination. Within a condotel, a minimum of 25% of the units within the complex must be dedicated as hotel rooms. The diversity of units, attractions and amenities may include hotel rooms and residential units, as well as retail, dining, entertainment and conventional space. If residential units are provided, there shall be a centralized management system in place, as well as amenities typically seen in hotel use, such as front desk and concierge, so that the residential owner may elect to place the residential rental units into a rental program to encourage transient residential use such as that typically seen with respect to hotel use. Condotel can be also universally referred as a Retail, Dining and Entertainment (RDE) Resort facility and/or High-rise, Multi-family Residential Building.

The Condo-Hotel concept was developed to provide an alternative means of financing the resort hotels. The concept works as such; Land Developers design the hotel such that each room will have a complete kitchen, bathrooms and one or more bedrooms with the understanding that each room will have a complete kitchen, bathrooms, and one or more bedrooms with the understanding that each room will be sold to an individual investor as a condominium. Conventional mortgage financing is readily available to individual investors, and that the pre-sales will then allow the developer to obtain favorable financing for the construction of the resort. The hotel developer then contracts with a Hotel Operator to operate the Hotel and manage the building. Individual unit owner’s would then contract with the Hotel Operator to place their units, or in some cases, a ‘lock-out” portion of their unit, into a rental pool for designated periods of time, and the hotel operator maintains that inventory of rental units for serving hotel reservation requests. Rental payments and operating costs are split between the Unit Owners and the Hotel Operator, thus providing an income stream to Unit Owners to partially offset their ownership costs. During the Land Development approval process, City of Wildwood requires that certain numbers of units to be designated as “Hotel rooms,” such that their use by unit owners is restricted. This restriction ensures that there will always be an inventory of hotel rooms available in the building. “Condotels” have been very successful used throughout the country in various markets such as Miami, Las Vegas, Vail and many other resort areas.

- 2.11 “County” shall mean the County of Cape May, State of New Jersey.
- 2.12 “COAH” shall mean the New Jersey Council on Affordable Housing within the New Jersey Department of Community Affairs.
- 2.13 “FEMA” shall mean the Federal Emergency Management Agency.



- 2.14 “Governing Body” see Board of Commissioners.
- 2.15 “Island” shall have the same meaning as the Wildwoods.
- 2.16 “Land Development Ordinance” shall mean the Ordinance regulating land use and development in and for the City of Wildwood. At Publication, Ordinance sections 100, 200, and 500 - 1400 were prepared by Richard Thomas Coppola and Associates, adopted April 1990 and subsequently amended from time to time. Sections 300 and 400 were prepared by Remington, Vernick & Walberg.
- 2.17 “LEED” shall mean Leadership in Energy & Environmental Design
”<http://www.usgbc.org/DisplayPage.aspx?CategoryID=19>
- 2.18 “*Municipal Land Use Law*” or “MLUL” shall mean the New Jersey *Municipal Land Use Law* (N.J.S.A. 40:55D-1 et seq.).
- 2.19 “NJDCA” shall mean the New Jersey Department of Community Affairs and, by extension, shall include the individual divisions and/or offices within NJDCA, including the Office of Smart Growth.
- 2.20 “NJDEP” shall mean the New Jersey Department of Environmental Protection and, by extension, shall include the individual divisions within NJDEP responsible for implementation of the Coastal Zone Management Rules, CAFRA and other environmental regulations.
- 2.21 “NJDOT” shall mean the New Jersey Department of Transportation.
- 2.22 “OSG” shall mean the Office of Smart Growth (formerly known as the Office of State Planning) within the New Jersey Department of Community Affairs.
- 2.23 “Planning Board” shall mean, within the context of the use, either the Combined Planning and Zoning Board of Adjustment of the City of Wildwood (which, until December 2003, exercised the powers of a municipal Zoning Board of Adjustment under the provisions of N.J.S.A. 40:55D-25 c.) or the Wildwood Planning Board (reconstituted as an individual Board in January 2004) established pursuant to section 23 of the *Municipal Land Use Law* and operating pursuant to the various regulations of the Land Development Ordinance.
- 2.24 “Publication” shall mean the date printed on the cover of this Comprehensive Master Plan Update, which shall signify the date this document was finalized for submission to the Planning Board.
- 2.25 “State Plan” shall mean the New Jersey State Development and Redevelopment Plan, Adopted March, 2001.
- 2.26 “Urban Enterprise Zone” or “UEZ” shall mean an Urban Enterprise Zone



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promulgated under C.52:27H-60 et. seq.

- 2.27 “Wildwood” shall mean the City of Wildwood, a body corporate and politic, and unless otherwise indicated, shall include its Governing Body, elected officials, officers and staff.
- 2.28 “Wildwood” Urban Enterprise Zone” or “WW UEZ” shall mean the Wildwoods Urban Enterprise Zone, enacted as a joint UEZ district by and between the neighboring communities of North Wildwood, Wildwood Crest, Wildwood City and West Wildwood in January 2002, with formal boundaries adopted in July 2002.
- 2.29 “Wildwoods” or “the Wildwoods” shall mean, collectively, the separate municipalities of Wildwood, Wildwood Crest, North Wildwood and West Wildwood.
- 2.30 “1971 Master Plan” shall mean the original (1971) Master Plan for the City of Wildwood.
- 2.31 “1987 Reexamination” shall mean the document entitled 1987 Master Plan Reexamination Report prepared by Richard Thomas Coppola and Associates (Princeton, New Jersey), adopted November 1987.

While this document was not available for review as part of this Comprehensive Master Plan Update, relevant contents were addressed within the 1994 Reexamination and are detailed herein as relevant.

- 2.32 “1997 Reexamination” shall mean the document entitled Master Plan Reexamination and Amended Land Use Plan Element prepared by Remington & Vernick Engineers, adopted September 29, 1997.
- 2.33 “2002 Reexamination” shall mean the document entitled 2002 Periodic Master Plan Reexamination, City of Wildwood, Cape May County prepared by Remington, Vernick & Walberg Engineers, adopted June 2003.
- 2.34 “2004 Reexamination” shall mean the document entitled 2004 Periodic Master Plan Reexamination, City of Wildwood, Cape May County prepared by Remington, Vernick & Walberg Engineers, adopted May 2004.
- 2.35 “2007 Comprehensive Master Plan Update” or “Comprehensive Master Plan Update” shall mean this instant document entitled 2007 Comprehensive Master Plan Update for the City of Wildwood, Cape May County, N.J., prepared by Remington, Vernick & Walberg Engineers (with date as appearing on the front cover hereof), including all appendices and related documents included herein by reference.



3.0 HISTORICAL OVERVIEW

3.1 Prior Master Planning Efforts

3.1.1 Wildwood's original Master Plan was adopted in 1971. Reexaminations were *adopted* in 1987, 1997, 2003 and 2004. The City's current Zone Plan was adopted in 1978. Said Zone Plan, along with companion development regulations, have been modified periodically since initial adoption, with the current code adopted in August 2005.

3.1.2 The 1971 Master Plan is purported to have been lost in a fire that consumed the City's records department in the late 1970s. In conjunction with the 2002 Reexamination, attempts were made to locate a copy of the document from various official and unofficial sources. All such attempts proved unsuccessful.

The 2002 Reexamination attempted to reconstruct the pertinent contents of the Master Plan from various source documents, most notably the 1987 and 1997 Reexaminations and the City's Land Development Ordinance. Based on a review of these documents as well as conversations with City officials, business leaders and members of the Community, it was the professional opinion of Remington, Vernick & Walberg Engineers that the problems, policies and objectives identified in the 1971 Master Plan had either been addressed by the City in the intervening years or had evolved into the problems, policies and objectives identified in 2002 Reexamination.

As required under the MLUL, the 2004 Reexamination addressed issues raised by its predecessor as well as new issues identified at the time such document was prepared.

3.2 This 2007 Comprehensive Master Plan Update relies heavily on the information, analyses and conclusions contained in both the 2002 & 2004 Reexamination, as same may have been updated to the present time.

3.3 Community Planning Activities

Unlike many communities, the City of Wildwood has taken a very active approach to planning between Master Plan reexaminations. Recognizing its declining economic position, its deteriorating physical stock and the toll these have taken on the social fabric of the community, the City, alone and in conjunction with sister municipalities North Wildwood, West Wildwood and Wildwood Crest, and with the active participation of the private and commercial sectors therein, has developed various strategies aimed at reversing recent trends. These include, but are not limited to, strategies embodied in:

- Wildwoods 2000 Plan for Economic Development prepared by the Greater Wildwood Tourism Alliance (c. 1996);



- City of Wildwood Tourism Redevelopment Plan prepared by the City of Wildwood (August 2000);
- Master Plan Housing Element prepared by Remington, Vernick & Walberg Engineers (August 2000);
- The Zone Strategic Plan for the Wildwoods Urban Enterprise Zone; and¹⁵
- The Wildwood Business Improvement Zone.

In addition, the City has participated in a series of public/private partnerships designed to advance its revitalization efforts. These include:

- the Wildwoods Boardwalk Special Improvement District;¹⁶
- the Special Business Improvement District as a mechanism to address the specific needs of the City's downtown shopping district¹⁷;
- Main Street Wildwood;
- the Wildwood Municipal Redevelopment Agency;
- the Ad-hoc Redevelopment Committee comprised of City officials, State tourism and Convention Center officials and the members of the island's business community; and

3.4 2002 Reexamination

Recognizing the aggressive response required to combat the aforementioned conditions, City Policymakers began discussing a Master Plan Reexamination in the winter of 2001; approximately 3 years after its last periodic reexamination and 3 years before the next statutorily mandated reexamination.

Preparation for what was to become the 2002 Reexamination began in December of 2001 with a review of the aforementioned strategies. These documents were used as the foundation for the recommendations contained in the 2002 Reexamination.

In February of 2002, a visual survey of each parcel within the City was conducted in order to review land use patterns and general conditions in Wildwood. The resultant Generalized Land Use Map was used as a basis for recommendations concerning the City's Zone Plan and building controls. The 2002 Reexamination was adopted in June 2003.

¹⁵ i.e., a Master Plan for the WW UEZ.

¹⁶ created in April 1997 (Exhibit 13.3)

¹⁷ created in September 1999 (Exhibit 13.4)



3.5 2004 Reexamination

Although less than 1 year after the adoption of the 2002 Reexamination, City Policymakers decided to undertake a new Master Plan Reexamination in order to determine if the recommendations contained in the 2002 Reexamination were appropriate. Justification for this action was based on the following:

- A. The pace of the City's physical change¹⁸ had been more rapid than the planning process, and rendered portions of the Generalized Land Use Map and related analyses obsolete even before the 2002 Reexamination was completed.
- B. While the Planning Board was undertaking the Reexamination process, the City commissioned a computerized update of the municipality's Tax Maps. This new mapping reflected lot consolidations and subdivisions approved over the years, as well as changes in lot dimensions for a number of parcels throughout the City.

These new maps were not available in time for the 2002 Reexamination. Accordingly, the base mapping used to produce the Generalized Land Use Map, the Proposed Land Use Plan (Proposed Zoning Map) and the recommendations concerning building controls (minimum lot size, lot frontage, setbacks, etc.) did not reflect the most current parcel geometry.

- C. The 2002 Reexamination was adopted by the City's Combined Planning & Zoning Board just after a municipal election in which the sitting Mayor opted not to seek reelection. As a result, the two (2) incumbent Commissioners were reelected and a third Commissioner was elected for a first term. The highest vote getter was selected to serve as Mayor. This election resulted in a change of municipal priorities from those of the prior administration.

One of the first actions of the new administration was to place on the ballot a referendum to split the Combined Board into a separate Planning Board and Zoning Board of Adjustment. Approved by the voters in November 2003, the new Boards were constituted in January 2004.

In light of the actions described in subsections A and B herein, as well as the aforementioned change in municipal priorities, the City and the (new) Planning Board decided that it was advisable for the Board to undertake a fresh review of the Master Plan and its associated recommendations.

¹⁸ The (near) buildout of the neighboring communities on the Island, combined with the relatively low real estate prices in Wildwood, has resulted in the demolition of over 83 motels and residential cottages (over two (2) dozen in Wildwood alone) and replacing them with duplexes, townhouses and other multi-unit structures.



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- D. Further impetus for the 2004 Reexamination was the realization that very few of the recommendations of previous Master Plan Reexaminations were ever enacted, and that the issues identified in the 1971 Master Plan, the 1987 Reexamination and the 1997 Reexamination remained.
- E. The 2002 Reexamination reviewed the problems and recommendations of the prior Reexaminations and provided a sweeping set of proposals to address these issues. Chief among these were recommendations related to zoning (land use), density, off-street parking and building controls.

While City Policymakers embraced the philosophy behind these recommendations, they recognized that the scale of the proposed changes may not have proven politically feasible. Rather than risking abandonment of the changes so necessary for the City, Policymakers wisely asked the Board to review and, as necessary, scale them to a more realistic set of proposals.

The resultant 2004 Reexamination, adopted in May of that year, refined the 2002 Reexamination and provided specific recommendations which were enacted by the Governing Body in the form of amendments to sections 300 and 400 of the Development Ordinance. Such amendments were adopted in August 2005.

3.7 **2007 Comprehensive Master Plan Update**

While the impetus for this 2007 Comprehensive Master Plan Update is described in sections 1.4.3 and 1.4.4 herein, it is significant to note that both the 2002 and 2004 Reexaminations recommended that the City undertake several of the optional Master Plan Element provided for under the *Municipal Land Use Law*.

Accordingly, while designed to satisfy the recommendations of NJDEP / CAFRA, this Comprehensive Master Plan Update addresses the recommendations of prior City planning efforts and is fully compliant with the requirements for municipal Master Plans established under *Municipal Land Use Law*.¹⁹ Specifically, this Comprehensive Master Plan Update shall address:

Mandatory Elements

- (1) Statement of Objectives, Principles, Assumptions, Policies & Standards

Municipal Vision Statement / philosophical underpinnings upon which physical, economic and social development of the municipality are based.

This Element will satisfy N.J.S.A. 40:44D-a, b & c as relates to the requirements for a Master Plan Reexamination under the *MLUL*.

¹⁹ N.J.S.A. 40:55d-28



(2) Land Use Plan Element

Analyses of the relationship between land uses and development patterns in the City both as an independent function and against the Objectives, Principles, Assumptions, Policies and Standards and other Master Plan Elements developed as part of this Master Planning process, with specific attention paid to:

- (a) natural conditions, including, but not necessarily limited to, topography, soil conditions, water supply, drainage, flood plain areas, marshes, and woodlands;*
- (b) existing and proposed location, extent and intensity of development of land to be used in the future for varying types of residential, commercial, industrial, agricultural, recreational, educational and other public and private purposes; and stating the relationship to the existing and any proposed zone plan and zoning ordinance;*
- (c) showing the location of any airports and the boundaries of any airport safety zones pursuant to the "Air Safety and Zoning Act of 1983," PL 1983, c. 260 (6:1-80 et seq.);*
- (d) including a statement of the standards of population density and development intensity recommended for the municipality;*

This Element will satisfy *MLUL* section 40:44D-89 d & e as relates to these requirements for a Master Plan Reexamination.

Optional Elements

(3) Circulation Plan Element

Analyses of the location and types of facilities required for the efficient movement of people and goods into, about, and through the municipality, taking into account the functional highway classification system of the Federal Highway Administration and the types, locations, conditions and availability of existing and proposed transportation facilities, including air, water, road and rail.

While an optional Master Plan Element under the *Municipal Land Use Law*, a Circulation Plan Element is required for the City to address evacuation planning, traffic movement and capacity issues related to Vertical Development.

A Circulation Plan Element is required if the City wishes to create a Parking Authority or Parking Utility and adopt of "in-lieu-of" parking fees as



part of its efforts to permit increased building height for development, or to adopt regulations requiring developers to pay for off-tract street improvements as a component of Subdivision and Site Plan approval process.

Additionally, a Circulation Plan Element typically forms the basis for a municipality's future capital programs.

(4) Utility Service Plan Element

Addresses the general location of current infrastructure and analyzes the need for future systems, including water supply and distribution facilities, drainage and flood control, sewerage and waste water treatment, solid waste disposal and other related utilities.

A Utility Service Plan Element is required if the City wishes to adopt regulations requiring developers to pay for off-tract water, sewerage and drainage improvements as a component of Subdivision and Site Plan approval process.

Upon completion, this Element may be used by the City for development of a Storm Water Management Plan pursuant to N.J.S.A. 40:55D-93 et. seq.

(5) Community Facilities Plan Element²⁰

Addresses existing and proposed educational and cultural facilities, historic sites, libraries, hospitals, firehouses, police stations and other public and quasi-public institutions as well as significant private community amenities.

(6) Open Space & Recreation Plan Element²¹

Addresses the City's public (municipal and Board of Education) and, as appropriate, private sites for active and passive recreation, describing existing facilities and identifying needed upgrades.

(7) Conservation Plan Element

Analyses the opportunities for the preservation, conservation and utilization of the municipality's natural resources, including, to the extent appropriate, energy, open space, water supply, forests, soil, marshes, wetlands, harbors, rivers and other waters, fisheries, endangered or threatened species, wildlife and other resources as well as the impact of each Master Plan Element on resources.

²⁰ Community Facilities Plan Elements, Open Space & Recreation Plan Elements and Conservation Plan Elements work best when crafted together to provide for a coordinated system of public facilities while directing the efficient use of public funds.



(8) Economic Plan Element

Analyses the economic development goals of the City and addresses, among other issues, employment requirements, availability of labor pool and the stability and diversity of the economic development program to be promoted.

(9) Historic Preservation Plan Element

Identifies the location and significance of historic sites and historic districts within a municipality, identifies the standards used to assess worthiness for historic site or historic districts and analyzes the impact of each Master Plan Element on the preservation of historic sites and districts.

This Element may be expected to serve as the basis for architectural or other policy guidelines the City may consider in order to preserve the character of the City (or specific sections therein).

(10) Housing Plan Element²¹

In March 2005, the City commenced preparation of a Housing Plan Element and Fair Share (Affordable Housing) Plan in anticipation of a decision as to whether or not to file a Fair Share Plan with Council on Affordable Housing.²²

The document was nearing completion when the New Jersey Appellate Division, responding to an appeal brought by affordable housing advocacy groups, invalidated COAH's Third Round Rules, finding that the regulations were based on invalid calculations, arbitrary rules and unconstitutional provisions. Under the Court's ruling, all actions related to COAH's Third Round were stayed, including the preparation of new municipal Fair Share Housing Plans, until COAH adopts revised regulations. While the Court ordered that such regulations were to be completed within six (6) months from the ruling (approximately July 2007), COAH has missed this deadline and has petitioned the Court for more time. At Publication, it was not clear when such revised regulations will be adopted.

While some form of revised municipal affordable housing obligation will be developed as ordered by the Court, it is not possible (at Publication) to determine the form of such regulations or how any new rules will apply to the City. It is similarly not possible to determine what modifications to the draft Housing Plan Element and Fair Share Plan, if any, may be required.

²¹ While considered optional by section 28 of the Municipal Land Use Law, a Housing Plan Element is a requirement for a municipality to establish zoning under MLUL section 62.

²² "COAH"



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This Comprehensive Master Plan Update therefore defers action related to a Housing Plan Element / Fair Share Plan until COAH's new rules are adopted and their impacts known.

- 3.8 With this section 3.0 as context, this Comprehensive Master Plan Update satisfies all statutory requirements for a Master Plan and Master Plan Reexamination pursuant to N.J.S.A. 40:55D-28 and 89, respectfully.

- 3.9 The Coastal Zone Management Rules reflect uniqueness of New Jersey's coastal zone and the legislative intent in passing the 1973 Coastal Area Facilities Act (CAFRA) law. The legislation is the basis of Coastal Zone Management Rules found at NJAC 7:7 and 7:7E-1 et. seq. This Master Plan Update finds that the Coastal Zone is unique and different from the rest of New Jersey outside of the CAFRA area and requires special treatment in long-term planning of social, economic and aesthetic interests.



4.0 METHODOLOGY

4.1 This Comprehensive Master Plan Update bases its findings and recommendations on, among other sources:

- Cape May County Databook published by the Cape May County Department of Planning (January, 2003);
- Visual inspections of the City conducted for this Master Planning process;
- Proposed Development Activity 2006 prepared by the Cape May County Planning Board (c. 2001);
- Cape May County Comprehensive Plan prepared by the Cape May County Planning Board (February, 2002);
- The State Development and Redevelopment Plan (“State Plan”) prepared by the New Jersey State Planning Commission (March 2001);
- Rules on Coastal Zone Management as promulgated by the New Jersey Department of Environmental Protection (as amended);
- Year 2000 Census Data compiled and released by the US Census Bureau;
- South Jersey Transportation Planning Organization (SJTPO) 2030 Population & Employment Projections by Municipality, June, 2006
- The 2002 Reexamination and the 2004 Reexamination;
- Recent tax mapping prepared by Remington, Vernick & Walberg Engineers and MOD IV parcel data information retained by the City’s Tax Assessor;²³
- Conversations with City officials, business leaders and members of the Community; and
- Consultation with representatives of NJDEP, Office of Smart Growth₂;
- Other pertinent data and planning documents (footnoted as appropriate).

²³ Both current through the 2nd Quarter 2007



5.0 STATEMENT OF OBJECTIVES, PRINCIPLES, ASSUMPTIONS, POLICIES & STANDARDS²⁴

5.1 The *Municipal Land Use Law* requires that municipal Master Plan include a “Statement of Objectives, Principles, Assumptions, Policies and Standards upon which the constituent proposals for the physical, economic and social development of the municipality are based”.

5.2 The 2002 and 2004 Reexaminations detailed at length the historical issues and [then current] trends facing the City.

This Comprehensive Master Plan Update utilizes these efforts as background, and updates the Statement based on current conditions and policy direction.

5.3 In addition to satisfying the statutory requirement for the required Statement, this section will satisfy N.J.S.A. 40:44D-a, b & c as relates to the requirements for a Master Plan Reexamination under the *Municipal Land Use Law*.

5.4 For organizational purposes, issues comprising this Statement shall be classified via the various Master Plan Elements specified in the *Municipal Land Use Law*²⁵ ~ as applicable to Wildwood.

A review of the issues facing the City reveals certain themes which overlap into various Subject headings (i.e., Land Use, Circulation, Economic Development, etc.). To eliminate duplication, to the extent possible, this section presents such recurring items as single entries when appropriate ~ but separately where the focus of the entry differs.

Accordingly, the following sections must be read as a single Statement.

5.4.1 General

A. **Principal:** The *Municipal Land Use Law*²⁶ grants municipalities the power to control the physical development of the lands within their corporate boundaries and provides fifteen (15) guiding purposes to be achieved by their land use/development regulations.

The City of Wildwood affirms its commitment to these purposes and adopts same as general guidelines for this Comprehensive Master Plan Update, the Land Development Ordinance, policies and practices for all appropriate municipal agencies in the administration of their duties and responsibilities. Specifically:

²⁴ “Statement”

²⁵ N.J.S.A. 40:55D-28

²⁶ N.J.S.A. 40:55D-2



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1. Encourage municipal action to guide the appropriate use or development of all lands in this State, in a manner which will promote the public health, safety, morals, and general welfare;
2. Secure safety from fire, flood, panic and other natural and man-made disasters;
3. Provide adequate light, air and open space;
4. Ensure that the development of individual municipalities does not conflict with the development and general welfare of neighboring municipalities, the county and the State as a whole;
5. Promote the establishment of appropriate population densities and concentrations that will contribute to the well-being of persons, neighborhoods, communities and regions and preservation of the environment;
6. Encourage the appropriate and efficient expenditure of public funds by the coordination of public development with land use policies;
7. Provide sufficient space in appropriate locations for a variety of agricultural, residential, recreational, commercial and industrial uses and open space, both public and private, according to their respective environmental requirements in order to meet the needs of all New Jersey citizens;
8. Encourage the location and design of transportation routes which will promote the free flow of traffic while discouraging location of such facilities and routes which result in congestion or blight;
9. Promote a desirable visual environment through creative development techniques and good civic design and arrangement;
10. Promote the conservation of historic sites and districts, open space, energy resources and valuable natural resources in the State and to prevent urban sprawl and degradation of the environment through improper use of land;



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11. Encourage planned unit developments which incorporate the best features of design and relate the type, design and layout of residential, commercial, industrial and recreational development to the particular site;
 12. Encourage senior citizen community housing construction;
 13. Encourage coordination of the various public and private procedures and activities shaping land development with a view of lessening the cost of such development and to the more efficient use of land;
 14. Promote utilization of renewable energy resources;
- and
15. Promote the maximum practicable recovery and recycling of recyclable materials from municipal solid waste through the use of planning practices designed to incorporate the State Recycling Plan goals and to complement municipal recycling programs.

B. **Principal:** Wildwood recognizes that the economic and development environment in Wildwood has undergone a rapid transformation over the past decade, and that the City's planning and development-related policies have not been able to keep pace.

- i. **Objective:** Review and update municipal policies and regulations on an ongoing basis to ensure that Policymakers are working with the most up-to-date information.

C. **Principal:** Wildwood recognizes that the revitalization of the Wildwoods and its tourist economy is largely tied to the success of the Wildwoods Convention Center.

- i. **Objective:** Review and update municipal policies and regulations to ensure that the City, on a municipal level, is supporting the Convention Center.
- ii. **Objective:** Provide a development (regulatory) climate which will result in a range of modern lodging accommodations with high concept public spaces, themed restaurants and other amenities in order to enable the Convention Center to market the Wildwoods as an attractive environment for regional and national conventions.



5.4.2 Land Use Policy

- A. **Principal:** Wildwood recognizes that its land development patterns often juxtapose incompatible land uses. Specifically, certain commercial and (light) industrial uses are located in residential neighborhoods and residential units exist in commercial sections of the City.

Even within use categories, the proliferation of duplex and townhouse structures has impacted the distribution of land uses in the City. Where constructed in single-family zones, such development has negatively affected the nature of single-family zoning and resulted in extreme overcrowding of these neighborhoods.

- i. **Objective:** Support the 2005 (and additional) revisions to the City's Land Use Plan and Land Development Ordinance, which supports development, regulates development patterns and reinforces the integrity of the City's residential neighborhoods and commercial districts while respecting the physical environment and making appropriate use of the City's environmental resources.
 - ii. **Objective:** Discourage inappropriate and incompatible land uses.
- B. **Principal:** Maximize use of the State Plan's designation of the Wildwoods as a Regional Center within what is termed a 'PA-5B (Environmentally Sensitive ~ Barrier Island) Planning Area' and a Smart Growth Area in order to support growth and (re)development.
- i. **Objective:** Support economic activity and programmatic elements designed to make appropriate use of the City's resources.
 - ii. **Objective:** Employ Vertical Development as a means to return needed lodging rooms to the City's inventory and support the economic and other Policies of this Comprehensive Master Plan Update, including Policies and Objectives designed to support the Wildwoods Convention Center.
 - iii. **Objective:** Employ the *Local Redevelopment and Housing Law* where applicable to achieve these and other municipal objectives.
 - iv. **Objective:** Recognizing the urban, fully-developed nature of the City, the special nature of the Wildwoods beach²⁷ and boardwalk and the opportunities presented by these elements, explore creation of a specific CAFRA "Wildwood Rule" in order to tailor the Coastal Zone Management Rules to take advantage of Wildwood's assets and

²⁷ Including, but not limited to, the extremely large distances between the Boardwalk and the ocean.



designations while appropriately protecting the natural environment.

- v. **Objective:** Within the context of Objective B iv herein, incorporate appropriate CAFRA / CZM design guidelines into the City's Land Development Ordinance.

- C. **Principal:** Wildwood recognizes that recent development applications have ignored architectural detail in favor of less expensive, often bland, stark and utilitarian façade designs which detract from the aesthetics of the City.

While the Planning Board has seen some success in encouraging developers to design buildings with more variety and interest, their power to compel better design is somewhat limited.

While nominally an aesthetic issue, such architecture impacts the stability of neighborhoods and is recognized by the *Municipal Land Use Law* as one of the purposes of that act.

- i. **Objective:** Establish within the Land Use Plan and Land Development Ordinance, as appropriate, specific Architectural design standards to promote a desirable visual environment and ensure the continued visual integrity of both the commercial and residential sections of the City.

- C. *Policies and Standards* related to land use in Wildwood are more fully detailed in the Land Use Plan Element (Section 6.0) of this Comprehensive Master Plan Update.

5.4.3 Housing Policy

- A. **Principal:** Wildwood recognizes the need to stabilize and protect its residential neighborhoods and to undertake efforts to insure decent, safe and sanitary housing for all its residents.

- i. **Objective:** Strengthen the City's code enforcement efforts.
- ii. **Objective:** Adopt a deconversion Ordinance as part of the City's code enforcement efforts in order to insure that large residential structures are not illegally converted into rooming houses or apartment buildings and to require deconversion where illegal conversions are found to exist.
- iii. **Objective:** Maintain the adopted Land Use Plan and Land Development Ordinance as a rational plan to regulate development patterns and reinforce the integrity of the City's residential neighborhoods and commercial districts.

- iv. **Objective:** Establish within the Land Use Plan and Land Development



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Ordinance, as appropriate, specific standards to ensure the continued integrity of the residential sections of the City.

- v. **Objective:** Maintain the City's efforts to reduce Residential Density in its R-1 and R-2 Zoning Districts to appropriate levels.

- B. **Principal:** Wildwood recognizes the need for affordable housing in the City, including housing targeted toward the needs of its employee base.

The active real estate market in Wildwood has had an impact on the availability of full-time, residential housing in the City. The demolition of residential cottages (or motels used for residential purposes) to make way for townhouses and other multi-unit structures has shifted housing inventory from full-time residential to seasonal occupancy, thereby reducing the City's inventory of available and affordable housing.

The City adopted a Housing Plan Element to its Master Plan in August of 2000. This document, drafted to be consistent with the requirements of the Fair Housing Act²⁸ and the *Municipal Land Use Law*. Subsequently, this document was filed with the New Jersey Council on Affordable Housing²⁹ in order to petition for "Substantive Certification". In April, 2001, COAH granted the City "Interim Substantive Certification", thereby approving the Housing Element. Such approval is valid for one (1) year after adoption of COAH's "Third Round Methodology and Rules".

Said "Third Round Methodology and Rules" were adopted by COAH and became effective in December, 2004. The City commissioned a new Housing Plan Element and Fair Share Plan in March 2005. Through such Housing Element and Fair Share Plan, the City promoted the provision of a variety of housing types of varied affordability ranges, encouraged the on-going maintenance of the City's existing housing stock and formally acknowledged the constitutional obligation to provide a realistic opportunity for the provision of affordable housing to families and/or persons without discrimination.

Before the City had the chance to file the Housing Plan Element & Fair Share Plan for Substantive Certification under COAH's "Third Round Methodology and Rules", the New Jersey Court, Appellate Division, responding to an appeal brought by affordable housing advocacy groups, invalidated COAH's Rules, finding that the regulations were based on invalid calculations, arbitrary rules and unconstitutional provisions. Under the Court's ruling, all municipal actions related to COAH's Third Round were stayed ~ including the preparation of new Fair Share Housing Plans ~ until COAH adopted revised regulations.

While the Appellate Division ordered that such regulations be completed within

²⁸ N.J.S.A. 52:270-301 et seq.

²⁹ "COAH"



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six (6) months from the ruling (approximately July, 2007), COAH petitioned the State Supreme Court for an extension until mid-2008. The Supreme Court declined such petition, but did modify the original deadline to December 2007. While some form of revised municipal affordable housing obligation will be developed as ordered by the Court, it is not possible, at Publication, to determine the form of such regulations or how any new rules will apply to City of Wildwood. It is similarly not possible to determine what modifications to the draft Housing Plan Element and Fair Share Plan, if any, may be required.

Accordingly, a Housing Plan Element and Fair Share Plan, which typically would be included in a Comprehensive Master Plan Update, has been deferred until COAH's new rules are adopted.

- C. *Policies and Standards* related to Housing in Wildwood will be more fully detailed in the Housing Plan Element of this Comprehensive Master Plan Update once COAH's new rules are adopted and their impacts known.

5.4.3 Circulation Policy

- A. **Principal:** Wildwood recognizes that its street system is inadequate to accommodate the traffic generated by its tourist economy.³⁰

- i. **Objective:** Develop a Citywide (and island-wide) system of pathfinder signage designed to guide visitors to various points of interest and/or commonly visited areas (i.e. parking areas, hotel-motel districts, Pacific Avenue Entertainment District, beach and Boardwalk, Convention Center, City Hall, Fire Stations, etc.).
- ii. **Objective:** Review the feasibility of increasing the number of one-way paired streets in the City in an effort to reduce congestion on current two-way streets.

- B. **Principal:** Wildwood recognizes that its street system will be severely tested should evacuation during a serious weather event or man made disaster.

In of November 2006, the New Jersey State Police, Office of Emergency Management approved an Emergency Operations Plan for the City.

At Publication, Cape May County was reviewing its County-wide evacuation plans. Additionally, an 11-member Coastal New Jersey Evacuation Task Force was examining the adequacy of the emergency evacuation plans and proposals for Cape May, Atlantic, Cumberland, Ocean, Salem, Monmouth and Middlesex counties in order to develop a higher level of efficiency and coordination for multi-county evacuation and to determine the usefulness of

³⁰ Recent studies find that the Wildwoods' receive 3.5 million visitors each season, almost all of whom arrive by private automobile.



centralized, County-based shelters for residents impacted by storms and/or emergency situations.

- (1) **Objective:** Maintain and update the Emergency Management Plan to accommodate changes in the City's development patterns and related impacts to its circulation system in order to facilitate evacuation, provide protection from storms and minimize potential damage to citizens and property.
- (2) **Objective:** Coordinate with State, County and Task Force efforts to enhance evacuation capabilities.
- (3) **Objective:** Evaluate the "storm-proofing" of high-rise developments and the philosophy of "sheltering in place" depending a degree of predicted storm intensities as a means to mitigating mass evacuation.
- (4) **Objective:** Incorporate coastal hazard mitigation planning into land use planning and building designs approval process. The City's Emergency Operations Plan shall be reviewed when new construction is approved. All new construction should be incorporated and inventoried into evacuation planning before the Certificate of Occupancy are issued. In addition, the City should review its construction standards to ensure that they exceed those of the National Flood Insurance Program (regarding flooding and wind damage) and implement a municipal program to do follow-up inspections of all existing buildings to ensure that there is proper anchoring & flood-proofing of these properties.

- C. **Principal:** Wildwood recognizes that the Boardwalk, while seldom thought of as transportation route, serves as a primary north/south circulation corridor, facilitating pedestrian and bicycle movement through the City (and neighboring North Wildwood).

At Publication, the City had completed an engineering analysis to determine the physical improvements required for a multi-million dollar Boardwalk reconstruction project, as well as the design for such improvements. Funding has been provided by the Wildwoods Urban Enterprise Zone. Construction is expected to commence for the first phase of this project in October 2007.³¹

- i. **Objective:** Maximize the use of the Boardwalk as a means of circulation for the Island's tourist, seasonal and permanent population. Encourage pedestrian and bicycle use and increased use of the existing tram-car operation as opposed to private automobiles on the City's street system.

³¹ At Publication, a lawsuit had been filed which may force the City to rebid this project. In such case, commencement of construction could be delayed for up to a year.



- ii. **Objective:** Expand the Tram-car service or institute a parallel service to alleviate reliance on the private automobile. Create off-Boardwalk routes as a means of Island-wide mass transit.
 - iii. **Objective:** Develop a mechanism for discounted Tram-car rates for City residents, Boardwalk employees, visitors and other targeted groups to encourage ridership.
- D. **Principal:** Wildwood recognizes that its inventory of parking spaces is inadequate to satisfy the demand generated by its tourist economy.
- i. **Objective:** Develop a comprehensive strategy to address parking issues in Wildwood, specifically as relates to the Hotel~Motel district, the tourist district and the Convention Center.
 - ii. **Objective:** Continue to utilize governmentally-owned land in strategic sections of the City, including surface lots between the Convention Center and Rio Grande Avenue and the City-owned lot on Cedar Avenue, for public parking. Explore the feasibility of developing one (1) or more structured parking garages on these lands.
 - iii. **Objective:** Expand the existing Tram-car service, or institute a parallel service, to alleviate reliance on the automobile by tourists and conventioners. Utilize the existing system to create off-Boardwalk routes from the centralized parking areas referenced above to specific points of interest or economic generators.
 - iv. **Objective:** Establish a municipal Parking Authority or Parking Utility for operation of the parking structures and/or tram car operations referenced herein.
 - v. **Objective:** In order to fund the centralized parking structures referenced in Objective D ii., institute “in-lieu-of” parking fees wherein developers could opt to “buy-down” some portion of their parking requirement by payment of an established amount which would be dedicated to the construction and/or ongoing operation of such parking facilities.
- E. *Policies and Standards* related to circulation (and parking) in Wildwood are more fully detailed in the Circulation Plan Element (Section 8.0) of this Comprehensive Master Plan Update.

5.4.5 Utilities & Infrastructure Policy

- A. **Principal:** Wildwood recognizes that its aging utility infrastructure is in



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general need of repair and may not be adequate to service the Vertical Development required to revitalize the City.

The City Engineer is undertaking a Sanitary Sewer System Evaluation & Master Plan to guide sanitary sewer improvements over the next several years.

A Storm Sewer Ordinance,³² regulating on-site and off-site storm water discharge for new development, in conjunction with NJDEP's Storm Water Management (MS4) Rules,³³ was adopted in February 2006.

A similar review of the City's potable water distribution system, including upgrades related to fire protection, is expected in the near future.

- i. **Objective:** Prepare a 6-year capital improvement plan constituent with N.J.S.A. 40:55D-29 & 30 to include subsurface utilities under the control of the City.
- ii. **Objective:** In addition to any municipal program of capital improvements, institute regulations providing for developers to undertake such infrastructure improvements as may be deemed necessary by the appropriate City Agencies³⁴ to facilitate their project(s), including, but not limited to, requiring developers to replace the effected downstream sanitary sewer(s) as part of their development costs or contribute "their fair share" to the future replacement as more and more of the existing carrying capacity is consumed by the future development.
- iii. **Objective:** Institute regulations providing for developers to reconstruct pavements, curbs and gutters surrounding their facilities and to resurface all adjacent roadways to the centerline of the street as part of the project.
- iv. **Objective:** Evaluate upgrades to the storm drainage system(s) in the City as appropriate. Evaluate tidal flooding problems and maintain, repair and replace stormwater facilities upon deterioration. Inspect bulkheading throughout the City and repair or replace as necessary.
- v. **Objective:** Work with private utility providers³⁵ to insure adequate and appropriate upgrades to the City's infrastructure systems, including, but not limited to, finalizing planned improvements to the water

³² Ordinance No. 666-06 (on file with the City Clerk).

³³ N.J.A.C. 7:8-1.2 et, seq. (as amended).

³⁴ Principally, the Wildwood Water Utility and Wildwood Sewer Utility

³⁵ Electric, gas, communications, etc.



distribution system as relates to fire protection throughout the City (domestic upgrades for individual high-rise development will be the responsibility of the individual developers).

- vi. **Objective:** the City recognizes Sea-Level Rise and the environmental factors that lead to the formation of policies addressing the problems of rising tide & sea levels.

- B. **Policies and Standards** related to utilities and infrastructure in Wildwood are more fully detailed in the Utility Plan Element (Section 9.0) of this Comprehensive Master Plan Update.

5.4.6 Community Facilities & Recreation Policy

- A. **Principal:** Wildwood recognizes that active and passive recreation is a critical component of local residential life as well as a potential attraction for visitors.

At Publication, the City had completed major renovations to Maxwell Field (athletic/recreation fields) and construction on the new Maxwell Field Community Center was 50% complete (completion is expected in February, 2008). These facilities will be available to both residents and visitors.

- i. **Objective:** Investigate utilizing the wide beach for additional active and passive recreation activities, including, but not limited to, a bicycle path which could connect to existing similar pathways in North Wildwood and Wildwood Crest.
 - ii. **Objective:** To facilitate Objective (A)(i), acquire the privately-owned lots on the east side of the boardwalk and incorporate into the City's public beach system.
- B. **Principal:** Wildwood recognizes that its current educational physical plant (schools) is aging however, is currently adequate to support the City's current and projected School population based on the review and evaluation of the Department of Education on Wildwood's school facilities each year.
 - i. **Objective:** Work with the Wildwood Board of Education to address physical plant issues facing the school system, including, but not limited to, issues identified within the Board of Education's Long Range Facilities Plan.
 - ii. **Objective:** Explore the appropriate adaptive reuse of buildings or redevelopment of lands currently used by the Board of Education (for schools or other purposes) if and when said buildings or lands are no longer required by the Board.



- C. **Principal:** Wildwood recognizes that Wildwood has undergone a rapid transformation over the past decade, and that the City's planning and development-related policies have not been able to keep pace.
- i. **Objective:** Update the City's Open Space and Recreation Inventory ("ROSI") to reflect current conditions.
- D. **Policies and Standards** related to Community Facilities and Recreation in Wildwood are more fully detailed in the Community Facilities Plan Element (Section 10.0) and Recreation Plan Element (Section 11.0) of this Comprehensive Master Plan Update.

5.4.7 Conservation Policy

- A. **Principal:** Wildwood recognizes the need to balance its desire to promote economic development with its need to preserve its environmental resources (principally the bathing beaches, the Atlantic Ocean, the marine tidal marshes and the back bay areas). As a seaside resort, Wildwood recognizes that its economic health is inextricably tied to the health of these resources.
- i. **Objective:** Support the 2005 (and additional) revisions to the City's Land Use Plan and Land Development Ordinance, which supports development, regulates development patterns and reinforces the integrity of the City's residential neighborhoods and commercial districts while respecting the physical environment and making appropriate use of the City's environmental resources.
- ii. **Objective:** Investigate the feasibility of the acquiring easements to or ownership of the privately-owned lots on the east side of the boardwalk and incorporate into the City's public beach system.
- iii. **Objective:** Explore the installation of an effective dune system to protect the City's Amusement Piers, Convention Center and Boardwalk. Link such system with the existing dune surrounding the Convention Center.
- B. **Principal:** While the State Plan endorses the concept of growth in Wildwood, the regulatory framework currently in place, principally under NJDEP / CAFRA, constitutes a very real impediment to such development.
- i. **Objective:** Recognizing the urban, fully-developed nature of the City, the special nature of the Wildwood beach³⁶ and boardwalk and the opportunities presented by these elements, and further recognizing that the State Plan has designated the Wildwoods as a 'Regional Center' within a PA-5B (Environmentally Sensitive Planning Area /

³⁶ Including, but not limited to, the extremely large distances between the Boardwalk and the ocean.



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Barrier Island) Planning Area, explore creation of a specific CAFRA “Wildwood Rule” in order to tailor the Coastal Zone Management Rules to take advantage of Wildwood’s assets and designations while appropriately protecting the natural environment.

- ii. **Objective:** Support economic activity and programmatic elements designed to make appropriate use of the City’s environmental resources.³⁷
- iii. **Objective:** the City will work to implement the goals of NJ’s Coastal Management Program, and work together to protect and enhance the beaches, maintain public access to the beaches, ensure that proper evacuation plans are developed, and ensure that zoning policies are in place to retain water dependent uses.

C. **Principal:** Wildwood recognizes that, as a principal of Smart Growth, well-planned communities reduce land consumption, habitat loss, vehicle miles traveled (“VMT”), toxic emissions and demand for energy and other resources. Accordingly, the City needs to promote every possible means to conserve energy by using energy-efficient technologies, renewable energy resources and passive forms of energy.

- i. **Objective:** Maximize the use of “Green Power” and energy efficiency for all mechanical building systems for new developments in the City.
- ii. **Objective:** Maximize the use of environmentally-friendly, LEED³⁸ building systems and technologies in all Projects.
- iii. **Objective:** For Vertical Development, institute a “Lights Out” program for energy efficiency and to reduce the incidence of migratory bird strikes at these buildings. Such a program, which has been endorsed by the Audubon Society, includes extinguishing or reducing decorative building lighting on upper stories between 11:00 p.m. and daylight.
- iv. **Objective:** As part of the Centralized Parking Plan detailed under the Circulation Plan Element (Section 8.0) herein, institute a shuttle (mass transit) system to reduce VMTs.

D. **Principal:** Climate change and sea level rise is a new phenomenon that has been recently recognized by leading researchers and the State of New Jersey. Climate change presents an unprecedented challenge to humanity. New Jersey Governor Jon Corzine has recently signed the Global Warming Response Act which adopts goals for the reduction of green house gases

³⁷ While this Objectives relates to the City’s economic future and thus may be a component of an Economic Plan Element, it is more properly addressed as part of a Conservation Plan Element to the Master Plan.

³⁸ “Leadership in Energy & Environmental Design” (<http://www.usgbc.org/DisplayPage.aspx?CategoryID=19>).



emissions in New Jersey. Ignoring this problem is catalyst for increased storm event magnification, storm-related flooding, significant property loss, impacts upon coastal eco-systems and may threaten coastal freshwater supplies due to saltwater intrusion. A sea-level rise in line with median projections would threaten the majority of New Jersey's coastline, not just the City of Wildwood.

- i. **Objective:** in order to plan for sea-level rise, the City should recommend the investigation into utilizing several methods to address rising waters such as; producing form-based land use codes, zoning for higher densities, mixed uses, infill development and limits on dwelling size, instituting green building standards & codes and instituting programs to retro-fit existing municipal and privately owned buildings.
- ii. **Objective:** City should inventory potential sources of greenhouse gas emissions to identify unwise energy consumption associated with municipal and regional agencies.
- iii. **Objective:** City should investigate LEED sustainable methods to be implemented in all City operations.

E. *Policies and Standards* related to Conservation of Natural Resources in Wildwood are more fully detailed in the Conservation Plan Element (Section 12.0) of this Comprehensive Master Plan Update.

5.4.8 Economic Policy

A. **Principal:** Wildwood recognizes that tourism, including environmentally-based tourism, is the life-blood of the local economy and that the City's tourist infrastructure must be updated to compete with other, more modern, destination resorts.

- i. **Objective:** Support the development of a physical environment and programmatic elements designed to foster and enhance the Wildwood visitors' experience, including elements designed to make appropriate use of the City's environmental resources.
- ii. **Objective:** Establish and support policies and programs designed to extend the tourist season from its current three (3) month economy to one which attracts visitors year-round.

B. **Principal:** Wildwood recognizes that adequate amenities, including, but not limited to, accommodations, restaurants, entertainment facilities and shopping opportunities are crucial if the Convention Center is to succeed in fostering economic activity beyond its four walls, both during the Season and in the



shoulder and winter months.

- i. **Objective:** Support the Convention Center by providing adequate amenities throughout the City which will aid in attracting larger and longer-running conventions and trade shows. Specifically, modern hotel accommodations, restaurants, entertainment facilities and shopping opportunities.
 - ii. **Objective:** Undertake actions to facilitate the type of development, including Vertical Development, which will lead to the creation modern hotels with such amenities as are normal and customary to Convention Center Host hotels.
- C. **Principal:** Wildwood recognizes that the success of the Convention Center, and the City's tourist economy in general, is impacted by the availability of convenient visitor parking.
 - i. **Objective:** Institute a plan for centralized public parking structures and public transit (shuttle) services outlined in the Circulation Plan Element (Section 8.0) of this Comprehensive Master Plan Update.
- D. **Principal:** Wildwood recognizes that its tourist-related and other offerings continue to be constrained by a seasonal economy and that the growing sophistication of the vacationing public and the type and style of tourism attractors demanded by these vacationers require a level of investment which may not be financable under a four-month pro-forma. These issues must be addressed if the Wildwoods are to compete with other destinations and communities featuring a well-rounded visitor experience.
 - i. **Objective:** Institute the recommendations contained in this Comprehensive Master Plan Update to transform the City from a seasonal resort to a year round vacation destination.
 - ii. **Objective:** Utilize the amenities created to support the Convention Center as a catalyst for additional economic development outside of these facilities, including, but not limited to, restaurant, retail and entertainment facilities; thereby utilizing Convention-related development as a tool to revitalize other (commercial) areas of the City.
- E. **Principal:** Wildwood recognizes that its tax base continues to erode and that the needs presented by the tourist industry far exceed the ability of the local tax base to respond.
 - i. **Objective:** Maintain the adopted Land Use Plan and Land Development Ordinance, which is designed, in part, to generate ratables, maximize long-term tax stability and extend the tourist season



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from its current three (3) month economy to one which attracts visitors year-round.

- ii. **Objective:** Objective B i, notwithstanding, modify the Land Use Plan and Land Development Ordinance consistent with the direction recommended by NJDEP as a basis for permitted Vertical Development in the City; thereby maximizing the City's ratable base and providing for long-term tax stability.
- iii. **Objective:** Utilize Redevelopment project in the Bayshore Area of the City (and elsewhere) to develop a new customer-base in Wildwood and to provide a market for amenities not currently existing in the City.
- iv. **Objective:** Employ creative tools and financing to provide incentives to attract ratables. Such tools may include, but need not be limited to, use of the *Local Redevelopment and Housing Law*, Tax Abatement and Payment In Lieu of Taxes (PILOT) programs which may limit short-term tax revenue but provide for long-term growth.
- v. **Objective:** Investigate the feasibility of consolidating municipal functions to centralized facilities, thereby providing for a more efficient consolidation of functions and freeing existing City-owned land for more productive use.
- vi. **Objective:** Investigate the feasibility of outsourcing certain municipal operations, thereby providing for more efficient, cost effective municipal operations and easing the burden on the City's workforce. This may include entering into joint cooperation agreements with adjacent municipalities for shared municipal services.
- vii. **Objective:** Investigate grant funding from the County's Share Services Initiative or the State for studies related to Objective B iii & iv herein.

F. **Principal:** Wildwood recognizes that the City's unemployment rate is unacceptably high.

- i. **Objective:** Continue the policy of hiring preferences for local residents when qualified, to use minority contractors and to employ Equal Opportunity regulations in publicly funded development projects.
- ii. **Objective:** Continue supporting the Convention Center as a catalyst to transform the City's seasonal economy in order to create year-round jobs.
- iii. **Objective:** Utilize the Land Use and other policies contained in this Comprehensive Master Plan Update, including Vertical Development, as a tool for year-round job creation.



- G. **Principal:** Wildwood recognizes the need to revitalize its physical appearance as a component to restoring its image and maximizing its economy.
- iv. **Objective:** Strengthen the City's enforcement of its property maintenance codes.
- H. **Principal:** Employ unique design elements which will create a "brand" identity for Wildwood.
- i. **Objective:** Employ unique design elements, including, but not limited to the Doo-Wop/Jetsonian theme, for street signage and other public elements where appropriate.
- ii. **Objective:** Review and seriously consider adoption and maximizing the use of the Design Guidelines for the Wildwoods Boardwalk as a policy tool to "encourage" and "discourage" architectural design elements for Boardwalk development.³⁹
- I. **Principal:** Wildwood recognizes that several organizations have been instituted over the years to aid and assist in the revitalization of different segments of the Island.
- i. **Objective:** Support the policies and programs of the Wildwoods Urban Enterprise Zone as a means for economic development and job creation.
- ii. **Objective:** Support the policies and programs of the Wildwood Business Improvement District ("WBID") in the ongoing reinvention of the Wildwood Business District.
- iii. **Objective:** Support the policies and programs of Main Street Wildwood in its ongoing efforts to improve the economic conditions in the City's downtown commercial areas.
- iv. **Objective:** Support the policies and programs of the Wildwood's Boardwalk Special Improvement District ("WSID") in its ongoing efforts to improve the economic conditions on the Boardwalk.
- J. *Policies and Standards* related to Economic Policy in Wildwood are more fully detailed in the Economic Plan Element (Section 13.0) of this Comprehensive Master Plan Update.

5.4.9 Historic Preservation Policy

³⁹ Under development (at Publication) by a joint committee of Wildwood and North Wildwood representatives and funded via a OSG Smart Growth Planning Grant, the Guidelines booklet illustrates historic and other building design elements which provide a positive image for the Wildwoods Boardwalk as well as those elements which detract from such image.



- A. **Principal:** Wildwood recognizes that much of its rich history as a seaside resort remains in the form of historic architecture located throughout the municipality. The City recognizes that this historic fabric exists in both traditional and non-traditional architectural design.

Recent development applications have ignored this architecture in favor of less expensive designs which detract from the aesthetics of both the commercial and residential sections of the City.

The continuing challenge facing Wildwood is to continue to protect its traditional and non-traditional historic architecture in the face of development pressure. As buildings age and land becomes scarce and thus more expensive, development costs rise. Budget conscious developers are thus forced to look toward (less expensive) clearance as opposed to (more expensive) renovation and adaptive reuse.

- i. **Objective:** Establish policies designed to protect the City's traditional and non-traditional historic architecture.
- ii. **Objective:** Strengthen the City's code enforcement efforts to protect and preserve existing historic architecture (as well as all buildings in the City).
- iii. **Objective:** Support the Wildwood Historic Commission and the Doo-Wop Preservation League in their goal to protect and preserve existing historic architecture where possible and practical.

Review and, where necessary, update the roles of these entities to better support the City's Planning Board and Zoning Board of Adjustment in their development approval processes.

All developments submitted for Planning or Zoning Board consideration within the designated Historic Districts shall notice the application's submittal to the WHPC by certified mail.

- iv. **Objective:** Delete from the City's Historic Districts Map areas where historic structures have been demolished. Combine the Primary and Secondary Historic Districts into a single Historic District. Commission a new historic property survey by a professional Architectural Historian as a means to catalogue remaining historic architecture and clarify the boundaries of such District.
- v. **Objective:** Establish within the Land Use Plan and Land Development Ordinance, as appropriate, specific Architectural design standards to promote a desirable visual environment and to ensure the continued



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visual integrity of both the non-historic commercial and residential sections of the City.

B. **Principal:** Wildwood recognizes that, as an historic seaside community, the City's rich architectural fabric provides an identity for the Community and that design elements unique to the Wildwoods will create a "brand" for the tourist-oriented sections of the City.

- i. **Objective:** Encourage developers to employ designs which are reflective of the City's traditional architecture (shingle-style, seashore Victorian, turn-of-the-century [1900] seashore cottages) OR the non-traditional Doo Wop/Jetsonian style, as appropriate in the renovation of existing structures (where practicable) and in new construction. Use of such elements should be based on the requirements of a particular project or the location of a particular project within the City.
- ii. **Objective:** Discourage unremarkable and undifferentiated ("box-like", cookie-cutter) architecture which has become so prevalent in the City.

Discourage the use of Exterior Insulation Finish Systems (EIFS), smooth-faced concrete block (CMU), stucco or stucco-like products (Dryvit or similar) unless such materials are appropriately treated to provide architectural interest. Prohibit the use of Barnboard (T-111) and pre-fabricated steel panels.

- iii. **Objective:** Employ unique design elements, including, but not limited to the Doo-Wop/Jetsonian theme, for street signage and other public elements where appropriate, particularly within the Pacific Avenue Shopping Mall area/district. Developers/Applicants should seek out the design guidance advice of *Wildwood's Main Street* program representatives.
- iv. **Objective:** Review and seriously consider adoption and maximizing the use of the Design Guidelines for the Wildwoods Boardwalk, which has its basis in the classic design elements which made the Boardwalk an historical icon, as a policy tool to "encourage" and "discourage" architectural elements for the renovation of existing facades and for new development on the Boardwalk.

C. **Policies and Standards** related to Historic Preservation in Wildwood are more fully detailed in the Historic Preservation Plan Element (Section 14.0) of this Comprehensive Master Plan Update.



5.5 Municipal Vision Statement

This Section 5.0 of the Comprehensive Master Plan Update addresses the Objectives, Principles, Assumptions, Policies and Standards upon which the constituent proposals for the physical, economic and social development of Wildwood are based. While of necessity detailed and far-ranging, the foregoing **Principals** and **Objectives** ~ as operationalized in the individual Master Plan Elements that follow ~ may be distilled into the following Vision Statement for the City of Wildwood. Such Statement articulates the desires of the community regarding the future direction of the municipality, based on the community's goals, objectives and overall values.

This Vision Statement desires to balance the changing demands of the tourist economy with the need to maintain the City of Wildwood as a premier shore resort destination as well as a year-round community.

MUNICIPAL MASTER PLAN: A CITY'S VISION

Recognizing that tourism, including environmentally-based tourism, is the life-blood of the local economy, and further recognizing that there is a need to balance economic development with the preservation of the City's neighborhoods and its environmental resources, the City of Wildwood:

Supports the development of physical and programmatic elements designed to foster and enhance the Wildwood visitors' experience, including elements designed to make appropriate use of the City's environmental resources.

- A. Establishes a Land Use Plan and supporting regulations designed to extend the tourist season and attract visitors year-round. Such Plan and regulations regulate development patterns and reinforce the integrity of the City's residential neighborhoods and environmental resources while permitting an increased intensity of development in the City's tourism zones.
- B. Having established the local regulations necessary to accomplish its Vision, seeks to partner with the appropriate State officials in order to implement the State Plan, which designates Wildwood as a 'Center' within the PA-5B (Environmentally Sensitive Planning Area/Barrier Island) Planning Area, and to explore the creation of a specific "Wildwood Rule" within the Coastal Zone Management Rules in order to take full advantage of the opportunities presented by the foregoing designations as a means to facilitate Wildwood's economic renaissance while protecting its neighborhoods and natural resources.
- C. City of Wildwood recognizes the recent passage of Gov. Corzine's Executive Order entitled the "Global Warming Response Act." The City



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will examine and institute necessary measures to abide by the recommendations within the Executive Order and develop methods to reduce it's generation of greenhouse gas emission in order to reduce the severity of sea-level rise on the community.



6.0 LAND USE PLAN ELEMENT

6.1 The *Municipal Land Use Law* requires that municipal Master Plan include a Land Use Plan Element, which is defined as an analyses of the relationship between land uses and development patterns in the City both as an independent function and against the Objectives, Principles, Assumptions, Policies and Standards and other Master Plan Elements developed as part of this Master Planning process, with specific attention paid to:

- (a) natural conditions, including, but not necessarily limited to, topography, soil conditions, water supply, drainage, flood plain areas, marshes, and woodlands;
- (b) existing and proposed location, extent and intensity of development of land to be used in the future for varying types of residential, commercial, industrial, agricultural, recreational, educational and other public and private purposes; and stating the relationship to the existing and any proposed zone plan and zoning ordinance;
- (c) showing the location of any airports and the boundaries of any airport safety zones pursuant to the "Air Safety and Zoning Act of 1983," 6:1-80 et seq.;
- (d) including a statement of the standards of population density and development intensity recommended for the municipality;

6.2 The 2002 and 2004 Reexaminations detailed at-length the inadequacies of the [then] existing Zone Plan and Land Development Ordinance.

Based on these analyses, a revised Zone Plan and accompanying Zoning Regulations⁴⁰ were adopted in July 2005 with amendments adopted in January 2005 and May 2005. Additionally, certain revisions to the Zone Plan were proposed in June 2006.

6.3 This Comprehensive Master Plan Update utilizes these efforts as background, and updates the Land Use Plan based on current conditions and policy direction.

6.4 In addition to satisfying the statutory requirement for the required Land Use Plan Element, this section will satisfy N.J.S.A. 40:44D-d & e as relates to the requirements for a Master Plan Reexamination under the *Municipal Land Use Law*.

6.5 For organizational purposes, issues comprising this Land Use Plan shall be classified via the various requirements of a Land Use Plan Element as specified in the *Municipal Land Use Law*⁴¹ ~ as applicable to Wildwood.

⁴⁰ A.k.a. Land Use Plan and Land Development Ordinance.

⁴¹ N.J.S.A. 40:55D-28



6.6 Natural Conditions

The *Municipal Land Use Law* requires that Land Use Plan Element address “natural conditions, including, but not necessarily limited to, topography, soil conditions, water supply, drainage, flood plain areas, marshes, and woodlands”.

In addition to the following, an in-depth discussion of natural conditions can be found in the Conservation Plan Element (Section 12.0) herein.

6.6.1 Topography

As with most coastal plain areas, the topography of the City is relatively flat, ranging from 0 to 10 feet above sea level. As detailed in the 10' Contour Quadrangle Maps prepared by the US Geological Survey,⁴² the topography of the City has a gentle slope of (typically) less than 1% (less toward the bayside waterfront, marsh and wetland areas).

Established U.S.G.S. Benchmarks along New Jersey Avenue list at-grade elevations between seven (7) and eight (8) feet above Mean Sea Level.

While the bayside waterfront is inundated twice daily by high tides, the City's wide beaches serve to protect the built environment from tidal events.

6.6.2 Soil Conditions

Soils in the City consist of a variety of upland and lowland types, as well as those soils that fall somewhere in between. Upland soils are characterized by well drained, sandy composition with a relatively deep seasonal high water table. These soils usually occupy high positions in the landscape.

Lowland-type hydric soils drain poorly and are usually associated with low positions in the landscape such as stream corridors and depressions.

As a result of this soils composition, the center areas of the City are particularly well-suited for development, while the bayside water-edges of the City consist of meadow mat and other subsurface conditions which require special engineering for development.

6.6.3 Water Supply

The Wildwood Water Utility⁴³ serves approximately 15,000 customers within its service area,⁴⁴ as well as providing bulk-water service to West Wildwood and the New Jersey American Water Company's Cape May Court House Service district.

⁴² “U.S.G.S.”

⁴³ “WWU”

⁴⁴ Wildwood, North Wildwood, Wildwood Crest, West Wildwood, Middle Township and Lower Township



Established at the turn of the (20th) century, the WWU and its current Rio Grande Pumping Station pumps water into 20” and 24” transmission mains which deliver service to its recipients.

The WWU has total source capacity of 18.605 Million Gallons per Day (MGD), with a firm source capacity (assuming loss of its largest single source ~ due to temporary mechanical or other problems) of 16.445 MGD.

6.6.4 Drainage

During periods of prolonged rain, storm water from streets, rooftops, yards and parking lots begins to flow overland, eventually winding up either in the Bay or the beach⁴⁵ via outfalls of the underground stormwater systems. As stormwater travels across the land surface, it picks up animal waste, sediment and contaminants. At Publication, this mixture of pollutants receives no treatment. Such non-point source pollution is a concern to City policymakers because it can contaminate the receiving water body. Significantly, recently adopted State Stormwater Rules require future development in excess of one (1) acre to be subject to stringent water quality standards.⁴⁶

The Wildwood Sewer Utility⁴⁷ has the responsibility to maintain and repair the City’s storm sewer manholes, catch basins and drain pipes while the City’s Public Works Department performs routine cleaning of all storm facilities. The WSU will continue to maintain, repair and replace aging storm water drainage facilities as necessary. No major installation of new storm water drainage facilities under WSU jurisdiction are planned,

Cape May County retains jurisdiction over three (3) County roads within the City,⁴⁸ which have a separate stormwater drainage systems and outfalls. Significant storm water improvements for the Rio Grande Avenue / Susquehanna Avenue intersection are included as part of the reconstruction project for Rio Grande Avenue (Section 9.2.2).

In terms of flood protection, the City provides for the periodic inspection of bulkheads where part of the municipal right-of-way. Maintenance, repair and replacement of City-owned bulkheads are on-going activities. As part of this project, each bayside outfall is fitted with “flex-valves” to protect against tidal backup into the storm drainage system(s).

⁴⁵ While originally designed to discharge stormwater into the Ocean, the beach accretion experienced in the City over the past several years has resulted in the outfall pipes ending (and discharging stormwater) in the middle of the Beach.

⁴⁶ Ordinance No. 666-06, regulating on-site and off-site storm water discharge for new development, in conjunction with NJDEP’s Storm Water Management (MS4) Rules (N.J.A.C. 7:8-1.2 et. seq. [as amended]), was adopted in February 2006.

⁴⁷ “WSU”

⁴⁸ Rio Grande Avenue from Susquehanna to New Jersey Avenue, New Jersey Avenue from Cresse Avenue to 26th Street and Glenwood Avenue from Park Avenue to West Wildwood.



6.6.5 Flood Plain Areas

As a coastal community, the City has been mapped by the Federal Emergency Management Agency under its "Flood Insurance Rate Map program." Information pertaining to Flood Elevation zones and base flood elevation can be found on Community Panel No. 345329-0001-C, as amended to February 16, 1996. Specifically:⁴⁹

- AE - Definition: An area inundated by 1% annual chance flooding, for which Base flood Elevation (BFE)s have been determined.
- VE - Definition: An area inundated by 1% annual chance flooding with velocity hazard (wave action);(Base Flood Elevations (BFE)'s have been determined.
- X - Definition: An area that is determined to be outside the 1% and 0.2% annual chance floodplains
- X500 - Definition: An area inundated by 0.2% annual chance flooding; an area inundated by 1% annual chance flooding with average depths of less than 1 foot or with drainage areas less than 1 square mile; or an area protected by levees from 1% annual chance flooding.

Source data for Floodplain information was also found at:

The FEMA CBRA data come from the CD-ROM entitled:
Federal Emergency Management Agency
National Flood Insurance Program
Consolidated CBRA Q3 Flood Data, Disk 3, dated June 1998.

The FEMA Q3 data come from the CD-ROM entitled:
Federal Emergency Management Agency
National Flood Insurance Program
Q3 Flood Data, Disk 18, dated September 1996

The Rio Grande / Susquehanna Avenue intersection is subject to periodic tidal flooding. The City has commissioned its Engineer to conduct a study of the stormwater infrastructure immediately adjacent to the intersection. This street intersection is the main traffic corridor to and from the City. This study will identify the specific causes of flooding and propose appropriate improvements to existing outfalls, bulkheads and drainage pipes.

⁴⁹ Exhibit 12.5



6.6.6 Marshes

Being bordered on the west by tidal marsh near the George Redding (Route 47) Bridge and near the Bayside Redevelopment Area, Wildwood contains both freshwater and coastal wetlands.⁵⁰

The seasonal high water table is found at or near the topographic surface.

6.6.7 Woodlands & Agriculture

As a nearly built-out community, the City of Wildwood has no significant woodlands or agriculture areas.

6.6.8 Flora & Fauna

Situated on a barrier island in what the State of New Jersey defines as the “Coastal Zone”, the City’s natural resources consist, in general, of indigenous species that can tolerate the salinity of the ocean and are adapted for life in saturated soil conditions (Spartina, sea lavender, glasswort, sea myrtle and high tide bush). Freshwater wetlands include deciduous shrub / scrub wetlands.

6.7 **Land Use**

The *Municipal Land Use Law* requires that Land Use Plan Element address “existing and proposed location, extent and intensity of development of land to be used in the future for varying types of residential, commercial, industrial, agricultural, recreational, educational and other public and private purposes; and stating the relationship to the existing and any proposed zone plan and zoning ordinance”.

6.7.1 Existing Land Use & Patterns

One of the purposes of Zoning is to provide for the rational arrangement of land uses in such a manner as to promote the health, safety, morals and general welfare of a community. Zoning lines are to be drawn with reasonable consideration to the character of each district and its peculiar suitability for particular uses and to encourage the most appropriate (future) uses of land⁵¹.

6.7.2 Historically, land uses and development patterns in Wildwood have been anything but rational. Residential uses intermingle with commercial uses in such a manner as to undermine the integrity of the City’s residential neighborhoods and its commercial districts.

⁵⁰ Exhibit 12.2

⁵¹ N.J.S.A. 40:55D-62.



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Even within use categories, the proliferation of duplex and townhouse structures has impacted the distribution of land uses in the City. Where constructed in single family-zones, such development has negatively affected the nature of single-family zoning and resulted in extreme overcrowding of these neighborhoods.

The City has, over the years and through various Master Planning efforts, attempted to establish a more effective Zone Plan. Most notably, the 2002 and 2004 Reexaminations proposed, in pertinent part:

- Revise the City’s Land Use Plan and Development Ordinance to provide for more appropriate groupings of compatible land uses within zoning districts.
- Discourage inappropriate and incompatible land uses.
- Develop a rational Zone Plan which regulates development patterns and reinforces the integrity of the City’s residential neighborhoods and commercial districts, reduce residential density and reorganize the City’s commercial districts.

Such Zone Plan⁵² created specific Residential, Commercial and Specialty Zones, along with Overlay Districts as follows:

RESIDENTIAL ZONING DISTRICTS	COMMERCIAL ZONING DISTRICTS
R-1 Low Density Residential R-2 Moderate Density Residential R-3 High Density Residential RM Residential Multi-Family WR Waterfront Residential WR~1 Waterfront Residential~1	GC General Commercial H/M Hotel~Motel H/M -1 Hotel~Motel LI Light Industrial MC Marine Commercial MC~R Marine Commercial~Residential MC~T Marine Commercial~Tourist NC Neighborhood Commercial PO Professional Office

⁵² adopted in July 2005, with amendments adopted in June 2006.



SPECIALTY ZONING DISTRICTS	OVERLAY DISTRICTS
B Beach BA Boardwalk Amusement P Pier REC Recreation T/E Tourist-Entertainment	BSRA Bayside Redevelopment Area Inclusionary Housing Overlay Historic District Overlay Zone

While too soon to fully evaluate the success of such rezoning, it appears that the City's efforts, combined with a more critical eye toward variance requests by the City's Planning Board and Zoning Board of Adjustment, are beginning to have their desired effect.

- 6.8 Wildwood undertook a comprehensive Citywide property revaluation in 2005. As part of this process, each property in the City was visited by an inspector, and the municipal Tax Assessment⁵³ Records were updated to include the findings of the property inspections. Included in this update was the classification of each property based on Tax Assessment standardized codes for property usage.⁵⁴

As part of this revaluation process, the City commissioned new municipal Tax Maps in 2004. These maps have been updated for this Comprehensive Master Plan Update, and now reflect parcel geometry and parcel attribute information current through June 2007.

Such mapping was combined with the Property Class Codes for each parcel to create a Generalized Land Use Map for Wildwood⁵⁵. By overlaying the City's Zoning Map on the Generalized Land Use Map, the existing land use patterns were reviewed against current zoning and neighborhood conditions to determine appropriateness of such Zoning relative to community character.

Accordingly, the following changes to the City's Zone Plan are recommended:

⁵³ "MOD IV"

⁵⁴ Property Class Codes.

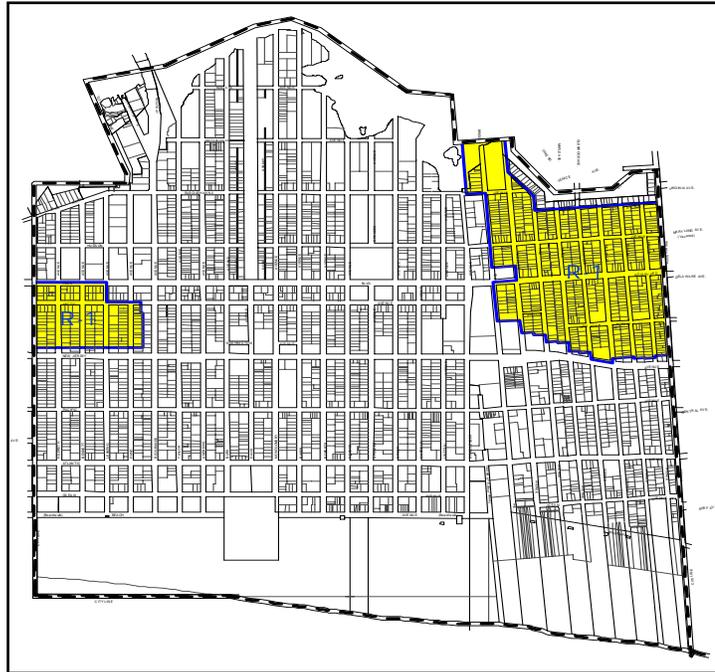
⁵⁵ Exhibit 6.1



RESIDENTIAL ZONING DISTRICTS

A. R-1 Low Density Residential Zone

- (1) The R-1 Low Density Residential Zoning District was crafted to provide for low-density, single-family residential development in Single-Family Detached and Single-Family Semi-Detached (Duplex) dwelling units on 3,600 s.f. lots per dwelling unit.⁵⁶



In addition to residential uses, public parks, playgrounds and conservation areas are permitted in this Zone.

Minimum Lot Frontage & Lot Width is 40' per dwelling unit, Minimum Lot Depth is 90' per lot.

Minimum Setbacks are:

- Front Yard: 10'
- Side Yard: Single-Family Detached: 6' & 10'
 Single-Family Semi-Detached (Duplex): 15' (ea)
- Rear Yard: 15'

Maximum Principal Building Coverage: 45%; Maximum Lot Coverage: 70%.

- (2) At Publication, Maximum Building Height for the R-1 Zoning District is the lower of 32' or 3 stories from Base Flood Elevation.

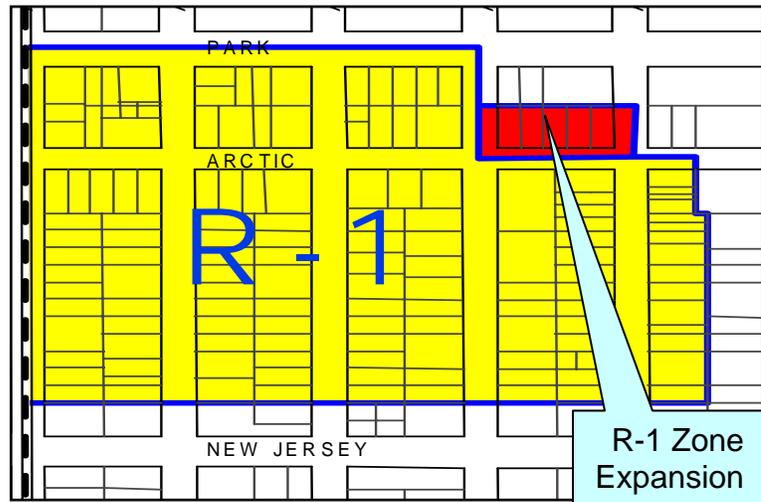
Based on discussions with NJDEP as detailed in Section 2.3 herein, it is recommended that Maximum Building Height in the R-1 Zone be the lower of 35' or 3 stories *from top of curb*.

⁵⁶ 12.10 du/ac.



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- (3) At Publication, the block bounded by Park Boulevard, Arctic Avenue, Leaming Avenue and Hand Avenue was zoned GC General Commercial. However, the parcels on the eastern side of this block are single-family residential.



Accordingly, it is recommended that the R-1 / GC Zone line for this block be adjusted to reflect current land use.

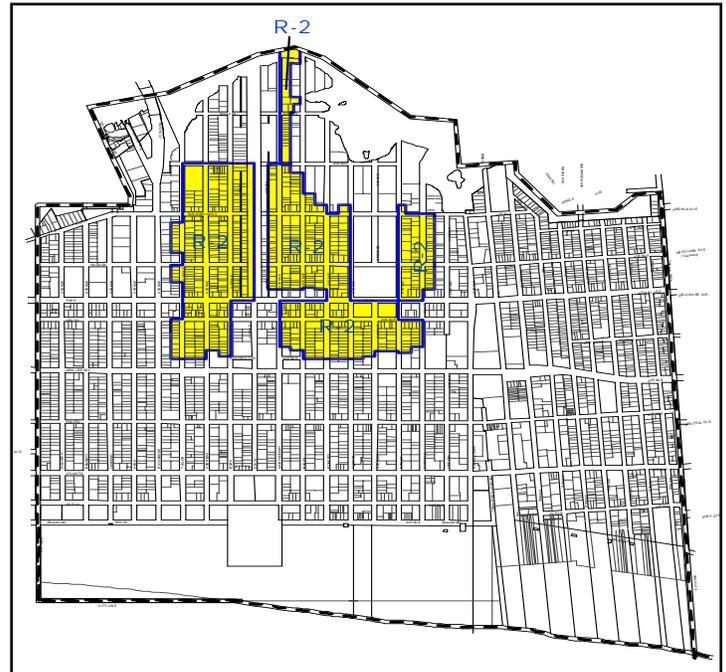
- (4) Effective with the recommendation for amendment of the Planning Board on September 4, 2007, the proposed Zoning Map is amended to include, Block 181 Lots 14 & 15 be located in the R-1 zone.
- (5) No additional changes are recommended for the R-1 Zoning District.



B. R-2 Moderate Density Residential Zone

(1) The R-2 Moderate Density Residential Zoning District was crafted to provide for moderate-density, single-family and (low-level) multi-family residential development in:

- Single-Family Detached dwelling units;
- Single-Family Semi-Detached (Duplex) dwelling units;
- 2-Family Stacked (Multi-Story) dwelling units;
- and
- 3-4 Family Semi-Detached ('Tri' or 'Quad') dwelling units.



Conditional Uses include:

- Public parks, playgrounds & conservation areas;
- Public and private elementary and high schools;
- lodges and clubs; and
- Places of Worship.

Minimum Lot size in the R-2 Zone are:⁵⁷

- Single-Family Detached: 4,000 s.f.
- 2-Family Stacked (Multi-Story): 6,000 s.f.
- Single-Family Semi-Detached (Duplex): 6,000 s.f.
- 3-4 Family Semi-Detached ('Tri' or 'Quad'): 8,000 s.f.

⁵⁷ Single-Family Detached: 10.89 du/ac

Single-Family Semi-Detached (Duplex): 14.52 du/ac.

2-Family Stacked (Multi-Story): 14.52 du/ac.

3-4 Family Semi-Detached ('Tri' or 'Quad'): 21.78 du/ac



Minimum Lot Frontage & Lot Width is:

- Single-Family Detached: 40'
- 2-Family Stacked (Multi-Story): 60'
- Single-Family Semi-Detached (Duplex): 60'
- 3-4 Family Semi-Detached ('Tri' or 'Quad'): 80'

Minimum Lot Depth is 90' per lot.

Minimum Setbacks are:

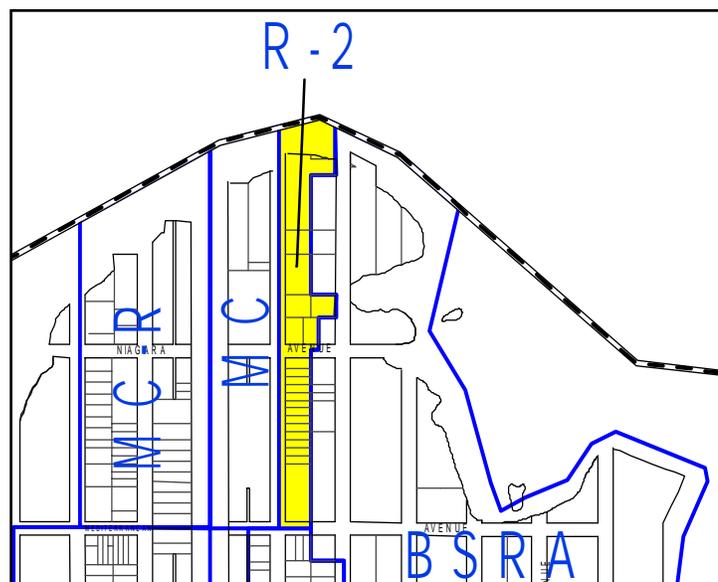
- Front Yard: 10'
- Side Yard: Single-Family Detached: 6' & 10'
 2-Family Stacked (Multi-Story): 15' (ea)
 Single-Family Semi-Detached (Duplex): 6' (ea)
 3-4 Family Semi-Detached ('Tri' or 'Quad'): 10' (ea)
- Rear Yard: 15'

Maximum Principal Building Coverage:

- Single-Family Detached: 45%
- 2-Family Stacked (Multi-Story): 40%
- Single-Family Semi-Detached (Duplex): 60%
- 3-4 Family Semi-Detached ('Tri' or 'Quad'): 60%

Maximum Lot Coverage: 70% (75% for 'Tri' or 'Quad').

(2) The portion of the R-2 Zone between the Marine Commercial (MC) Zone and the Bayside Redevelopment Area (BSRA) was crafted to provide a buffer between the working waterfront along Ottens Harbor and the [then] single-family development

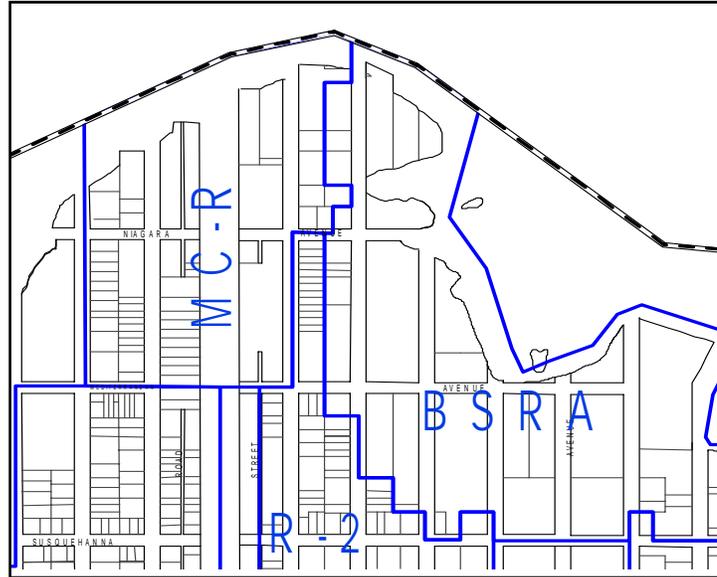




proposed for the Redevelopment Area.

Since adoption of such Zone Plan, the majority of commercial fishing operations along Ottens Harbor have relocated out of the City and the development proposal for the Bayside Redevelopment Area has evolved from a single-family model to a multi-family configuration.⁵⁸

The Marine Commercial Zone is now subject to two (2) residentially-based development proposals and the Marine Commercial - Residential Zone is subject to a mixed-use development proposal.



Accordingly, this Comprehensive Master Plan Update recommends that this section of the R-2 Zone be reduced to the area between Mediterranean Avenue and Niagara Avenue, with the remaining portion of the R-2 Zone absorbed into an expanded MC~R Zone (Section 6.8(L)(3)(D) herein).

- (3) At Publication, Maximum Building Height for the R-2 Zoning District is the lower of 32' or 3 stories from Base Flood Elevation for Permitted Uses⁵⁹ and the lower of 6 stories or 64' from Base Flood Elevation for Conditional Uses.

Based on discussions with NJDEP as detailed in Section 2.3 herein, it is recommended that Maximum Building Height in the R-2 Zone be the lower of 35' or 3 stories *from top of curb* for Permitted Uses and the lower of 6 stories or 59' *from top of curb* for Conditional Uses.

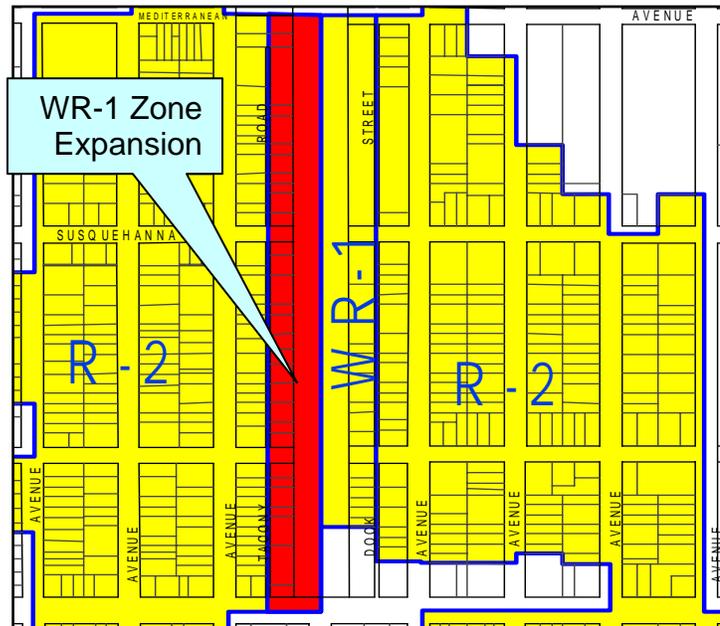
- (4) At Publication, the portion City bounded by Ottens Harbor, Park Avenue, Tacony Avenue and Mediterranean Avenue was Zoned R-2. However, such zoning does not take into consideration the small lot sizes and unique development constraints on the south side of Ottens Harbor.

⁵⁸ Section 6.8(L) herein

⁵⁹ Single-Family Semi-Detached (Duplex) structures shall be limited to the lesser of 2 stories or 28' in height when constructed on a lot less than 80' wide. Such structures may extend to the full building height if constructed on a lot with a minimum width of 80'.

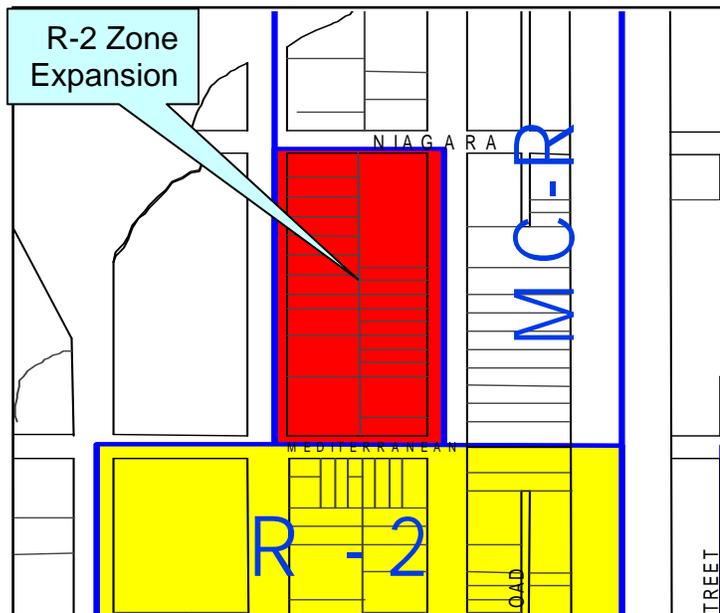


Accordingly, it is recommended that the WR-1 Waterfront Residential Zone on the south side of Ottens Harbor replace the R-2 area bound by Ottens Harbor, Park Avenue, Tacony Avenue and Mediterranean Avenue, with the WR-1 building controls modified as appropriate.⁶⁰



- (5) At Publication, the area bounded by Mediterranean Avenue, Andrews Avenue, Burk Avenue and Niagara Avenue was Zoned MC~R Marine Commercial~Residential. Since such zoning was instituted, new residential development has taken place along Burk Avenue, from Mediterranean to Niagara Avenues. Additionally, the lands along Andrews Avenue at this location are largely wetlands, thereby precluding development.

Accordingly, it is recommended that R-2 Zone be expanded to the block bounded by Mediterranean Avenue, Andrews Avenue, Burk Avenue and Niagara Avenue.



- (6) No additional changes are recommended for the R-2 Zoning District.

⁶⁰ Included in this recommendation is the renaming of the WR-1 Waterfront Residential -1 Zone to WR Waterfront Residential pursuant to Section 6.8(A)(4) herein.



B. R-3 High Density Residential Zone

(1) The R-3 High Density Residential Zoning District was crafted to provide for a variety of housing types at densities beyond traditional single-family neighborhood development. Permitted residential building types are:

- Single-Family Detached dwelling units;
- 2-Family Stacked (Multi-Story) dwelling units,
- Single-Family Semi-Detached (Duplex) dwelling units
- 3-4 Family Semi-Detached ('Tri' or 'Quad') dwelling units; and
- Townhouse dwelling units.



Conditional Uses include:

- Public parks, playgrounds and conservation areas;
- Public and private elementary and high schools;
- Lodges and clubs;
- Bed & Breakfasts; and
- Places of Worship.

Minimum Lot size in the R-3 Zone are:⁶¹

- Single-Family Detached: 3,600 s.f.
- 2-Family Stacked (Multi-Story): 3,600 s.f.
- Single-Family Semi-Detached (Duplex): 5,400 s.f.
- 3-4 Family Semi-Detached ('Tri' or 'Quad'): 7,200 s.f.
- Townhouses: 2,160 s.f. interior units, 3,240 s.f. end units

⁶¹ Single-Family Detached: 12.10 du/ac
Single-Family Semi-Detached (Duplex): 16.13 du/ac
Townhouses: 17.93 du/ac

2-Family Stacked (Multi-Story): 23.20 du/ac
3-4 Family Semi-Detached ('Tri' or 'Quad'): 24.20 du/ac



Minimum Lot Frontage & Lot Width is:

- Single-Family Detached: 40'
- 2-Family Stacked (Multi-Story): 60'
- Single-Family Semi-Detached (Duplex): 60'
- 3-4 Family Semi-Detached ('Tri' or 'Quad'): 80'
- Townhouses: 24' interior, 36' end units

Minimum Lot Depth is 90' per lot.

Minimum Setbacks are:

- Front Yard: 10'
- Side Yard: Single-Family Detached: 6' & 10'
2-Family Stacked (Multi-Story): 6' (ea)
Single-Family Semi-Detached (Duplex): 6' (ea)
3-4 Family Semi-Detached ('Tri' or 'Quad'): 14' (ea)
Townhouses: 0' interior units, 12' end units
- Rear Yard: 15' (Townhouses 30')

Maximum Principal Building Coverage:

- Single-Family Detached: 45%
- 2-Family Stacked (Multi-Family): 45%
- Single-Family Semi-Detached (Duplex): 50%
- 3-4 Family Semi-Detached ('Tri' or 'Quad'): 45%
- Townhouses: 40%

Maximum Lot Coverage: 70%.

- (2) At Publication, Maximum Building Height for the R-3 Zoning District is the lower of 32' or 3 stories from Base Flood Elevation for Permitted Uses and the lower of 6 stories or 64' from Base Flood Elevation for Conditional Uses.

Based on discussions with NJDEP as detailed in Section 2.3 herein, it is recommended that Maximum Building Height in the R-3 Zone be the lower of 35' or 3 stories *from top of curb* for Permitted Uses and the lower of 6 stories or 59' *from top of curb* for Conditional Uses.

- (3) No additional changes are recommended for the R-3 Zoning District.



D. RM Residential Multi-Family Zone

(1) The RM Residential Multi-Family Zoning District was crafted to provide for high-density, apartment and condominium-style (multi-family) residential development in the City.

Permitted residential building types are:

- Single-Family Detached dwelling units;
- 2-Family Stacked (Multi-Story) dwelling units;
- Single-Family Semi-Detached (Duplex) dwelling units;
- 3-4 Family Semi-Detached ('Tri' or 'Quad') dwelling units; and
- Townhouse dwelling units; and
- High-Rise, Multi-Family Residential Buildings (subject to building controls for the H/M Hotel-Motel Zone (Section 6.8{H}).⁶²

Conditional Uses in the RM Zone include:

- Public parks, playgrounds and conservation areas;
- Public and private elementary and high schools;
- Lodges and clubs; and
- Places of Worship.

Lot Sizes in the RM Zone are as follows:⁶³



⁶² Although permitted as a **Conditional Use** in the RM Zone, High-Rise, Multi-Family Residential Buildings are included in this analysis under the Permitted Use category because such use advances the purpose of the RM Zone.

⁶³ Single-Family Detached: 12.10 du/ac
 Single-Family Semi-Detached (Duplex): 16.13 du/ac
 Townhouses: 17.93 du/ac
 2-Family Stacked (Multi-Story): 24.20 du/ac
 3-4 Family Semi-Detached (Tri or Quad): 24.20 du/ac
 High-Rise, Multi-Family Residential Buildings: 1,500 s.f./du



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- Single-Family Detached: 3,600 s.f.
- 2-Family Stacked (Multi-Story): 3,600 s.f.
- Single-Family Semi-Detached (Duplex): 5,400 s.f.
- 3-4 Family Semi-Detached ('Tri' or 'Quad'): 7,200 s.f.
- Townhouses:⁶⁴ 2,160 s.f. interior units, 3,240 s.f. end units
- High-Rise, Multi-Family Residential Buildings: 10,000 s.f.

Minimum Lot Frontage & Lot Width is:

- Single-Family Detached: 40'
- 2-Family Stacked (Multi-Story): 40'
- Single-Family Semi-Detached (Duplex): 60'
- 3-4 Family Semi-Detached ('Tri' or 'Quad'): 80'
- Townhouses: 24' interior units, 36' end units
- High-Rise, Multi-Family Residential Buildings: 75'

Minimum Lot Depth is 90' per lot (100' for High-Rise, Multi-Family Residential Buildings).

Minimum Setbacks are:

- Front Yard: 10' (High-Rise, Multi-Family Residential Buildings: 20')
- Side Yard: Single-Family Detached: 6' & 10'
2-Family Stacked (Multi-Story): 6' (ea)
Single-Family Semi-Detached (Duplex): 6' (ea)
3-4 Family Semi-Detached ('Tri' or 'Quad'): 14' (ea)
Townhouses: 0' interior units, 12' end units
High-Rise, Multi-Family Residential Buildings: 20' (ea)
- Rear Yard: 15' (Townhouses: 30'; High-Rise, Multi-Family Residential Buildings: 30')

Maximum Principal Building Coverage:

- Single-Family Detached: 45%
- 2-Family Stacked (Multi-Story): 45%
- Single-Family Semi-Detached (Duplex): 50%

⁶⁴ Since Townhouse structures consist of individual tax lots, bulk and coverage requirements shall be measured on a total project basis.

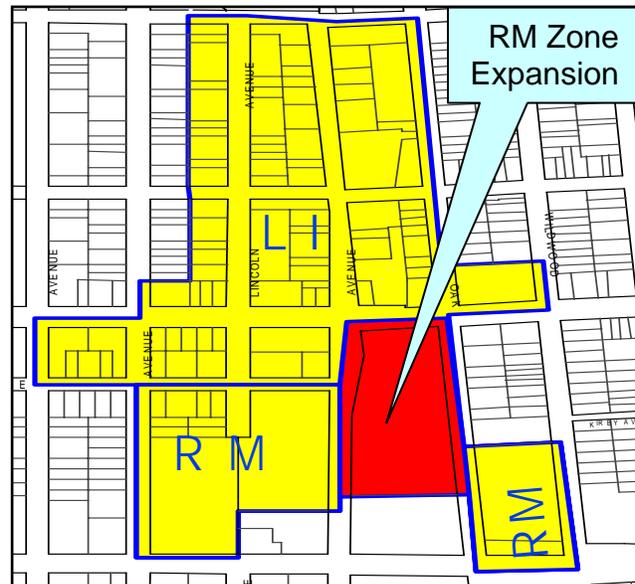


- 3-4 Family Semi-Detached ('Tri' or 'Quad'): 45%
- Townhouses: 40%
- High-Rise, Multi-Family Residential Buildings: 35%

Maximum Lot Coverage: 70% (High-Rise, Multi-Family Residential Buildings: 80%)

- (2) At Publication, the section of the City bounded by Schellenger Avenue, Park Boulevard, Oak Avenue and the lot fronting New Jersey Avenue was zoned LI Light Industrial. Since such zoning was instituted, new residential development has taken place in this area.

Accordingly, it is recommended that the RM Residential Multi-Family Zone to the south of Schellenger Avenue and to the north of Oak Avenue be extended to the portion of the LI area bounded by Schellenger Avenue, Park Boulevard, Oak Avenue and the lot fronting New Jersey Avenue.



- (3) At Publication, Maximum Building Height for the RM Zoning District is the lower of 32' or 3 stories from Base Flood Elevation for Permitted Uses and the lower of 6 stories or 64' from Base Flood Elevation for Conditional Uses.

Based on discussions with NJDEP as detailed in Section 2.3 herein, it is recommended that Maximum Building Height in the RM Zone be the lower of 35' or 3 stories *from top of curb* for Permitted Uses in general and the lower of 130' or 13 stories from top of curb (subject to building controls for the H/M Hotel-Motel Zone (Section 6.8{H}) for High-Rise, Multi-Family Residential Buildings. It is recommended that Maximum Building Height for Conditional Uses be the lower of 6 stories or 59' from top of curb.

- (4) Pursuant to the recommendations of the Planning Board at its Public Hearing of September 4, 2007, the Proposed Zoning Map is amended to include Block 85, Lot 4 and Block 165, Lots 18.06 & 19-23 under RM Zoning.

- (6) No additional changes are recommended for the RM Zoning District.



E. WR Waterfront Residential Zone

(1) The WR Waterfront Residential Zoning District was crafted to provide for the small lot sizes and unique development constraints in the Pine Avenue / Lake Avenue section of the City.

Permitted residential building types are:

- Single-Family Detached dwelling units;
- 2-Family Stacked (Multi-Story) dwelling units; and
- Single-Family Semi-Detached (Duplex) dwelling units.

Conditional Uses in the WR Zone include public parks, playgrounds and conservation areas.

Given the unique nature of the lots in the WR Zone, no minimum lot size or minimum lot depth is established. Lot geometry is regulated by a lots property lines at Lake Avenue and the seaward property line along the bay, and Minimum Lot Frontage and Lot Width as follows:⁶⁵



- Single-Family Detached: 60'
- Family Stacked (Multi-Story): 80'
- Single-Family Semi-Detached (Duplex): 120'

Minimum Setbacks are:

- Front Yard: 10'
- Side Yard: Single-Family Detached: 14' & 10'
2-Family Stacked (Multi-Story): 20' (ea)
Single-Family Semi-Detached (Duplex): 6' (ea)
- Rear Yard: 10' from rear property (lot) or bulkhead line, whichever is most landward.

⁶⁵ Single-Family Detached: 9.08 du/ac
Single-Family Semi-Detached (Duplex): 9.08 du/ac.

2-Family Stacked (Multi-Story): 13.61 du/ac



Maximum Principal Building Coverage: 45%; Maximum Lot Coverage: 70%.

- (2) While the goal of this WR Zone was to permit larger single-family homes on the City’s waterfront, the market has not taken advantage of this zoning for the type of development envisioned. While no definitive cause for this lack of development has been proffered, one explanation may be the shallow waters adjacent to the WR Zone and the immovable bridges on either side of the Zone.
- (3) At Publication, Maximum Building Height for the WR Zoning District is the lower of 32’ or 3 stories from Base Flood Elevation.

Based on discussions with NJDEP as detailed in Section 2.3 herein, it is recommended that Maximum Building Height in the WR Zone be the lower of 35’ or 3 stories *from top of curb*.

- (4) No additional changes are recommended for the WR Zoning District.

F. WR-1 Waterfront Residential Zone

- (1) As with the WR Zoning District, the WR-1 Waterfront Residential -1 Zoning District was crafted to provide for the small lot sizes and unique development constraints on the north side of Ottens Harbor.

Permitted residential building types are:

- Single-Family Detached dwelling units;
- 2-Family (Multi-Story) Stacked dwelling units; and
- Single-Family Semi-Detached (Duplex) dwelling units.

Conditional Uses in the WR-1 Zone include public parks, playgrounds and conservation areas.

Given the unique nature of the lots in the WR-1 Zone, no





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minimum lot size or minimum lot depth is established. Lot geometry is regulated by a lots property lines at Dock Street and the seaward property line along Ottens Harbor, and Minimum Lot Frontage and Lot Width as follows:⁶⁶

- Single-Family Detached: 60'
- 2-Family Stacked (Multi-Story): 80'
- Single-Family Semi-Detached (Duplex): 120'

Minimum Setbacks are:

- Front Yard: 0'
- Side Yard: Single-Family Detached: 14' & 10'
2-Family Stacked (Multi-Story): 15' (ea)
Single-Family Semi-Detached (Duplex): 20' (ea)
- Rear Yard: 10' from rear property (lot) or bulkhead line, whichever is most landward.

Maximum Principal Building Coverage: 40%; Maximum Lot Coverage: 50%.

- (2) At Publication, Maximum Building Height for the WR-1 Zoning District is the lower of 32' or 3 stories from Base Flood Elevation.

Based on discussions with NJDEP as detailed in Section 2.3 herein, it is recommended that Maximum Building Height in the WR-1 Zone be the lower of 35' or 3 stories *from top of curb*.

- (3) At Publication, the portion of the R-2 Zone along the south side of Ottens Harbor was Zoned R-2. However, such zoning does not take into consideration the small lot sizes and unique development constraints on the south side of Ottens Harbor.

Accordingly, it is recommended that the WR-1 Waterfront Residential Zone on the south side of Ottens Harbor be extended to the R-2 area bound by Ottens Harbor, Park Avenue, Tacony Avenue and Mediterranean Avenue, with the WR-1 building controls modified as appropriate.

⁶⁶ Single-Family Detached: 11.5 du/ac

2-Family Stacked (Multi-Story): 17.29 du/ac

Single-Family Semi-Detached (Duplex): 11.52 du/ac.



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(4) No additional changes are recommended for the WR-1 Zoning District

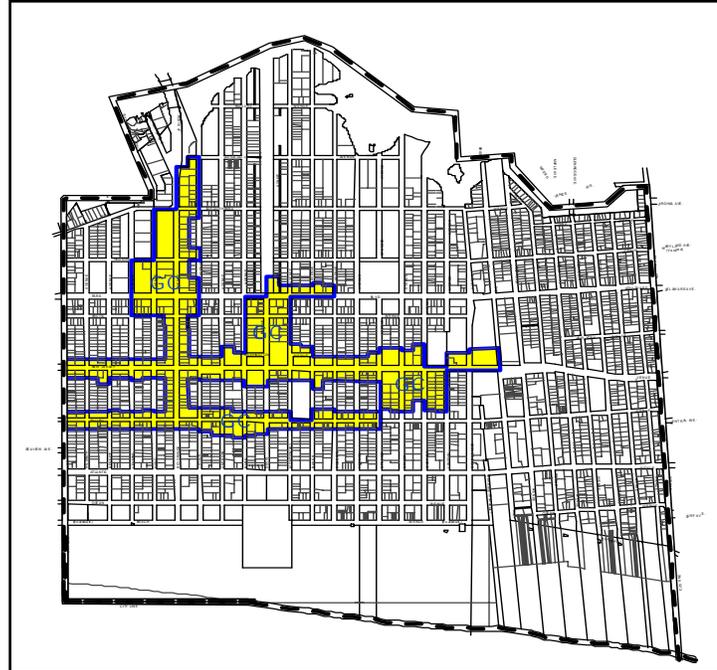




COMMERCIAL ZONING DISTRICTS

G. GC General Commercial

- The GC General Commercial Zoning District was crafted to provide appropriate locations for a variety of Neighborhood- and Regionally-oriented commercial facilities in order to supply goods and services to address the needs of the residents of the City of Wildwood and the Greater Wildwood Area; and to provide for appropriate locations for expanded seasonal



and non-seasonal convention and tourist-related commercial offerings in order to advance the economic vitality of the City of Wildwood while protecting the City's residential neighborhoods. Permitted uses in the GC General Commercial Zoning District include:

- Neighborhood- & Regionally-oriented retail & service activities.
- Banks, including drive-through facilities.
- Offices and office buildings, including professional offices.
- Restaurants (dining or take-out/drive-through), bars & taverns.
- Theaters and bowling alleys.
- Public parks, playgrounds and conservation areas.
- Automobile sales through franchise dealers⁶⁷
- Boat sales⁶⁸
- Public or private enclosed recreation facilities, fitness center and/or health club (with customary associated retail & café).
- Lodges and clubs.

⁶⁷ Rio Grande and New Jersey Avenue frontage only.



- Residential Dwelling Units above ground-floor Permitted Uses.⁶⁸
 Conditional Uses in the GC Zone include automotive service stations, garages & car washes

Minimum Lot Size is 7,200 s.f., Minimum Lot Frontage & Lot Width is 80' and Minimum Lot Depth is 90' per lot.

Minimum Setbacks are:

- Front Yard: Subject to approval by the Zoning Officer, setback shall conform with the prevailing setbacks for the existing structures on the street frontage. Where no prevailing setback exists: 0'.
- Side Yard: 0' & 29' (Driveways), 17' (ea) (Circular Drives)
- Rear Yard: 15'

Maximum Principal Building Coverage: 50% (80% on Pacific Avenue);
 Maximum Lot Coverage: 80%.

- The 2002 and 2004 Reexaminations recommended that the area bounded by Hudson Avenue, (approximately) Bennett Avenue, Leaming Avenue and Park Boulevard be zoned NC Neighborhood Commercial. The purpose of the NC Zone was to provide for those lower impact retail and service activities which would not negatively impact the surrounding (R-1 and R-3) residential neighborhoods. Such zoning was enacted in 2005.

Despite such NC Zoning, a long-standing, regionally-oriented (and recently remodeled) ACME Supermarket and a relatively new CVS Pharmacy are located in this area. Accordingly, NC Zoning is not appropriate for this area.

As such, it is recommended that the NC Zone be eliminated and the area be rezoned GC General Commercial.



⁶⁸ Minimum 1,500 s.f. / du.



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- At Publication, Maximum Building Height for the GC Zoning District is the lower of 32' or 3 stories from Base Flood Elevation.

As detailed in the Economic Plan Element (Section 13.0) and elsewhere in this Comprehensive Master Plan Update,⁶⁹ the current real estate climate in the Wildwoods has significantly impacted the availability of housing for employees of the Island's motels and attractions. The demolition of the traditional seashore cottages and rooming housing has resulted in a lack of appropriately-sized, appropriately-priced 'dormitory' space for employees, especially younger employees or those at the lower-income level.

As further detailed in the Economic Plan Element, City Policymakers believe that an additional population base in the City's downtown areas ~ consisting of varied income levels ~ could provide additional purchasing power to support downtown commercial operations, who have struggled in recent years despite pro-business municipal (and other) policies and programs.

Unfortunately, the bulk standards as presently adopted for the GC Zone limit building height to 3-story buildings. Given the lot sizes in the GC Zone and the fact that residential uses are only permitted above ground floor commercial space, such building height does not provide adequate employee housing or the critical mass of units required to achieve these desired economic goals.

Accordingly, this Comprehensive Master Plan Update recommends increasing Maximum Building Height in that portion of the GC General Commercial Zone east of New Jersey Avenue to the lower of 5 stories or 50' *from top of curb*⁷⁰ as a Conditional Use standard where residential units are constructed above ground-floor Permitted Uses, and further conditioned upon a minimum lot size of 10,000 s.f. Where residential uses are not constructed above ground-floor Permitted Uses, it is recommended that Maximum Building Height in the GC Zone be the lower of 35' or 3 stories *from top of curb*.

It is further recommended that the remaining bulk standards in the GC Zone be evaluated to assure that they are appropriate for buildings at such height; and that any proposed changes be made within the context of the amendments to the Land Development Ordinance resulting from this Comprehensive Master Plan Update.

⁶⁹ While typically addressed in a Housing Plan Element to a municipal Master Plan, the City has deferred the Housing Plan Element of this Comprehensive Master Plan Update until COAH has completed and adopted its new rules (Section 7.0 herein).

⁷⁰ The measurement preferred by NJDEP.

In addition to providing for residential to support the City's commercial sector, such building height is consistent with CZM Rule requiring structures more than 60' in height to be in character with surrounding transitional heights... (N.J.A.C. 7:7E-7.14).



- No additional changes are recommended for the GC Zoning District.

H. H/M Hotel~Motel Zone

(1) The H/M Hotel~Motel Zoning District was crafted to support the City’s economic base and foster economic growth by providing sufficient land in appropriate locations to expand the City’s tourist-dependent economy from its current seasonal



focus to a year-round basis and to support the Convention Center ~ both as an attraction and economic generator for the region.

Permitted uses in the H/M Hotel~Motel Zone include:

- Hotels & motels, including customary ancillary & accessory uses;
- Combined R.D.E. Resort Facilities;
- Restaurants (dining or take-out/drive-through), bars & taverns⁷¹;
- Specialty, novelty, tourist and seashore-related retail;
- Bicycle, beach accessory and water sport sales and rental;
- Public parks, playgrounds and conservation areas;
- Residential Dwelling Units above ground-floor Permitted Uses.

Conditional Uses in the H/M Zone include:

- High-Rise, Multi-Family Residential Buildings.
- Freestanding commercial parking lots.

Minimum Lot Size is 7,200 s.f. (Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings is 12,000 s.f.).⁷²

⁷¹ Subject to the provisions of City Code: Chapter 5.7.

⁷² Minimum 1,500 s.f./du



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Minimum Lot Frontage & Lot Width is 80'. (Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings have no minimum requirement for Lot Frontage & Lot Width provided that they conform to the Minimum Lot Area standards).

Minimum Lot Depth is 90'. (Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings have no minimum requirement for Lot Depth provided that they conform to the Minimum Lot Area standards).

Minimum Setbacks are:

- (1) Front Yard: 0' to 32' in height: Subject to approval by the Zoning Officer, setback shall conform with prevailing setbacks for existing structures on the street frontage. Where no prevailing setback exists: 0'.
32' to 107': minimum additional 10' at the 32' level,
107' to Maximum Building Height: additional 10' at the 107' level;
If building height exceeds 32' without such setbacks: 15'.
- (2) Side Yard: 0' & 29' (Driveways), 17' (ea) (Circular Drives)
Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings:
0' to 32' in height: 10',
32' to 107': minimum additional 10' at the 32' level,
107' to Maximum Building Height: additional 10' at the 107' level;
If building height exceeds 32' without such setbacks: 20' (ea)
- (3) Rear Yard: 15'
Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings:
0' to 32' in height: 10',
32' to 107': minimum additional 10' at the 32' level,
107' to Maximum Building Height: additional 10' at the 107' level;
If building height exceeds 32' without such setbacks: 20'

Maximum Principal Building Coverage: 50% (Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings:

Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Residential Buildings: 0' to 64' in height: FAR = 4.5



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75%); Maximum Lot Coverage: 80%.

- (2) At Publication, Maximum Building Height for the H/M Zoning District is the lower of 32' or 3 stories from Base Flood Elevation. Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings without structured parking may rise to the lower of 64' or 6 stories from B.F.E. However, building height may extend to the lower of 128' or 12 stories from B.F.E., provided that all required parking is developed as structured parking.

Subject to Planning Board approval, building height for Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings may increase to a maximum of 250' (25 stories) from B.F.E., conditioned upon the project employing the same ratio of building height to lot area, setbacks and setback articulations and FAR as otherwise required.

Based on discussions with NJDEP as detailed in Section 2.3 herein, it is recommended that Maximum Building Height in the H/M Zone be the lower of 35' or 3 stories *from top of curb* for standard development, the lower of 67' or 6 stories *from top of curb* for Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings without structured parking and 250' *from top of curb* for Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings with structured parking.

- (3) No additional changes are recommended for the H/M Zoning District.

I. H/M-1 Hotel~Motel Zone

- (1) The H/M-1 Hotel~Motel Zone was crafted out of the existing Hotel~Motel Zone to provide for the redevelopment and expansion of the City's hotel and motel inventory in appropriate locations, while protecting existing housing, providing for transitional heights to neighboring (low-rise) residential development and providing for new multi-family residential structures within the City.

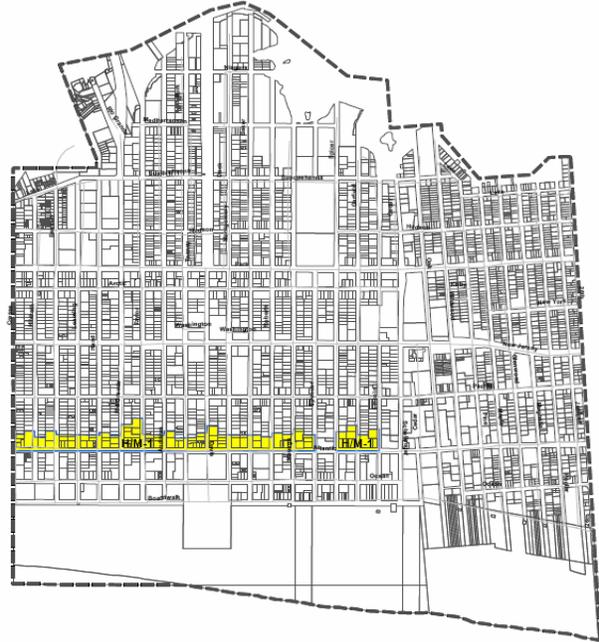
The H/M-1 Zone is recommended for that portion of the H/M Hotel~Motel Zone (generally) located between Cresse Avenue, Lincoln Avenue, Atlantic Avenue and the east border of the RM Zone on Pacific Avenue.

- (2) Permitted and Conditional Uses in the H/M-1 Zone include all Permitted and Conditional uses in the H/M Hotel~Motel Zone, provided that all requirements of the H/M Zone are satisfied.
- (3) All development within the H/M-1 Zone shall conform to the Building regulations of the RM Residential Multi-Family Zone or the H/M



Hotel~Motel Zone, as such regulations may be applicable to the type of development proposed.

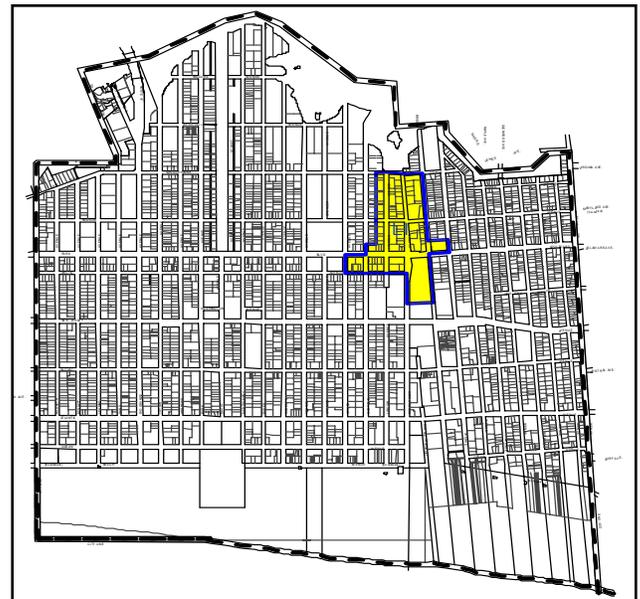
- (4) Based on discussions with NJDEP, Maximum Building Height in the H/M-1 Zone shall be the lower of 35' or 3 stories from top of curb for standard development, the lower of 67' or 6 stories from top of curb for Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings without structured parking, and the lower of 150' or 15 stories from top of curb for Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings with structured parking, conditioned upon the project employing the same ratio of building height to lot area, setbacks and setback articulations and FAR as otherwise required.



- (5) No additional changes are recommended for the H/M-1 Zoning District

I. LI Light Industrial Zone

- (1) The LI Light Industrial Zoning District was crafted to provide for lands in specific locations within the City for necessary and appropriate activities designed to support the City's economic base which, by reason of a combination of hours, operations or materials, is not desirable in a residential neighborhood or a heavily-traveled (tourist-oriented) commercial zone.
- (2) Permitted uses in the LI Light Industrial Zone include:





- Light industrial manufacture, processing, assembly or treatment of materials or products from previously prepared materials within a completely enclosed building wherein the activities conducted do not generate harmful or unpleasant odors or pollutants;
 - Wholesale distribution centers;
 - Warehouses and equipment storage facilities; and
 - Public parks, playgrounds and conservation areas.

Conditional Uses in the LI Zone include exterior storage of merchandise, products, equipment or similar material.

Minimum Lot Size is 12,000' s.f.

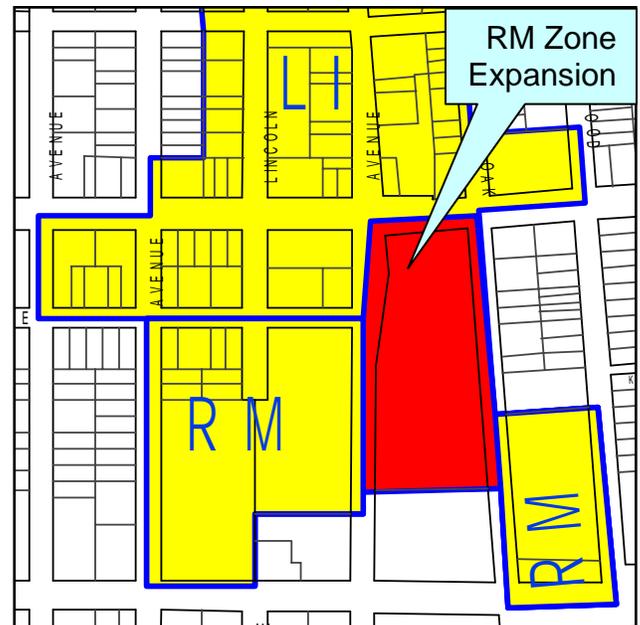
Minimum Lot Frontage & Lot Width and Minimum Lot Depth are 100'.
 Minimum Setbacks are:

- Front Yard: 10'
- Side Yard: 10' (ea)
- Rear Yard: 10'

Maximum Principal Building Coverage: 50%;⁷³ Maximum Lot Coverage: 80%.

(3) Since LI Zoning was instituted, new residential development has taken place in the section of the LI Zone bounded by Schellenger Avenue, Park Boulevard, Oak Avenue and the lot fronting New Jersey Avenue.

Accordingly, it is recommended that the RM Residential Multi-Family Zone to the south of Schellenger Avenue and to the north of Oak Avenue be extended to the portion of the LI area bounded by Schellenger Avenue, Park Boulevard, Oak Avenue and the lot fronting New Jersey



⁷³ The Maximum Building Coverage for the principal building(s) may increase by a factor equal to the square footage of any inside parking and/or loading areas. However, in no case shall the Maximum Building Coverage for the principal buildings exceed 70%.



Avenue.

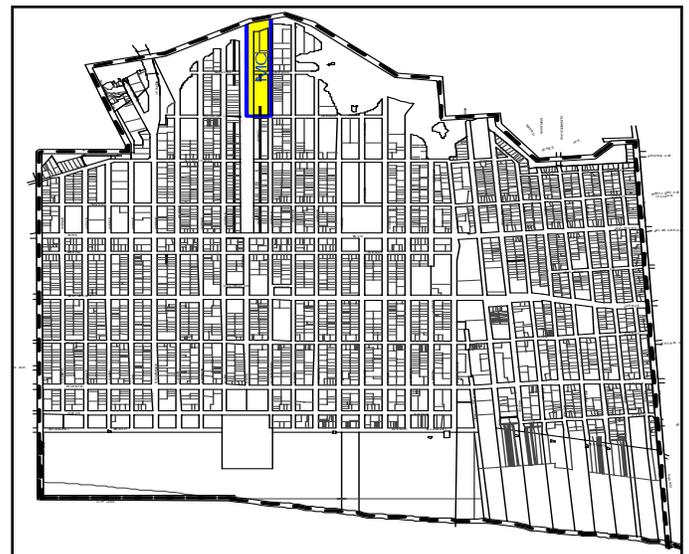
- (4) At Publication, Maximum Building Height for the LI Zoning District is the lower of 32' or 3 stories.

Based on discussions with NJDEP as detailed in Section 2.3 herein, it is recommended that Maximum Building Height in the LI Zone be the lower of 35' or 3 stories *from top of curb*.

- (5) At Publication, the Land Development Ordinance contained a maximum density standard for dwelling units above ground floor Permitted Uses in the LI Zone. However, such use is not permitted in this Zone. Accordingly, it is recommended that such standard be deleted from the Ordinance.
- (6) At Publication, Tattoo and body piercing parlors were included as Permitted Uses in the MC Marine Commercial Zoning District. As detailed in section D. below, this Land Use Plan recommends deletion of the MC Zone. In order to retain such use in the City, it is recommended that Tattoo and body piercing parlors be included as a Permitted Use in the LI Zone.
- (7) No additional changes are recommended for the LI Zoning District.

H. MC Marine Commercial Zone

- (1) The MC Marine Commercial Zoning District was crafted to preserve appropriate sections of the City's waterfront for water-dependent uses and facilities, including those related to boating and the commercial fishing industry, in order to ensure that sufficient lands are maintained for this critical component of the City's economy.



- (2) As referenced in Section 13.0 herein, the majority of the commercial fishing operations along Ottens Harbor have relocated out of the City and the MC Zone is now subject to residentially-based development proposals.

Accordingly, it is recommended that the MC Marine Commercial Zone be deleted from the City's Zone Plan and that the area currently zoned MC be absorbed into an expanded MC~R Marine Commercial~Residential Zone.



- (3) No additional changes are recommended for the MC Marine Commercial Zoning District.

L. MC~R Marine Commercial~ Residential Zone

- (1) The MC~R Marine Commercial~ Residential Zoning District was crafted to provide for appropriate mixed-use development on select sections of the City's waterfront in order to provide for water-oriented commercial uses as amenities to residential development.



Permitted uses in the MC~R Marine Commercial~Residential Zone include:⁷⁴

- Single-Family Detached dwelling units;
- 2-Family Stacked (Multi-Story) dwelling units;
- Single-Family Semi-Detached (Duplex) dwelling units; and
- Owner-occupied residential dwelling units at approved boat slips.

Conditional Uses in the MC~R Zone include:⁷⁵

- Recreational marinas;
- Eco-tourism related fishing and boating facilities;
- Residentially-based water-dependent and water-oriented uses and support services;
- Waterfront Restaurants (dining and take-out), bars and taverns;
- Seafood markets;

⁷⁴ All uses may be freestanding or combined with other Permitted Uses within a single building or within multiple buildings on a single lot, provided that each such use occupies a minimum gross floor area of 500 s.f.

⁷⁵ Subject to the building controls of the Marine Commercial ~ Tourist (MC-T) Zone.



- Specialty, novelty, tourist and seashore-related retail;
- Bicycle and water sport rental and sales; and
- Public parks, playgrounds and conservation areas.

Minimum Lot Size:⁷⁶

- Single-Family Detached: 6,000 s.f.
- Family Stacked (Multi-Story): 9,000 s.f.
- Single-Family Semi-Detached (Duplex): 12,000 s.f.
- Conditional Uses: 1,600 s.f.

Minimum Lot Frontage & Lot Width is:

- Single-Family Detached: 60'
- Family Stacked (Multi-Story): 80'
- Single-Family Semi-Detached (Duplex): 120'
- Conditional Uses: 40'

Given the unique nature of the lots in the MC-R Zone, no minimum lot depth is established for Principal Uses. Lot Depth may vary provided Lot Frontage & Lot Width and Lot Area conform with the standards as stated. Minimum Lot Depth for Conditional Uses is 40'.

Minimum Setbacks:

- Front Yard: 10'
- (4) Side Yard: Single-Family Detached: 14' & 10'
Family Stacked (Multi-Story): 15' each
Single-Family Semi-Detached (Duplex): 20' each
Conditional Uses: 6'
- (5) Rear Yard: 15'⁷⁷
Conditional Uses: 0'

Maximum Principal Building Coverage: 45% (50% for Conditional Uses);
Maximum Lot Coverage: 55% (80% for Conditional Uses).

⁷⁶ Single-Family: 7.26 du/ac
Single-Family Semi-Detached (Duplex): 7.26 du/ac

2-Family Stacked (Multi-Story): 9.68 du/ac

⁷⁷ Where parcels directly front the water at Ottens Harbor or Sunset Bay, Rear Yard Setback shall be measured from the rear property (lot) line or the bulkhead line, whichever is most landward. Where bulkhead line is not uniform across the length of the parcel, distance from bulkhead line shall be established from the longest continuous run parallel to the right-of-way. If such a measurement is not applicable to the circumstance, setback shall be established as the average distance of the bulkhead from the right-of-way.



- (3) A. As detailed in Section 6.8(B)(5) herein, the area bounded by Mediterranean Avenue, Andrews Avenue, Burk Avenue and Niagara Avenue was Zoned MC~R Marine Commercial Residential. Since such zoning was instituted, new residential development has taken place along Burk Avenue, from Mediterranean to Niagara Avenues. Additionally, the lands along Andrews Avenue at this location are largely wetlands, thereby precluding development.

- C. As detailed in Section 13.0 herein, the majority of commercial fishing operations along Ottens Harbor have relocated out of the City and the MC Zone is now subject to residentially-based development proposals. MC Zoning is no longer appropriate for this section of the City.

- D. As detailed in Section 6.8(B)(2), the portion of the R-2 Zone between the MC Marine Commercial Zone and the Bayside Redevelopment Area (BSRA) was crafted to provide a buffer between the working waterfront along Ottens Harbor and the [then] single-family development proposed for the Redevelopment Area. With the loss of the working waterfront and the MC Zone, such R-2 Zoning is no longer necessary.

Accordingly, it is recommended that the MC~R Marine Commercial~Residential Zone be modified as depicted.

- (4) At Publication, the MC~R Zoning District anticipated single-family development with water-oriented uses. Without the negative influences of the (former) commercial fishing operations, this section of the City is poised to be an attractive one-of-a-kind, residential community.



However, the City's goal of promoting Eco-Tourism in this section of the City precludes single-family development. The single-family market, with its desire for privacy and "ownership" of the waterfront is in conflict with



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policy goals designed to maximize public access to the water. Additionally, the creation of the type of public access preferred would reduce the size of already-small waterfront lots; thereby impacting the economics of a project and its ability to create the types of space desired.

Finally, given the relatively small development parcels present in the MC~R Zone and the parking requirement for residential and waterfront commercial development, this Land Use Plan recognizes that traditional surface parking lots are neither practicable nor the highest and best use for these lands. A structural design which places residential units above common, structured parking appears to be more appropriate parking solution.⁷⁸

While not precluding single-family development currently permitted in the MC~R Zone, this Land Use Plan recommends the addition of townhouse and mid-rise, multi-family development of a design which will support the water-dependent and water-oriented uses already permitted in this zone.

- (5) At Publication, maximum building height in the MC~R Zoning District was the lower of 32' or 3 stories from Base Flood Elevation.

Based on discussions with NJDEP as detailed in Section 2.3 herein, it is recommended that Maximum Building Height for uses currently permitted in the MC~R Zone be the lower of 35' or 3 stories *from top of curb*.

However, this Land Use Plan recognizes that townhouse and mid-rise, multi-family development is not feasible if limited to 3 stories in height, especially if parking is to be incorporated into the structure. Accordingly, it is recommended that maximum building height for such development be the lower of 5 stories or 59' *from top of curb*.⁸⁰

Further this Land Use Plan recognizes that townhouse and mid-rise, multi-family, *mixed-use development which will support water-dependent and water-oriented uses* are not feasible, even at a 59' building height ~ especially if parking is to be incorporated into the structure.⁷⁹ Accordingly, it is recommended that maximum building height for such development be the lower of 12 stories or 120' *from top of curb*.⁸⁰

- (6) At Publication, building controls for the MC~R Zone were based on single-family housing types. Should townhouse and mid-rise, multi-family structures be approved, it is recommended that the Land Development Ordinance be

⁷⁸ It is not the intention to recommend permitting independent parking structures separate from the residential structure.

⁷⁹ See, in pertinent part, discussion of the economics of Horizontal vs. Vertical Development in Section 13.0 herein.

⁸⁰ At Publication, development in the Bayside Redevelopment Area was anticipated to be two and three story attached (townhouse) units (Section 13.0 herein). Accordingly, the maximum building heights proposed for the MC~R zone will appropriately compliment the building heights in the BSRA and provide the transitional heights preferred by NJDEP.



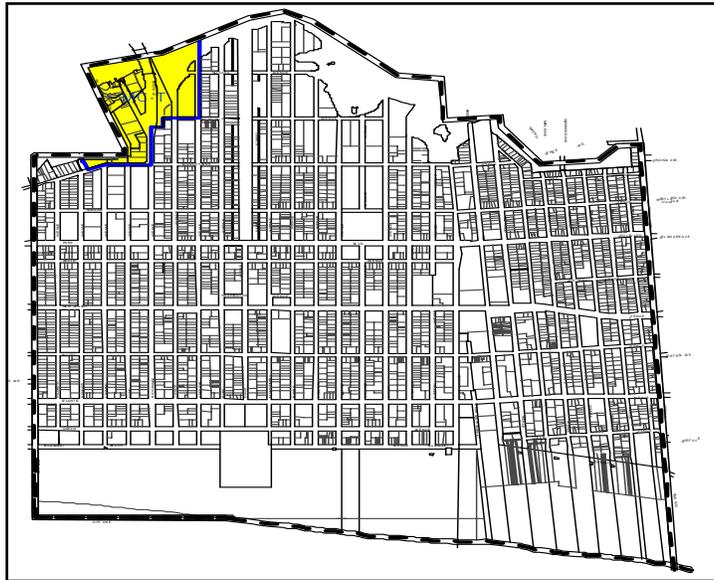
amended to provide for appropriate building controls for these uses.

(7) It is recommended that outdoor Patios, accessory to restaurants, bars and taverns, be permitted in the MC~R Zone.

(8) No additional changes are recommended for the MC~R Zoning District.

M. MC~T Marine Commercial~Tourist Zone

The MC~T Marine Commercial~Tourist Zoning District was crafted to preserve appropriate sections of the City's waterfront for water-oriented, tourist-related uses and facilities, including uses and facilities related to eco-tourism, in order to ensure that sufficient lands are maintained for this critical component of the City's economy.



Permitted uses in the MC~T Marine Commercial~Residential Zone include:⁸¹

- Recreational marinas.
- Eco-tourism related fishing and boating facilities.
- Tourist-related water-dependent/water-oriented uses and support services.
- Restaurants (dining and take-out/drive-through), bars and taverns.
- Seafood markets.
- Specialty, novelty, tourist and seashore-related retail.
- Bicycle and water sport rental and sales.
- Residential Dwelling Units above ground-floor Permitted Uses.

Conditional Uses in the MC~T Zone include residential dwelling units at approved boat slips, provided occupancy is limited to the boat owners.

Minimum Lot Size: 1,600 s.f.⁸²

⁸¹ All uses may be freestanding or combined with other Permitted Uses within a single building or within multiple buildings on a single lot, provided that each such use occupies a minimum gross floor area of 500 s.f.

⁸² Residential above ground floor Permitted Use: Minimum 1,500 s.f. / du.



Minimum Lot Frontage, Lot Width and Lot Depth: 40'

Minimum Setbacks:

- Front Yard: 10'
- Side Yard: 6'
- Rear Yard: 0'

Maximum Principal Building Coverage: 50%; Maximum Lot Coverage: 80%.

- (1) At Publication, Maximum Building Height for the MC~T Zoning District is the lower of 32' or 3 stories from Base Flood Elevation.

Based on discussions with NJDEP as detailed in Section 2.3 herein, it is recommended that Maximum Building Height in the MC~T Zone be the lower of 35' or 3 stories *from top of curb*.

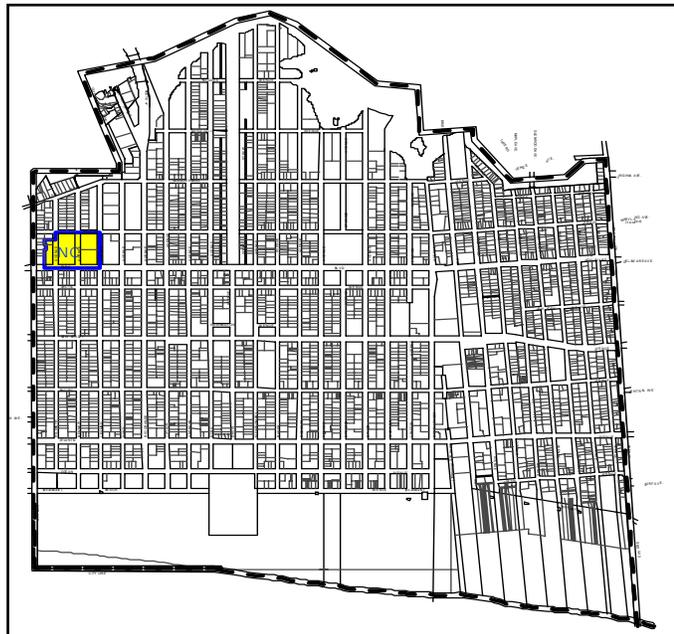
- (3) It is recommended that outdoor Patios, accessory to restaurants, bars and taverns, be permitted in the MC~T Zone.
- (4) No additional changes are recommended for the MC~T Zoning District.

N. NC Neighborhood Commercial Zone

- (1) The GC General Commercial Zoning District was crafted to provide for those lower impact retail and service activities which would not negatively impact the surrounding (R-1 and R-3) residential neighborhoods.

Permitted Uses in the NC Zone are:

- Neighborhood-oriented retail, services, offices and activities.
- Restaurant (dining only), bars and taverns.
- Banks, including drive-through facilities.





- Lodges and clubs.
- Residential Dwelling Units above ground-floor Permitted Uses.

Minimum Lot Size is 7,200 s.f.,⁸³ Minimum Lot Frontage & Lot Width is 80' and Minimum Lot Depth is 90' per lot.

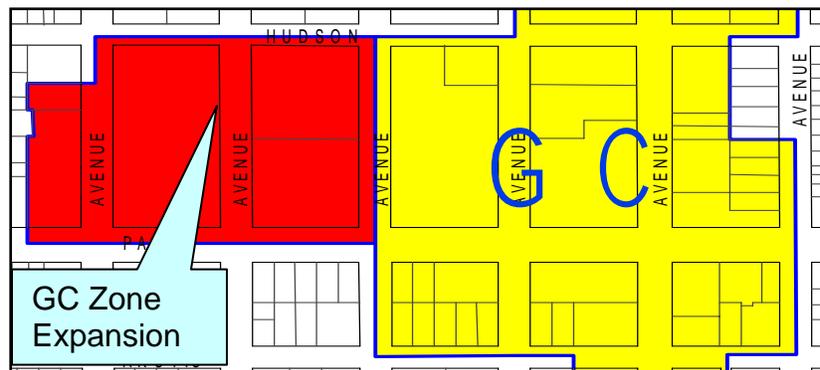
Minimum Setbacks are:

- Front Yard: 10'.
- Side Yard: 0' & 29' (Driveways), 17' (ea) (Circular Drives)
- Rear Yard: 15'

Maximum Principal Building Coverage: 50%; Maximum Lot Coverage: 80%.

- (2) A long-standing, regionally-oriented (and recently remodeled) ACME Supermarket and a relatively new CVS Pharmacy are located in this area. Accordingly, NC Zoning is not appropriate for this area.

As such, it is recommended that the NC Zone be eliminated and the area be rezoned GC General Commercial.



N. PO Professional Office Zone

- (1) The PO Professional Office Zoning District was crafted to provide for an intermediate Commercial Zone permitting more intense use than the Neighborhood Commercial (NC) Zone but less intense use than the General Commercial (GC) Zone.

Permitted Uses in the PO Zone are:

- Neighborhood- and Regionally oriented retail activities.

⁸³ Minimum 1,500 s.f. / du.



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- Neighborhood- and Regionally oriented service activities.
- Banks, including drive-through facilities.
- Offices and office buildings, including professional offices.
- Restaurants (dining and take-out/drive-through).
- Places of Worship
- Lodges and Clubs.
- Public playgrounds, parks and conservation areas.
- Public purpose uses.
- Residential Dwelling Units above ground-floor Permitted Uses



Conditional Uses in the PO Zone include:

- Automobile sales through franchise dealers (New Jersey Avenue frontage only), provided lot size is a minimum of 10,000 s.f. and all parking requirements are satisfied on site.
- Boat sales (New Jersey Avenue frontage only), provided lot size is a minimum of 10,000 s.f. and all parking requirements are satisfied on site.

Minimum Lot Size is 6,400 s.f.,⁸⁴ Minimum Lot Frontage, Lot Width and Lot Depth is 80' per lot.

Minimum Setbacks are:

- Front Yard: Subject to approval by the Zoning Officer, setback shall conform with the prevailing setbacks for the existing structures on the street frontage. Where no

⁸⁴ Minimum 1,500 s.f. / du.



prevailing setback exists: 0'.

- Side Yard: 0' & 29' (Driveways), 17' each (Circular Drives)
- Rear Yard: 15'

Maximum Principal Building Coverage: 50% (80% for Pacific Avenue);
Maximum Lot Coverage: 80%.

- (2) At Publication, Maximum Building Height for the PO Zoning District is the lower of 32' or 3 stories from Base Flood Elevation.

Based on discussions with NJDEP as detailed in Section 2.3 herein, it is recommended that Maximum Building Height in the PO Zone be the lower of 35' or 3 stories *from top of curb*.

- (3) No additional changes are recommended for the PO Zoning District.

SPECIALTY ZONING DISTRICTS

Specialty Zoning Districts have been established to recognize certain areas within the City which, for reasons of location, environmental sensitivity, economic potential and/or other qualities, require unique or distinct treatment.

O. B Beach Zone

- (1) As a seaside resort, Wildwood's economic health is inextricably tied to the Beach and Ocean. Recognizing the special nature and economic opportunities presented by these elements, the Beach Zone was created to allow for unique and imaginative development and uses while protecting and preserving these precious environmental resources.



Regulations for the B Beach Zone reinforce the City's policy to ensure the continued unobstructed view from the Boardwalk to the Beach and Ocean,



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to ensure continued use of these resources for the City's residents and visitors and to ensure the vitality of the Beach as a natural resource.

Permanent development is prohibited east of the Boardwalk except as specifically provided for herein.

All uses and structures in the Beach Zone are subject to applicable Federal and State regulations.

Permitted Uses in the Beach Zone are:

- Temporary seasonal recreation, entertainment and/or athletic activities and/or events, including temporary facilities for same.
- Seasonal recreation and/or tourist-related concessions and other commercial activities not involving permanent structures.
- Governmentally sponsored permanent and non-permanent pedestrian walkways to provide access on and along the beach and from the Boardwalk to the Ocean.
- Governmentally sponsored public safety and public use structures, uses and amenities designed to service the beach and Boardwalk.
- Shore protection structures and activities.
- Open space and bathing beaches.
- Public playgrounds, parks and conservation areas, including permanent and non-permanent infrastructure (including play structures) for same.
- Grading and maintenance of beach land in accordance with a Beach Maintenance Plan approved by the New Jersey Department of Environmental Protection and with an expressed written permit issued by the City's Commissioner of Public Works.
- Parking of vehicles on the Beach shall be expressly prohibited unless a permit has been granted by the City's Commissioner of Public Safety.

(Subject to approvals by all applicable State and Federal agencies.)

Minimum Lot Size is 10,000 s.f., Minimum Lot Frontage & Lot Width is 40' and Minimum Lot Depth is 250' per lot.

Minimum Setbacks are:

- Front Yard: 0' (from Boardwalk).



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- Side Yard: 6' (ea)
- Rear Yard: 75' (Measured from the Mean High Water Line, NJDEP Tidelands Limit Line or Riparian Claim Line, whichever is most westerly).

The Land Development Ordinance contains no Maximum Principal Building Coverage or Maximum Lot Coverage regulation for the B Zone.

(2) General regulations specific to the Beach Zone are:

- (a) All seasonal beach-related commercial activities may remain in place on the beach during the period of May 1 through September 30, provided that any structure required for said activities does not exceed 64 s.f. in area, and further provided that no excavation, grading or filling of the beach is required for such structure.

Equipment or facilities not meeting such standards must be removed from the Beach each day at the end of the hours of operation.

- (b) All Beach Uses are required to remove trash daily.
- (c) The maximum hours of operation for uses on the Beach is 7:30 a.m. to 7:30 p.m., unless otherwise approved by the Planning Board or Zoning Board of Adjustment during Site Plan Review and Approval.

Special Event Permits which exceed such hours of operation may be issued by the Mayor or his designee. Such Permits shall be countersigned by the Chief of Police, who may attach such conditions as may be appropriate to safeguard public safety. Duration of such Special Events Permits shall be at the sole discretion of the Mayor or his designee and the Chief of Police.

All Special Event Permits shall include specific requirements for daily trash and litter collection and removal.

- (d) Except for Governmentally sponsored structures, no utilities shall be constructed or placed on the beach. Any water, sewer, natural gas, electricity or other service required by a non-governmentally sponsored use shall be self-contained in a temporary structure designed for such use. All equipment for such self-contained utilities shall comply with the Performance Standards of the Land Development Ordinance.

(3) At Publication, Maximum Building Height for the Beach Zoning District is the lower of 12' or 1 story from Base Flood Elevation.



Given the nature of the buildings permitted on the beach and the purpose of B.F.E. to protect structures from flood damage, it is recommended that Maximum Building Height in the B Zone *not change*.

(4) No additional changes are recommended for the B Zoning District.

P. BA Boardwalk Amusement Zone

(1) The Wildwood Boardwalk is a unique structure which plays a fundamental role in the economic life of the City and the region. As the tourists' "Main Street" for Wildwood, it provides a setting for commercial uses and amusement attractions which are the economic lifeblood of the City.

The BA Boardwalk Amusement Zone was designed to provide for the continued growth, development and redevelopment of the lands and buildings along the Boardwalk, and have been generated to ensure that the City's attractions are able to keep pace with the ever-changing marketplace.

Permitted uses in the BA Boardwalk Amusement Zone include:

- Traditional Boardwalk Amusements, including games, rides and arcades, provided that such facilities and uses are located and may be accessed directly from the Boardwalk.
- Theaters, amphitheaters, museums (cultural or popular), bowling alleys and skating rinks.
- Restaurants (dining or take-out).
- Hotels and motels, including customary ancillary and accessory uses.
- Combined R.D.E. Resort Facilities.
- Specialty, novelty, tourist and seashore related retail.
- Active or passive recreation facilities.
- Bicycle, beach accessory and water sport sales and rental.





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- Retail, including gift shops, hobby shops, sundries and novelty shops.
- Public parks, playgrounds and conservation areas.
- Residential Dwelling Units above ground-floor Permitted Uses.

Conditional Uses in the BA Zone include:

- High-Rise, Multi-Family Residential Buildings, provided all Principal Building requirements for Hotels, Motels & Combined R.D.E. Resort Facilities⁸⁵ are satisfied.
- Bathhouses and changing areas, provided such facilities and uses are located and may be accessed directly from the Boardwalk.

Minimum Lot Size is 4,000 s.f. (Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings is 8,000 s.f.).⁸⁶

Minimum Lot Frontage & Lot Width is 40'. (Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings have no minimum requirement for Lot Frontage & Lot Width provided that they conform to the Minimum Lot Area standards).

Minimum Lot Depth is 90'. (Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings have no minimum requirement for Lot Depth provided that they conform to the Minimum Lot Area standards).

Minimum Setbacks⁸⁷ are:

- Front Yard: 0' to 25' above the surface of the Boardwalk: 0'
Above 25' or 2.5 stories from the surface of the Boardwalk, no building or portion of a building, other than overhangs and balconies projecting not more than 5', shall encroach upon the building envelope as defined by a line beginning at a point 25' above the Boardwalk level (measured at the western Boardwalk property line), and extending at a 30° westward angle from the vertical plane until it intersects with the Maximum Building Height in the BA Zone.

⁸⁵ Pursuant to the H/M Hotel-Motel Zone (Section 6.8(H))

⁸⁶ Minimum 1,500 s.f./du

Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Residential Buildings: 0' to 64' in height: FAR = 4.5
0' to Maximum Building Height: FAR = 6

⁸⁷ Regardless of actual building orientation, Front Yard shall front the Boardwalk and Side Yards shall front the east/west rights-of-way or the lot line parallel thereto.



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- Side Yard: Interior Lots & Interior Side of Street Lot: 0'
Street Side Lot Lines:⁸⁸ 0' to 25' above Boardwalk level: 0'
(10' if building extends above 3 stories or 32' in height).
25' to 107': a minimum of an additional 10' at the 25' level,
107' to Maximum Building Height: an additional 10' at
the 107' level.
- Rear Yard⁸⁹: 0' to 32' in height: 5'
32' to 107': a minimum of an additional 10' at the 32'
level,
107' to Maximum Building Height: an additional 10' at
the 107' level.

Maximum Principal Building Coverage: 80%; Maximum Lot Coverage: 80%.

- (2) At Publication, Maximum Building Height for the BA Zoning District is the lower of 25' or 2.5 stories measured vertically from the surface of the Boardwalk. Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings without structured parking may rise to the lower of 64' or 6 stories from B.F.E. However, building height may extend to the lower of 128' or 12 stories from B.F.E., provided that all required parking is developed as structured parking.

Above 25' or 2.5 stories from the surface of the Boardwalk, no building or portion of a building, other than overhangs and balconies projecting not more than 5', shall encroach upon the building envelope as defined by a line beginning at a point 25' above the Boardwalk level (measured at the western Boardwalk property line), and extending at a 30° westward angle from the vertical plane until it intersects with the Maximum Building Height in the BA Zone.

Amusement Rides: 125' from Boardwalk level.

- (3) Based on discussions with NJDEP as detailed in Section 2.3 herein, it is recommended that Maximum Building Height in the BA Zone be the lower of 25' or 2.5 stories measured vertically from the surface of the Boardwalk. Consistent with NJDEP / CZM High-rise Structures⁹⁰, Rule, Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings may rise to the lower of 59' or 6 stories *from top of curb*.

Where a single development project is located both within the BA Boardwalk Amusement Zone and the T/E Tourist-Entertainment Zone

⁸⁸ Abutting a right of way other than the Boardwalk.

⁸⁹ Measured from the Mean High Water Line, NJDEP Tidelands Limit Line or Riparian Claim Line, whichever is most westerly.

⁹⁰ N.J.A.C. 7:7E-7.14



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(Section 6.8(T) herein, portions of buildings may rise to the Maximum Building Height permitted in each respective zone.

- (4) The NJDEP / CZM Scenic Resources & Design rule⁹¹ requires an open view corridor perpendicular to the water's edge in the amount of 30% of the frontage along the waterfront where an open view currently exists, and requires that new coastal development adjacent to a boardwalk and higher than 15' in height (measured from the boardwalk) be set back from the boardwalk a distance equal to two (2) times the height of the structure, with no maximum setback distance.

Objective 5.4.2 B iv and elsewhere in this Comprehensive Master Plan Update recommends that the City explore creation of a specific CAFRA "Wildwood Rule" in order to tailor the Coastal Zone Management Rules to take advantage of Wildwood's assets and designations while appropriately protecting the natural environment. Such a rule would include discussion of the 30% view corridor and the 2::1 setback requirement.

Until such discussions can take place, it is recommended that the Front and Side Yard setback requirements for the BA Zone modified to conform with the CZM Scenic Resources & Design rule.

- (5) At Publication, residential uses (other than Hotel and Motel uses and High-Rise, Multi-Family Residential Buildings) are not permitted in the BA Zone. It has been recommended by the community that including residential condominium units within a hotel structure will assist in the financing of such a structure (it is argues that ownership condominiums will aid in negating the impacts of the City's seasonal economy on a hotel project's pro-forma.

This Land Use Plan recommends that the City evaluate such concept, provided that both the Boardwalk and right-of-way frontage of such structures contain significant commercial space.

- (6) During the course of 2007, representatives of Wildwood and North Wildwood have developed a set of Design Guidelines for the Wildwoods Boardwalk. Prepared under a Smart Growth Grant from the New Jersey Department of Community Affairs, Office of Smart Growth, this effort analyzed historic and current Boardwalk architecture and developed a set of architectural features to be encouraged for Boardwalk buildings and a companion set of features which should be discouraged.

At Publication, such Guidelines were being finalized for presentation to the Planning Boards and governing bodies of both municipalities. Objectives

⁹¹ N.J.A.C. 7:7E-8.12



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5.4.8 H ii and 5.4.9 B iv of this Comprehensive Master Plan Update recommend that these guidelines be given serious consideration as a tool to insure that development on the Boardwalk is both attractive and functional.

- (7) Exhibit 400-D of the Wildwood Land Development Ordinance regulates signage in the City. Many Wildwoods Policymakers assert that the existing signage regulations are antiquated and in adequate for a modern Destination Resort.

A recent body of academic literature⁹² has identified the wide diversity of large, bright and appealing signs as key historic and design elements in the Wildwoods. This literature recognizes that bright, colorful and flamboyant signs can bring a visual excitement to the Boardwalk.

Under such literature, the Academic Community has recommended relaxing restrictions on size, number, position and types of Boardwalk signage to encourage visual impact, diversity and appeal in the opinion that a more festive atmosphere on the Boardwalk will strengthen the tourism economy.

Recommendations also include the elimination of poor quality, often hand-painted signs which create a poor image and blighting effect on the Boardwalk.

- (8) The following recommendations are designed to permit the type and scope of signage appropriate to a Destination Resort and are intended to serve as a guide within which developers and designers may create a signage package appropriate to the Boardwalk venue:

(a) To the extent practicable, signage for similar building elements shall be coordinated and similarly themed to provide a unifying style. This regulation shall not be construed to mean that all signs must be identical or to prohibit unique sign designs where necessary and appropriate, but rather that, absent specific justification,⁹³ sign design shall be complimentary and consistent.

(b) No vacant signs or sign boxes shall be permitted. Where vacancies occur, corresponding signage shall be immediately replaced with building identification or other appropriate signage. Similarly, any sign which falls into a state of disrepair shall immediately be repaired or replaced.

(c) All signs must be professionally designed and constructed.

⁹² University of Pennsylvania, Yale & Kent State.

⁹³ i.e., branding / theming requirements for themed retail outlets or food & beverage outlets.



Homemade-type plywood or cardboard signs or home-computer generated-type signs are expressly prohibited.

- (d) At the Boardwalk and street levels, sand-blasted wood⁹⁴ type signage, illuminated by direct down lighting, is encouraged. Internally-illuminated, rectangular sign boxes with plexi-glass sign faces are discouraged.
- (e) Attention-getting color and animation ~ providing motion, change and surprise ~ and the use of dramatic corporate icons and outdoor theatrical lighting re encouraged.
- (f) Sign lighting shall be appropriate for the type and style of sign proposed, and may include LED, neon or other illumination. Similarly, the use of neon lighting or similar material to create sculptural logo or iconographic images is encouraged.

(9) No additional changes are recommended for the BA Zoning District.

Q. P Pier Zone

- (1) Amusement Piers are unique structures which play a major role in the attractiveness of the City of Wildwood as an amusement center. As such, they are thus inextricably tied to the economic life of the City.

The P Pier Zone is designed to balance the City's historic policy of assuring, to the greatest

possible extent, unobstructed views from the Boardwalk to the Beach and Ocean while providing for the continued development and redevelopment⁹⁵ of the City's existing Piers. Permitted Uses and Building Controls encourage unique and imaginative uses in order to ensure that the City's attractions are able to keep pace with the ever-changing



⁹⁴ Or comparable synthetic material.

⁹⁵ Including reconstruction of any Pier which is either partially or wholly destroyed by fire, storm or other casualty.



attractions marketplace.

For the purposes of the Zoning District, Piers are defined as elevated structures consisting of pilings and decking, with or without other improvements thereon, and projecting east from the easterly side of the Boardwalk, whether nor not extending over the water. Piers may contain, as accessory structures to the primary elevated Pier structure, at-grade components to support Permitted Uses in the Pier Zone.⁹⁶

Permitted uses in the Pier Zone are:

- Traditional Boardwalk Amusements, including games, rides and arcades.
- Combined R.D.E. Resort Facilities.
- Restaurants (dining or take-out).
- Theaters, amphitheaters, museums (cultural or popular), bowling alleys and skating rinks.
- Specialty, novelty, tourist and seashore related retail.
- Active or passive recreation facilities.
- Bicycle, beach accessory and water sport sales and rental.
- Retail, including gift shops, hobby shops, sundries and novelty shops.
- Public parks, playgrounds and conservation areas.

Conditional Uses in the Pier Zone include bathhouses and changing areas, provided such facilities and uses are located and may be accessed directly from the Boardwalk.

Pertinent Accessory Uses in the Pier Zone include temporary or permanent storage facilities, including storage trailers and such temporary or permanent mechanical equipment as may be normal and customary for the operation of any Permitted Use. Both are limited to the deck or the at-grade area directly below the deck of the subject Pier.

(Subject to approvals by all applicable State and Federal agencies.)

Minimum Lot Size is not to exceed the functional footprint of the Pier decking in existence as of July 19, 1993 by more than 25%, unless expansion includes an equivalent (s.f.) expansion of the public area of the pier deck. 100% of the increase (s.f.) of the pier decking shall be devoted

⁹⁶ Piers constructed along the bay for use as docks, marinas, fishing, scenic overlooks or other passive recreation shall be governed by the regulations for the zoning district from which said pier extends, and shall not be construed as being in part of the Pier Zone.



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to amusement, dining or recreational activities.

Minimum Lot Frontage & Lot Width: 185' (Measured at the Boardwalk), except where the Pier extends into an adjoining Municipality (i.e. North Wildwood). In such case, the minimum Frontage & Width within the City of Wildwood shall be 50'.

Minimum Lot Depth: Any Pier may expand ocean-ward to the limit approved by all applicable State and/or Federal agencies. However, no Pier shall extend closer than 150' from the Mean High Water Line.

Minimum Setbacks are:

- Front Yard: N/A
- Side Yard: 0' [5' (ea) when a Pier is located within 75' of another Pier]
- Rear Yard: N/A

Maximum Principal Building Coverage and Maximum Lot Coverage: N/A

Maximum Building Height: the lower of 35' or 2.5 stories, measured vertically from the surface of the Boardwalk.

Amusement Rides: 125' from Boardwalk level

(2) General regulations specific to the Pier Zone are:

(a) Site Plan approval shall be required for any new construction, expansion or structure requiring the construction of a foundation to be installed below the surface of the ground. In addition, any modifications and/or alterations of the uses thereupon which would encompass more than 10% of the surface area of the wooden or concrete pier shall require site plan approval.

Modifications and/or alterations of less than 10% shall be reviewed and approved by the Zoning Officer. The total of all such modification and alteration requests shall not exceed 10% of the surface area of the wooden or concrete Pier in any calendar year (January 1 to December 31) without approval from the Planning Board.

(b) Construction and expansion of existing Piers shall not exceed the footprint of the existing functional Pier decking in existence as of July 19, 1993 by more than 25%. 100% of the increase (s.f.) of the pier decking shall be devoted to amusement, dining or recreational activities.⁹⁷

⁹⁷ The expansion, extension, improvement or renovation of existing Piers are subject to the requirements of the New Jersey Division of Coastal Resources: Coastal Permit Program Rules (N.J.A.C. 7:7-72(a)2); otherwise approved by NJDEP through the issuance of a CAFRA permit, and to the conditions set forth herein.



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- (c) No use or activity associated with a use shall encroach onto the Boardwalk or obstruct the free flow of pedestrian circulation on the Boardwalk.
- (d) The perimeter of any Boardwalk section or Pier not enjoined or abutting a structure and remaining open shall be enclosed by fencing with a 4' high railing with vertical spindles spaced not more than 5" apart or a decorative fence at least 4' in height.
- (e) All Piers shall provide for individual restroom facilities, the location, size and design of which shall be considered at time of Site Plan review and subject to the Board of Health.

Any modification to the existing Pier deck footprint (other than routine maintenance), or any modification to a structure, whether temporary or permanent, located on a Pier resulting in an increase of interior space (at deck level or above), whether or not resulting in an expansion of the total Pier area or total internal space, shall include provisions for public restrooms, accessible from the Boardwalk, within 200' of the Boardwalk entrance to the subject Pier.

In the event the subject Pier has existing public restrooms which the Planning Board (or Zoning Board of Adjustment) determines to be in reasonable proximity to said Boardwalk entrance, then additional restrooms to service the additional volume of patrons expected to be generated by the proposed modification shall be placed within reasonable proximity to the area of modification.

- (f) All Piers shall maintain an open space or aisle, beginning at the Boardwalk entrance to the Pier and continuing through the entire length of the Pier to the easterly terminus of the Pier ~ whether said easterly terminus contains a concrete water park or not. Such aisle shall be maintained at not less than 20' in width.

If, at any point on the Pier, said aisle splits into 2 or more aisles, at least 2 of the resultant aisles shall maintain individual widths of not less than 15'.

Subject to all applicable codes, all Piers shall maintain sufficient emergency access to the Beach on the north, south and east sides of all Piers for emergency evacuation purposes. Each such accessway shall connect with at least 1 open space or aisle required under section h herein.

- (g) To encourage the reconstruction or redevelopment of any Pier which is either partially or wholly destroyed by fire, storm or other casualty:

If any Pier is partially or wholly destroyed by whatever cause, the



owner shall repair or rebuild same within a period of 3 years from the date of destruction; provided however, that the Planning Board may, upon application by the owner or owners, permit an extension of time to the owner or owners to rebuild any such Pier, or portion thereof, within such further time as shall appear to the Planning Board, upon consideration of the circumstances, to be reasonable.

During said 3 year period, or any extension thereof, no building permit shall be issued to the owner or owners of said land for the construction of any structure other than that which is permitted herein. If, upon the expiration of said 3 year period, or any extension thereof, the owner or owners of said land have not filed for a building permit for said land, the Planning Board shall request that the Governing Body rezone said land to Beach (B).

(3) It is recommended that the City review Pier signage regulations consistent with the signage recommendations for the BA Boardwalk Amusement Zone (Section 6.8(P)) herein.

(4) No additional changes are recommended for the P Zoning District.

R. REC Recreation Zone

(1) The REC Recreation Zoning District was crafted to provide for diverse active and passive recreation activities for people of varied age-groups and abilities on property owned and/or controlled by the City of Wildwood.

Permitted uses in the REC zone are:



- Public parks, playgrounds and conservation areas, athletic fields and public purpose buildings and uses.
- Municipal storage facilities attendant to recreational uses.
- Recreational uses for public and private elementary and high schools.

Other than Maximum Building height, which shall be the lower of 12' or 1



Story (except for bleachers, lighting or observation structures, which shall be of minimum height required to accomplish desired function), no building controls are established for the REC Zone. All development shall be subject to site plan review and approval. Lot requirements shall be appropriate for the development proposed, and shall take into consideration appropriate setback, parking, landscaping, public space and ancillary uses.

- (2) Details related to the City's recreational facilities are addressed within the Open Space and Recreation Plan Element (Section 11.0) of this Comprehensive Master Plan Update.

S. T/E Tourist~ Entertainment Zone

- (1) The T/E Tourist~Entertainment Zoning District was crafted to provide for the widest possible variety of recreation, dining and entertainment facilities, amusements and attractions, concentrated in appropriate sections of the City, in order to ensure that Wildwood maintains the critical mass of tourist-oriented buildings and uses necessary to keep pace with the ever-changing attractions marketplace.



Permitted uses in the T/E Tourist~Entertainment Zone are:

- Restaurants (dining or take-out/drive-through), bars and taverns.⁹⁸
- Theaters, amphitheatres, museums (cultural or popular), bowling alleys and skating rinks.
- Hotels and motels, including customary ancillary and accessory uses.
- Combined R.D.E. Resort Facilities.
- Specialty, novelty, tourist and seashore related retail.
- Neighborhood- and regionally-oriented retail activities.
- Neighborhood- and regionally-oriented service activities.

⁹⁸ Subject to the provisions of City Code: Chapter 5.7.



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- Banks, including drive-through facilities.
- Offices and office buildings, including professional offices.
- Bicycle, beach accessory and water sport sales and rental.
- Active or passive recreation facilities.
- Lodges and clubs.
- Public parks, playgrounds and conservation areas.
- Residential Dwelling Units above ground-floor Permitted Uses.

Conditional uses in the T/E Zone include:

- Building height for any structure proposed under the T/E Zone regulations may increase from the 128' (12 story) maximum to a maximum of 250' (25 stories), provided that the project employs the same ratio of building height to lot area, setbacks and setback articulations and FAR required by said section.
- High-Rise, Multi-Family Residential buildings, provided all Principal Building requirements for Hotels, Motels & Combined R.D.E. Resort Facilities for the H/M Zone (Section 6.8(H) herein are satisfied.
- Within a High-Rise, Multi-Family Residential Building, the following shall be Permitted Uses, provided that the building conforms to all Building Controls for the H/M Zone.
 - Restaurants (dining or take-out/drive-through), bars and taverns.⁹⁹
 - Specialty, novelty, tourist and seashore-related retail.
 - Bicycle, beach accessory and water sport sales and rental.
 - Neighborhood-oriented retail and service activities.
 - Public or private enclosed recreation facilities, including fitness center and/or health club, with customary associated retail. A small café for the benefit of facility users is permitted as an accessory use.
 - Freestanding commercial parking lots.
 - Outdoor Patios, accessory to restaurants, bars and taverns.
 -

Pertinent accessory structures include parking structures, subject to the Building Regulations applicable to Hotels, Motels & Combined R.D.E. Resort Facilities in the H/M Hotel-Motel Zone, except that the Maximum Building Height for such structures shall be the lesser of 6 stories or 60',

⁹⁹ Subject to the provisions of City Code: Chapter 5.7.



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unless such structure incorporates any other Permitted Use for the zone in which the structure is located. In such case, the Maximum Building Height for that Zone shall apply.

Minimum Lot Size is 7,200 s.f. (Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings is 12,000 s.f.).¹⁰⁰

Minimum Lot Frontage & Lot Width is 80'. (Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings have no minimum requirement for Lot Frontage & Lot Width provided that they conform to the Minimum Lot Area standards).

Minimum Lot Depth is 90'. (Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings have no minimum requirement for Lot Depth provided that they conform to the Minimum Lot Area standards).

- Front Yard: *Non-Beach Blocks*¹⁰¹
0' to 32' in height: Subject to approval by the Zoning Officer, setback shall conform with prevailing setbacks for existing structures on the street frontage. Where no prevailing setback exists: 0'.
32' to 107': minimum additional 10' at the 32' level,
107' to Maximum Building Height: additional 10' at the 107' level;
If building height exceeds 32' without such setbacks: 15'.
Beach Blocks: 0' to 32' in height: 0'
- Side Yard: *Non-Beach Block*
0' & 29' (Driveways), 17' (ea) (Circular Drives)
Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings:
0' to 32' in height: 10',
32' to 107': minimum additional 10' at the 32' level,
107' to Maximum Building Height: additional 10' at the 107' level;
If building height exceeds 32' without such setbacks: 20' (ea)
- Side Yard: *Beach Block*
0' to 32' in height: 0',¹⁰²

¹⁰⁰ Minimum 1,500 s.f./du

Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Residential Buildings: 0' to 64' in height: FAR = 4.5
0' to Maximum Building Height: FAR = 6

¹⁰¹ The term "Beach Block" shall mean any T/E Zone lands situated between Ocean Avenue and the Boardwalk.

¹⁰² Beach Block buildings above 3 stories or 32' in height abutting an east/west right-of-way shall be set back 10' from said right-of-way, whether or not such right-of-way is a Front or Side Yard.



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32' to 107': a minimum of an additional 10' at the 32' level,
107' to Maximum Building Height: an additional 10' at
the 107' level;

- Rear Yard: 15'

Hotels, Motels, Combined R.D.E. Resort Facilities &
High-Rise, Multi-Family Residential Buildings:

0' to 32' in height: 10',

32' to 107': minimum additional 10' at the 32' level,
107' to Maximum Building Height: additional 10' at
the 107' level;

If building height exceeds 32' without such
setbacks: 20'

Maximum Principal Building Coverage: *Non-Beach Block* 50% (Pacific Avenue: 80%; Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings: 75%); *Beach Block*: 80%

Maximum Lot Coverage: 80%.

- (2) At Publication, Maximum Building Height for the T/E Zoning District is the lower of 32' or 3 stories from Base Flood Elevation. Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings without structured parking may rise to the lower of 64' or 6 stories from B.F.E. However, building height may extend to the lower of 128' or 12 stories from B.F.E., provided that all required parking is developed as structured parking.

Subject to Planning Board approval, building height for Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings may increase to a maximum of 250' (25 stories) from B.F.E., conditioned upon the project employing the same ratio of building height to lot area, setbacks and setback articulations and FAR as otherwise required. Based on discussions with NJDEP as detailed in Section 2.3 herein, it is recommended that Maximum Building Height in the T/E Zone be the lower of 35' or 3 stories *from top of curb* for standard development, the lower of 67' or 6 stories *from top of curb* for Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings without structured parking and 250' *from top of curb* for Hotels, Motels, Combined R.D.E. Resort Facilities & High-Rise, Multi-Family Residential Buildings with structured parking.

Where a single development project is located both within the BA Boardwalk Amusement Zone and the T/E Tourist~Entertainment Zone (Section 6.8(H) herein, portions of buildings may rise to the Maximum Building Height permitted in each respective zone.



(3) Beach Block Safety Buffer Zone

Development on the Beach Blocks presents unique public health and public safety concerns for properties which may be accessible only from the Boardwalk. To address these concerns, the following special provisions are established in Beach Blocks:

- (a) Within the context of the Minimum Building Setbacks for all Beach Block parcels, a created a Safety Buffer Zone is required no less than 10' from the Rear Property Line¹⁰³ of any parcel abutting the Boardwalk and 5' from the Rear Property Line of any parcel not abutting the Boardwalk.
 - (b) The Buffer Zone for each individual parcel shall be coordinated with the Buffer Zone for all contiguous parcels to create a 10' wide, unobstructed pathway for the width (street-to-street) of the subject block.
 - (c) Buffer Zones shall be unobstructed from grade to sky, and shall be maintained and kept clear of all above-surface structures and activities, including accessory structures, storage of materials and parking of vehicles. Similarly, Buffer Zones shall be maintained and kept clear of all debris, rubbish, weeds and tall grass.
 - (d) Nothing shall be construed to establish a public right-of-way in the required yard areas.
- (4) Effective with the recommendation for amendment of the Planning Board on September 4, 2007, the proposed Zoning Map is amended to include, Block 179.01, Lots 1-5, 7-11, Block 187, Lots 1.021 & 1.022, Block 220, Lots 7-17, 24 & 25 and Block 164, Lots 12.01, 12.02, 13.01, 13.02, 13.03, 14.01, 14.02, 15.01, 15.02, 27, 28.01, 28.02, 29.01, 29.02, 30.01, 30.02 to be located in the T/E zone.
- (5) No additional changes are recommended for the T/E Zoning District.

ZONING OVERLAY DISTRICTS

T. Inclusionary Housing Overlay Zone

- (1) The Inclusionary Housing Overlay Zone was crafted to provide for lands within the City of Wildwood which may be necessary and appropriate for

¹⁰³ For the purposes of this section, Rear Property Line shall be defined as that property line parallel to the Boardwalk but not fronting the Boardwalk.



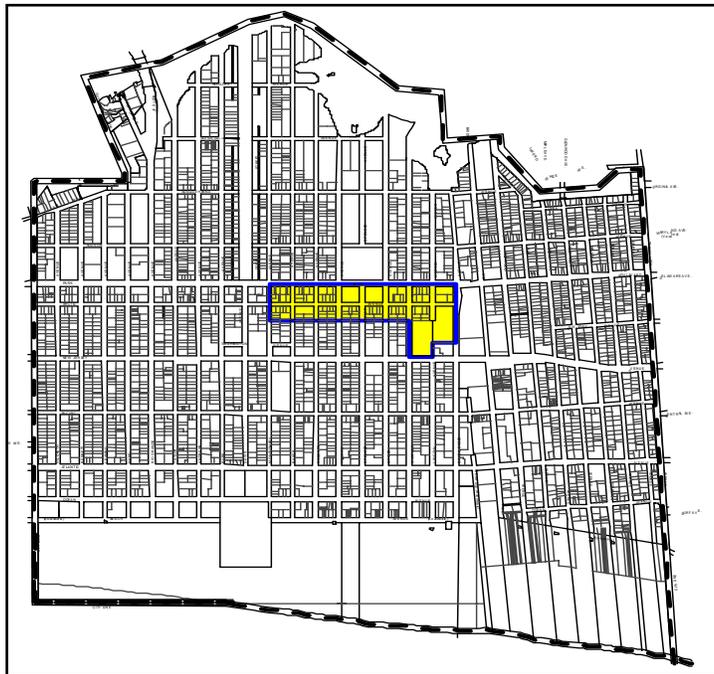
development of low and moderate income housing as provided for by the New Jersey Council on Affordable Housing.

The Inclusionary Housing Overlay Zone is limited to that portion of the R-2 Moderate Density Residential Zoning District generally located between Montgomery Avenue, Park Boulevard, Schellenger Avenue and a line running parallel to Park Boulevard conforming to the nearest property line 180' east of the easterly line of Arctic Avenue; and the RM Residential Multi-Family Zoning District generally bounded by Arctic, Schellenger, New Jersey Avenue and Garfield Avenues.

Permitted and Conditional uses in the Inclusionary Housing Overlay Zone include all Permitted and Conditional uses for the R-2 Moderate Density Residential Zone as well as Garden Apartments.¹⁰⁴

Minimum Lot sizes in the Inclusionary Housing Overlay Zone are:¹⁰⁵

- Single-Family Detached: 4,000 s.f.
- 2-Family Stacked (Multi-Story): 6,000 s.f.
- Single-Family Semi-Detached (Duplex) & 3-4 Family Semi-Detached ('Tri' or 'Quad'): 8,000 s.f.
- Garden Apartments: 2,400 s.f. interior units, 3,600 s.f. end units



Minimum Lot Frontage & Lot Width is:

¹⁰⁴ Defined as Multi-family structures designed to resemble Townhouses, except that multiple Garden Apartment buildings may be constructed on a single lot and further except that dwelling units in Garden Apartments may be placed in a horizontal configuration (i.e. one dwelling unit above the other ~ for a maximum of one first floor unit and one second floor unit). Since Garden Apartment structures may consist of multiple buildings on individual tax lots, bulk and coverage requirements are measured on a total project basis.

¹⁰⁵ Single-Family Detached: 10.89 2-Family Stacked (Multi-Story): 14.52
 Single-Family Semi-Detached (Duplex): 10.89 3-4 Family Semi Detached (Tri or Quad): 21.78
 Garden Apartments: 32.27



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- Single-Family Detached: 40'
- 2-Family Stacked (Multi-Story): 60'
- Single-Family Semi-Detached (Duplex) & 3-4 Family Semi-Detached ('Tri' or 'Quad'): 80'
- Garden Apartments: 24' interior units, 36' end units

Minimum Lot Depth is 100' per lot.

Minimum Setbacks are:

- Front Yard: 10'
- Side Yard: Single-Family Detached: 6' & 10'
2-Family Stacked (Multi-Story): 15' (ea)
Single-Family Semi-Detached (Duplex): 15' (ea)
3-4 Family Semi-Detached ('Tri' or 'Quad'): 15' (ea)
Garden Apartments: 0' interior units, 12' end units
- Rear Yard: 15' (Garden Apartments: 30')

Maximum Principal Building Coverage:

- Single-Family Detached: 45%
- 2-Family Stacked (Multi-Story): 40%
- Single-Family Semi-Detached (Duplex): 45%
- 3-4 Family Semi-Detached ('Tri' or 'Quad'): 50%
- Garden Apartments: 40%

Maximum Lot Coverage: 70% (75% for 'Tri' or 'Quad').

- (7) At Publication, Maximum Building Height for the Inclusionary Housing Overlay Zone is the lower of 32' or 3 stories from Base Flood Elevation for Permitted Uses and the lower of 6 stories or 64' from Base Flood Elevation for Conditional Uses.

Based on discussions with NJDEP as detailed in Section 2.3 herein, it is recommended that Maximum Building Height in the Inclusionary Housing Overlay Zone be the lower of 35' or 3 stories *from top of curb* for Permitted Uses and the lower of 6 stories or 59' *from top of curb* for Conditional Uses.

- (8) No additional changes are recommended for the Inclusionary Housing Overlay Zone.



U. Historic District Overlay Zone(s)

- (1) The Historic District Overlay Zones were crafted to protect the City's rich history of traditional and non-traditional historic architecture by encouraging the renovation and adaptive reuse of older buildings.

Permitted uses,
Conditional uses and
Building controls for
both the Primary and
Secondary Historic
Districts are
governed by the
Zoning Controls of
the Zoning District in
which the property is
located.



- (2) Effective with the recommendation for amendment of the Planning Board on September 4, 2007 to institute a new requirement to notice the Wildwood Historic Preservation Commission (WHPC) for all development applications located within a Historic District.
- (3) Further details related to the City's Historic Districts are addressed within the Historic Preservation Plan Element (Section 14.0) of this Comprehensive Master Plan Update.

V. BSRA Bayside Redevelopment Area

In 2002, the Governing Body undertook the statutory process to declare the City's former municipal landfill, then known as the Bayshore Village section of Wildwood, to be an Area In Need of Redevelopment under the state's *Local Redevelopment and Housing Law*.¹⁰⁶

The City's primary objective in pursuing this action was to convert tax exempt lands to revenue producing property for the City. The Bayside Area was formally declared to be In Need of Redevelopment in July 2002, and a Redevelopment Plan, generally focusing on single-family development, was adopted in or about August of that year.

¹⁰⁶ N.J.S.A. 40A:12A-1 et. seq.



The adopted Bayside Area Redevelopment Plan includes three (3) alternate development scenarios as Zoning Overlays for the Redevelopment Area. The Plan's two (2) residential development scenarios are consistent with the then-existing R-1 Zoning for this area (except for the inclusion of restaurant and marine education uses) and the third scenario is commercially focused.



Upon adoption of the Redevelopment Plan, the City issued a Request-for-Proposals for Redevelopers. The City received several responses and selected K. Hovnanian as Redeveloper in December of 2003. The development alternative preferred by Hovnanian was for single-family development under the then-existing R-1: Moderate Density Residential zone.

While conducting their project planning, Hovnanian discovered that, due to environmental considerations on a great majority of the land,¹⁰⁷ the engineering requirements for the site precluded an economically viable project under the preferred single-family model. An alternative design scenario was required.

At Publication, the project concept developed by Hovnanian anticipates between 250 and 270, two- to three-story, attached townhouse-style units in between 25 to 30 buildings. Such a configuration will permit efficiencies in subsurface engineering not otherwise possible.

Effective with the recommendation for amendment of the Planning Board on

¹⁰⁷ Principally due to the presence of subsurface meadow-mat and (former) landfill considerations.



September 4, 2007, the proposed Zoning Map is amended to include, Block 159, Lots 8-11 to be located in the BSRA zone, revise "C" Conservation District line to be offshore of land parcels, add note to Proposed Zoning Map "All waterward zoning boundary lines shall reflect Mean Low Water elevation."

While the final project design is not known at Publication, it is clear that the ultimate project will require an amendment to the adopted Redevelopment Plan.

PROPOSED ZONING DISTRICT

W. Conservation Zone

- (1) At Publication, the section of the City generally located between the Bayside Redevelopment Area, the Lake Avenue R-1 Zoning District and Sunset Bay had no zoning classification.

While this section of the City is limited to a few islands of marine tidal marshland, it has been recommended that this section of the City be designated as a

Conservation Zone, with permitted uses and building controls appropriate for such environmentally-sensitive areas.



- (2) Effective with the recommendation for amendment of the Planning Board on September 4, 2007, the proposed Zoning Map is amended to revise "C" Conservation District boundary lines to be offshore of land parcels, add note to Proposed Zoning Map "All waterward zoning boundary lines shall reflect Mean Low Water elevation."



7.0 HOUSING PLAN ELEMENT

7.1 Municipal Land Use Law & Regulatory Requirements

The *Municipal Land Use Law*¹⁰⁸ provides that a municipal Master Plan may include a Housing Plan Element addressing, but not limited to, residential standards and proposals for the construction and improvement of housing. A Housing Element & Fair Share Plan is required by the Fair Housing Act¹⁰⁹, which was signed into law in July, 1985. It mandates that all municipalities that choose to enact and enforce zoning ordinances must prepare a Housing Element as part of the community's Master Plan. The Housing Element became one of the three required elements of the Master Plan in August, 1988¹¹⁰.

In addition to *Municipal Land Use Law* requirements, a Housing Plan Element has been prepared in accordance with the requirements of the New Jersey Fair Housing Act, to further the City's intent to provide reasonable opportunity for the development of low and moderate income housing.

7.2 Current Status

The City adopted a Housing Plan Element to its Master Plan in August of 2000.¹¹¹ Subsequently, this document was filed with the New Jersey Council on Affordable Housing¹¹² in order to petition for "Substantive Certification".

In April, 2001, COAH granted the City "Interim Substantive Certification", thereby approving the Housing Element. Such approval is valid for one (1) year after adoption of COAH's "Third Round Methodology and Rules"¹¹³.

Said "Third Round Methodology and Rules" were adopted by COAH and became effective in December, 2004. At the request of the City Administration, RV&W, in March 2006, was tasked with the preparation of a Housing Plan Element & Fair Share (Affordable Housing) Plan for City of Wildwood in anticipation of the City's decision whether or not to file a Fair Share Plan with COAH adopted Third Round rules.

¹⁰⁸ N.J.S.A. 40:55D-28(b)(3)

¹⁰⁹ C.52:27D-310 et seq.

¹¹⁰ While considered optional by section 28 of the Municipal Land Use Law, a Housing Plan Element is a requirement for a municipality to establish zoning under MLUL section 62.

¹¹¹ Prepared by Remington, Vernick & Walberg Engineers. Incorporated herein as if reprinted in full.

¹¹² "COAH"

¹¹³ Said "third round methodology and rules" were adopted by COAH and published as required by law in December of 2003. At Time of Publication, comments were being reviewed, with adjustments expected in the regulations. It is not known when said methodology and rules will take effect. Accordingly, expiration of the City's Interim Substantive Certification is unknown.



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Our staff completed the Housing Plan Element & Fair Share (Affordable Housing) Plan and was preparing revisions to the document when the New Jersey Court, Appellate Division, responding to an appeal brought by affordable housing advocacy groups, invalidated COAH's Third Round Rules, finding that the regulations were based on invalid calculations, arbitrary rules and unconstitutional provisions. Under the Court's ruling, all actions related to COAH's Third Round municipalities were stayed, including the preparation of new Fair Share Housing Plans, until COAH adopts revised regulations. While the Court ordered that such regulations were to be completed within six (6) months from the ruling (approximately July, 2007), it is not clear that COAH will be able to prepare and adopt such sweeping changes in this timeframe.

COAH has issued a nationwide Request for Proposals (RFP) for consultants to conduct research on topics related to COAH's methodology and rules contested under Court suit. From the responses that were received, COAH has put together a diverse, nationally recognized group of experts to update the employment and population projections, to conduct research in the areas of compensatory benefits, economic feasibility and filtering, and to conduct a vacant land analysis. The team of consultants will be supervised and coordinated by The Wharton School at the University of Pennsylvania

The COAH consultants have advised that they will require extra time to complete their assignments beyond the July 25, 2007 deadline set by the Court. Based on their request and the requirements of the Administrative Procedures Act to publish the proposed rules in the *New Jersey Register* to provide a public comment and answer period and to allow for final adoption of the revised rules by the COAH Board, COAH has requested an extension of the court's six (6) month deadline until February, 2008

While some form of revised municipal affordable housing obligation will be developed as ordered by the Court, it is not possible at this time to determine the form of such regulations or how any new rules will apply to City of Wildwood. It is similarly not possible to determine what modifications to the draft Housing Plan Element & Fair Share Plan, if any, may be required.

It is therefore recommended that the City defer action related to the Housing Plan Element & Fair Share Plan until COAH's new rules are adopted and their impacts are determined.



8.0 CIRCULATION PLAN ELEMENT

The *Municipal Land Use Law*¹¹⁴ provides that a municipal Master Plan may include a Circulation Plan Element “showing the location and types of facilities for all modes of transportation required for the efficient movement of people and goods into, about, and through the municipality, taking into account the functional highway classification system of the Federal Highway Administration and the types, locations, conditions and availability of existing and proposed transportation facilities, including air, water, road and rail”.

While neither the 2002 Reexamination nor the 2004 Reexamination contained a Circulation Plan Element, both included extensive discussion of issues related to this issue, noting that traffic circulation and parking in Wildwood were critical issues for the community.

This Circulation Plan Element will identify general conditions of the pertinent facilities and will develop recommendations for improvements as well as a strategy of shared parking structures

Additionally, a Circulation Plan Element is required if the City wishes to create a Parking Authority or Parking Utility and adopt of “in-lieu-of” parking fees as part of its efforts to permit Vertical Development, or to adopt regulations requiring developers to pay for off-tract street improvements as a component of the Land Development Ordinance.

8.1 Vehicle Circulation

Wildwood has a standard grid-pattern street system, with rights-of-way running east/west and north/south.¹¹⁵ The City’s rights-of-way, designed before the advent of mass automobile traffic, have predominately one and two-lane capacities (with on-street parking) which have remained essentially the same since their inception.

8.1.1 General

Access to City of Wildwood is almost entirely accomplished by motor vehicle. Trucks deliver goods and visitors arrive by automobile from the mainland via the George Redding (Route 47) bridge. Access to neighboring barrier islands is made via toll bridges operated by the Cape May County Bridge Commission. Circulation within the City is by automobile, bicycle and foot.

¹¹⁴ N.J.S.A. 40:55D-28(b)(5)

¹¹⁵ For the purposes of this Circulation Plan Element, east/west orientation shall be defined as ocean to bay and north/south shall be defined as (generally) paralleling the ocean.



8.1.2 East/West Circulation

The City's lone accessway to/from the mainland is Rio Grande Avenue. This 60' wide right-of-way (46' cartway) links Wildwood with SR Route 47, SR Route 9 and the Garden State Parkway, thereby providing a connection to Atlantic City, New York, New England, Canada and points north; the Cape May Lewes Ferry, Delaware and points south; and Philadelphia and points west.¹¹⁶

Rio Grande Avenue¹¹⁷ is a County Road (CR 661) from the base of the George Redding (Route 47) Bridge intersection with Susquehanna Avenue to New Jersey Avenue. Within this length, the Rio Grande is configured as four (4) travel lanes (no on-street parking) from the George Redding Bridge to New Jersey Avenue¹¹⁸.

City jurisdiction for Rio Grande Avenue begins at New Jersey Avenue and runs to Rio Grande's terminus at Ocean Avenue. This portion of the right-of-way is two (2) travel lanes for this length. An attractive landscaped center median separates east- and west-bound traffic.

Rio Grande Avenue has a posted speed limit of 25 mph and approximate cartway width of 52'. All intersecting streets are signalized at their intersection with Rio Grande Avenue.

In addition to Rio Grande Avenue, the City has approximately 27 other east/west streets, with most providing uninterrupted travel-ways from the Ocean to the bay. Several of these streets combine as one-way pairs, creating loops in the circulation system. These rights-of-way primarily serve the City residential neighborhoods and local businesses. All of secondary streets, except for Rio Grande Avenue, are STOP-sign controlled along Ocean Avenue. Rio Grande Avenue is signalized at Ocean Avenue, primarily for pedestrian flow.

A fixed-span bridge, recently constructed by Cape May County, replaced a dilapidated drawbridge over the Wildwood Channel at Glenwood Avenue (County Route 614), connecting the City with West Wildwood.

8.1.3 North/South Circulation

Wildwood has approximately eight (8) north/south rights-of-way traversing the whole of the City and connecting the City with the neighboring communities of Wildwood Crest (south) and North Wildwood (north). (Due to the irregular shape of the City on its northerly (bay) side, other north/south rights-of-way do not

¹¹⁶Significantly, Wildwood's primary market lies within an 800 mile radius of the City, with approximately 30% of the nation's population living within a short drive.

¹¹⁷ Classified as an Urban Principal Arterial (2004 NJ Functional Classification Maps).

¹¹⁸ This lane differential is due to the presence of sidewalks between Susquehanna and New Jersey Avenues.



provide an uninterrupted course through the City). These rights-of-way consist of Urban Arterials, Urban Collectors and Local Roads¹¹⁹.

The City's primary north/south travel-way is New Jersey Avenue (County Route 621). This right-of-way¹²⁰ (generally 60' wide from Cresse Avenue to Cedar Avenue and 82' wide from Cedar Avenue to 26th Avenue) supports two (2) travel lanes in each direction, with on-street parking on both sides of the street. New Jersey Avenue is generally commercial in nature and serves as the City's "Main Street". New Jersey Avenue is the City's designated "Truck Route" for heavy vehicles traveling north/south through the City.

Paired with New Jersey Avenue is Park Boulevard, the City's other primary north/south travel-way. This Urban Collector consists of a 76' wide right-of-way that supports two travel lanes in each direction with on-street parking on both sides of the street. Unlike New Jersey Avenue, Park Boulevard is generally residential in character.

Wildwood's other Urban Collectors are:

- Atlantic Avenue (65' wide). 4-lane undivided roadway under jurisdiction of the City. Parking is permitted on both sides of the street.
- Pacific Avenue (50' wide). In an effort to strengthen the City's traditional "Entertainment District", vehicular traffic was reintroduced in 1996, thereby replacing the former Holly Beach Station (pedestrian) Mall. An aggressive streetscaping program was introduced in 2002. These programs resulted in a 2-lane undivided roadway with parking permitted in "bumpouts" within the street.
- Ocean Avenue (60' wide) 4-lane undivided roadway that extends in a general north-south direction and is under the jurisdiction of the City. With an approximate cartway width of 48 feet, Ocean Avenue does not allow parking between the municipal border and Schellenger Avenue. Ocean Avenue is bisected by Schellenger and Wildwood Avenue by the Nickels Amusement Pier. Ocean Avenue continues its north-south geometry to the municipal border with North Wildwood at 26th Avenue.

The City's north/south alignment local roads include Arctic Avenue (50' wide) and Susquehanna Avenue (50' wide). Both right-of-ways support on-street parking (at select locations). Additional local roads include the residentially-oriented Hudson Avenue, Lake Road, Lake Avenue, Mediterranean Avenue and Niagara Avenue. The lengths of Susquehanna Avenue, Mediterranean Avenue and Niagara Avenue are bisected by Ottens Harbor.

¹¹⁹ As classified by the American Association of State Highway Transportation Officials (ASHTO)

¹²⁰ Classified as an Urban Minor Arterial from Rio Grande Avenue north and an Urban Collector from Rio Grande Avenue south.



While seldom thought of as transportation route, the Boardwalk serves as a primary north/south circulation corridor, facilitating pedestrian and bicycle movement through the City from Wildwood Crest (at Cresse Avenue) to North Wildwood (at 26th Avenue).

8.1.4 Traffic Capacity

While the City’s rights-of-way have sufficient capacity to carry the traffic generated by the City’s permanent population of 5,436 people¹²¹, they are inadequate to handle the volume of traffic generated by the Wildwoods’ 3.5 million seasonal visitors, the vast majority of whom arrive by private automobile¹²². The congestion caused by the sheer volume of traffic not only results in inconvenience for visitors and is a limiting factor for economic development and has the potential to constitute a very real public safety hazard. Police, fire and ambulance responders are required to navigate an often impassible system during the tourist season and the evacuation route for the City will be severely tested during a serious weather event.

In the mid-1990s, the State of New Jersey completed the reconstruction of the Route 147/North Wildwood Road, a highway connecting North Wildwood to the Garden State Parkway and Route 9. While this (improved) second accessway to the mainland has taken some pressure off of Rio Grande Avenue and the George Redding (Route 47) Bridge, these facilities are still severely overburdened.¹²³

Compounding the City’s seasonal traffic congestion is the lack of adequate off-street parking capacity. With the influx of tourists and seasonal residential visitors¹²⁴, garages, driveways and parking lots fill to capacity. Overflow vehicles must park on-street. Available on-street parking spaces quickly fill and visitors are forced to circle the City streets until a space becomes available. This “recycled traffic” adds to the congestion caused by newly arriving visitors.

Prior Master Planning efforts recommended improvements to the City’s circulation and parking system(s). To date, only localized improvements (mostly

¹²¹ US Census Bureau. 2000 Census.

¹²² Tourism Redevelopment Plan.

¹²³ The closest medical facility servicing the Wildwoods is the Cape May Regional (formerly Burdette-Tomlin Memorial) Hospital, located off-island in Cape May Courthouse.

¹²⁴ Seasonal population projections (permanent residents and summer vacationers) found in the Cape May County Comprehensive Plan reveal the following trend for the City of Wildwood (does not include North Wildwood, Wildwood Crest, West Wildwood or the portion of Lower Township located on the island).

2001	2005	2010	2015	2020	2025
60513	62510	64510	66446	68306	70014



addressing development-specific circulation and parking issues), have been instituted, with little effect on the problem system-wide.

The City's existing parking problem continues to impact events at the Convention Center, which is increasingly constrained in its efforts to schedule larger and more regular events. At Publication, Convention Center parking is accommodated on several beachfront surface lots to the south of the Center. These areas, owned by the City and under long term lease to the New Jersey Sports and Exposition Authority, can accommodate approximately 750 parking spaces. As Convention Center demand rises, this number of spaces proves inadequate.

Compounding this issue is the potential for future development in the City. Surface parking is not the highest and best use for beachfront (or other) property. At some point a combination of 1) market forces unleashed as the City's redevelopment efforts begin to take root, 2) the need for additional hotel rooms to support the Convention Center and 3) the City's desire for ratables will "demand" that these vacant and underutilized lots be developed (and public parking eliminated).

8.1.5 Traffic Management

As a nearly built-out community, Wildwood's options to increase traffic capacity is quite limited. While selective widening of cartways is possible, such actions will only have a marginal impact without the taking of private property, which is neither politically achievable or financially feasible.

Absent an increase in capacity, the City left with Traffic Management ("TM") as a tool for making existing circulation more efficient. Typical TM strategies include, but are not limited to:

- Traffic Signal Synchronization to insure stop (red) timing is optimal.
- Smart Signalization to vary red timing on an on-demand basis;
- Modification to traffic lane widths;
- Selective removal of on-street parking;
- Parking management designed to reduce the number of parked cars from the streets to thereby increase cartway availability;
- Transit friendly site design (with sufficient off-street parking); and
- Activities to reduce the number of automobiles on the road,¹²⁵ including ride sharing and car pooling, alternative working schedules and increased use of mass transit.
- Use of the City's web-site to disseminate information regarding traffic and

¹²⁵ Typically referred to as a reduction of Vehicle Miles Traveled ("VMT")



provide suggestions to alternative modes of transportation. Most accommodations have CCTV which can also be used to supplement the information dissemination.

The Master Plan Update provides include a recommendation for a City –wide traffic study as part of the implementation strategy for a Traffic Management Plan. This recommendation will utilize submitted traffic studies from land development applications to identify traffic infrastructure and traffic system improvements that will improve traffic conditions. This Master Plan Update recommends the development of an Ordinance providing for the pro-rata share of reasonable and necessary improvements related to traffic system upgrades necessitated by individual land developments. Upon review of and approval of land development applications, suggested traffic improvements will implemented via developer’s agreement. As referred in the Master Plan Update, it is strongly recommended that the City investigate the feasibility of implementing a Transportation Development District or Transportation Improvement District by Ordinance to assess off-tract transportation and traffic infrastructure improvements for the Tourist & Entertainment (T/E) Zones and Hotel & Motel (H/M) Zones as well as the Rio Grande Avenue gateway into the City.

Successful TM strategies typically involve partnerships between the public, private and non-profit sectors. In connection with this recommendation, this Circulation Plan Element recommends the City explore techniques to implement a TM Plan and to require new development in the City to address TM strategies as part of the development approval process.¹²⁶

8.2 **Parking**

Related to the City’s seasonal traffic congestion is the lack of adequate parking capacity. With the influx of tourists and seasonal residential visitors, garages, driveways and parking lots fill to capacity. Overflow vehicles must find scarce and valuable on-street parking. These spaces quickly fill, and visitors are forced to circle the City streets until a space becomes available. This “recycled traffic” adds to the traffic congestion caused by newly arriving visitors.

Further impacting the parking shortage, new residential development is typically constructed with (often 2-car) garages or open parking under the building structure. As a result, depressed curbing for driveways spans a large percentage of the residential lot frontage, thereby reducing the room available for on-street parking.

Prior Master Planning efforts anticipated that the already difficult parking situation will be exacerbated as the Wildwoods grow larger and the Convention Center begins to schedule larger and more regular events. This need for additional

¹²⁶ Implicit in this recommendation is the imperative for the City’s Planning and Zoning Boards to take a more critical look at developer requests for parking variances.



parking has prompted property owners, especially those in proximity to the beach and Boardwalk, to raze buildings and pave the parcels for commercial surface parking. This underutilization of prime real estate negatively impacts the City's tax base, hinders economic development and underscores the need to comprehensively address parking in the City. Accordingly, expanding the City's off-street parking inventory to service the Convention Center, beach and Boardwalk is critical to the economic future of the Wildwoods and the continued viability of the Wildwoods Convention Center.

This parking situation impacts the City's potential for future development. Surface parking is not the highest and best use for beachfront (or other) property. The combination of market forces, the need for additional hotel rooms and the City's desire for ratables "demand" that the Convention Center parking lots and other surface parking lots be better utilized.

8.2.1 Existing Conditions

A. Background

Prior Master Plan Reexaminations included several recommendations to address efficient and effective traffic circulation and to address parking needs of the City. Specifically:

- Selective removal of on-street parking to increase travel lanes.
- Uphold City off-street parking requirements in the City's Land Use Code (thereby limiting variances issued for parking deficiencies).
- Widening of certain key roadways, including appropriate reduction of sidewalk widths.
- Creation of municipally-owned "satellite" surface parking lots in congested sections of the City.
- Development of a centrally-located, multi-story public parking structure(s) (with retail/commercial uses as a mixed-use development).
- Creation of a Parking Authority/Parking Utility to oversee efforts related to parking.

B. Increased Parking Capacity

Logically, off-street parking can either be supplied in the form of surface lots or in structured parking garages. In order to service the Convention Center, convention-related amenities, points of interests and downtown areas, any centralized public parking must be sited in close proximity to such destinations.



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This strategy is critical to the economic success for the Wildwoods, since it would channel high volumes of pedestrians, visitors and tourists to the area immediately adjacent to the Convention Center, Boardwalk, Pacific Avenue Entertainment District and several of the Destination Resort Hotels¹²⁷ proposed for construction. High pedestrian volumes represent the critical mass of people needed to support centralized parking garages; and the creation of walkable neighborhoods with mixed-use developments add to the attractiveness of centralized parking. Such parking could be combined with a pricing / discount strategy and a connected network of retail establishments which can be used to direct and attract users to the parking facilities. *Creating a mixed-use, walkable network of meaningful connected spaces creates less cost of taxpayers is fully consistent with smart growth planning principles.*

In general, Wildwood is a fully built-out municipality in an active real estate market. As such, any acquisition of privately-held land for parking is not only prohibitively expensive, but is likely to result in the displacement of active, productive uses. Accordingly, expansion of existing surface parking is not desirable. Structured parking appears to be the only viable parking solution.

It should be noted however, under the existing City Land Development Ordinance allows the "on-site" or off-street parking requirements imposed upon a particular land development can be met by installing the required parking on an adjacent lot or within a nearby parcel of land in accordance with the Ordinance depending on type of parking lot or structure. This overall parking strategy seeks to re-affirm this development option.

The City has identified two municipally-owned areas for structured parking¹²⁸:

- Convention Center Lots: Approximately 6.43 acres of municipally-owned¹²⁹ land along Ocean Avenue and in direct proximity to the Convention Center, beach and Boardwalk. In addition to parking, such a facility would have commercial space fronting Ocean Avenue and the Boardwalk, and could incorporate public amenities for beachgoers such as restrooms, showers and changing areas (including changing tables for babies). During any future construction of the Convention Center located parking garage(s), due diligence protection of the newly created Boardwalk Gateway Park will be given the highest priority by all parties involved in the construction of said parking garages. Exhibit 8.3 "Parking Garages" is amended to reflect this protection of the Boardwalk Gateway Park.

¹²⁷ Vertical Development, including residential units, restaurants, retail, parking, meeting/conference rooms and other amenities.

¹²⁸ Exhibit 8.1

¹²⁹ While municipally owned, these lots are under 99-year lease agreement with GWTIDA



Based on the needs of the Convention Center, the beach and Boardwalk and several proposed Resort developments in proximity to this area, a parking facility at this location could take the form of a six (6) story garage on one block with additional lower [three (3) story] garages adjacent thereto.

- Cedar Avenue Lot: Approximately 1.90 acres of municipally-owned land at Cedar Avenue in the center of the municipality. A centralized parking garage at this location would be ideal to serve Pacific Avenue, the Boardwalk, amusement piers and several proposed Resort developments. This site was subject of a Parking Garage Feasibility Analysis by Desman Associates (2005). The conclusion of this analysis suggested that a 500 space parking structure could be supported on this site.

C. Existing Parking Supply

Parking in Wildwood is primarily served by a combination of private parking lots, City-owned public parking lots and on-street parking. Until 2004, City’s Land Development Ordinance did not require off-street parking in several of the City’s Commercial Zoning Districts.

Additionally, since much of the City was developed prior to the institution of any off-street parking requirements, most pre-existing building lots do not contain the land area necessary for adequate off-street parking.

Based on a (2001) Parking Study commissioned by GWTIDA, there are approximately 766¹³⁰ parking spaces in the Convention Center Lots. Additionally, at the time of the Study, there were 6,557 parking spaces¹³¹ within 1,500’ of the Boardwalk (between Aster Avenue in Wildwood Crest to 10th Avenue in North Wildwood). Specifically:

PUBLIC & PRIVATE PARKING LOTS	ON-STREET PARKING
2,826 spaces	3,731 spaces

The City believes these numbers to have drastically been reduced as a result of the influx of development between 2001 and 2007

Based on information received from the City’s Parking Department, the total number of metered on-street parking is 797 spaces. Specifically:

¹³⁰ 20 parking spaces being reserved for handicapped persons with approved NJMVC identification

¹³¹ Private/public parking lots and on-street metered or un-metered spaces



MUNICIPAL LOTS¹³²		NUMBER OF SPACES
Lot #1	City Hall Parking Lot South	43 spaces (14 metered)
Lot #2	City Hall Parking Lot - North	45 spaces (0 metered)
Lot #3	Center City Lot (Big)	188 spaces (leased)
Lot #4	Center City Lot (Small)	62 spaces (leased)
Lot #5	Realtor's Row Lot	42 spaces (40 metered, 2 H/C)
CONVENTION CENTER LOTS¹³³		NUMBER OF SPACES
Lot #1	North Lot (Montgomery Avenue)	77 spaces
Lot #2	South Lot (Andrews Avenue)	95 spaces (9 H/C)
Lot #3	Old Shuffle Board Court Lot (north of Taylor Avenue)	51 spaces (4 H/C)
Lot #4	Rio Grande Avenue Lot (north of Rio Grande Avenue)	132 spaces (4 H/C)
Lot #5	Hand Avenue Lot	306 spaces
Lot #6	Leaming Avenue (north of Leaming Avenue)	105 spaces (3 H/C)

A 1996 Traffic Study¹³⁴ commissioned during the planning of the Convention Center analyzed traffic at Center in a "Saturday worst-case" concert scenario¹³⁵ and determined such an event would result in a parking deficient of 800 spaces. Such parking would have to be accommodated through satellite parking or other means.

At Publication, Convention Center (overflow) parking, as well as beach and Boardwalk parking occurs in random lots managed by individual entrepreneurs and/or property owners that have businesses fronting the street. Such lack of coordinated parking not only places the Convention Center at a critical disadvantage when competing with other facilities, but provides no link between parking, accommodations a visitor's ultimate destination.

Conversely, public parking in centralized locations would benefit the Convention Center as well as the business community in Wildwood.

Finally, the 2005 Desman Study concluded that there were 5,696 off-street /

¹³² Provided by City of Wildwood, Parking Meter Division

¹³³ Provided by GWTIDA, Operations Division

¹³⁴ Traffic Impact Study ~ Wildwoods Convention Center, HCA Assocs., January 29, 1996

¹³⁵ Based on Summer Saturday event with 7,000 attendee capacity



F. Regulatory Constraints

- (1) The Wildwoods are situated on a Barrier Island in the state's Coastal Zone. Development in the Coastal Zone is governed by the NJDEP through its Coastal Zone Management Rules and by regulations pursuant to CAFRA.

Under the CZM's Traffic (parking) Rule¹³⁸, development in the Coastal Regulatory Zone are required to provide sufficient on-site and/or off-site parking for its own use at a ratio of *two (2) spaces per residential unit*, with Hotel uses being considered "residential". While appropriate for family or condominium residential development, the parking requirement for tourist-oriented Resort Hotels is typically one (1) parking space per hotel unit (plus additional spaces for ancillary uses [restaurants, retail, etc] and employees.

As a practical matter, this Parking Rule works in opposition to regulations designed to protect against undue building height and encroachments into scenic resources. More parking leads to higher building height and massing, thereby requiring designers to create unpermissible buildings and deterring precisely the type of economic development so desperately required in the Wildwoods.

- (2) Recognized Parking Standards

Pursuant to N.J.S.A. 40:55D-40.1 et seq., the New Jersey legislature directed the Department of Community Affairs to promulgate Residential Site Improvement Standards¹³⁹ for all residential uses in the State. RSIS standards include specific parking requirements for residential uses based on unit (bedroom) size. The CZM 2::1 parking::unit requirement (regardless of the size of the unit) conflicts with established RSIS parking standards.

Research upon which the RSIS is based anticipates parking demand for high-rise development to be, on the average, 1.3 parking spaces per bedroom unit (based upon two bedroom standard).¹⁴⁰

Similarly, the Urban Land Institute (ULI) prepared a Shared Parking Study (1983) that found that high-rise development experience a shared parking scenario in which the parking demand for the entire development will be less than the sum of its parts due to interaction between on-site uses.

¹³⁸ N.J.A.C. 7:7E-8.14

¹³⁹ "RSIS" (N.J.A.C. 5:21-1 et seq.)

¹⁴⁰ Table 4.4: "Parking Requirements for Residential Uses," (page 57).



Based on the ULI Parking Study document, high rise/hotel development will experience a parking demand of 1.25 spaces per room and that the parking demand for restaurants & retail within a hotel will be reduced by 50% due to hotel patrons utilizing on-site facilities.

Finally, the Institute of Traffic Engineers (ITE) has published Parking Generations, 3rd Edition that provides parking demand factors for various land uses. ITE defines “Resort Hotel” as providing sleeping accommodations, restaurants, cocktail lounges, retail shops and guest services. Resort Hotels primary cater to tourist and vacation areas. ITE indicates the average parking demand (i.e. all uses within the Hotel structure) to be 1.42 parking spaces per room.

8.2.2 Parking Strategy

In light of the forgoing, this Comprehensive Master Plan Update recommends the following, coordinated Parking Strategy designed to promote economic development, increase access to the beach and Boardwalk, increase available public parking and support mass transit; all goals of good smart growth planning.

A. Parking Standards

Adopt the RSIS standards to Vertical Development in Wildwood according to the following schedule:

USE	ON-SITE PARKING REQUIREMENT
i Designed Hotel Structures: A structure which contains, but is not necessarily solely comprised of Hotel Units which are designed, designated and intended to be used, let or hired out for compensation for transient occupancy to the general public by reservation or walk-up without reservation, but in any case without lease, for occupancy in periods of not less than 1 night and not more than a number of continuous nights established by the individual municipality; except that resident management shall not be subject to the occupancy limitation. ii Designed Residential Structures (Apartments, Garden Apartments, Condominium Units and similar multi-family developments).	Mid-rise Buildings: 1 bedroom: 1.8 spaces 2 bedrooms: 2.0 spaces 3 bedrooms: 2.1 spaces High-rise Buildings: 1 bedroom: 0.8 spaces 2 bedrooms: 1.3 spaces 3 bedrooms: 1.9 spaces + 1 space for every 3 employees. The employee requirement may be satisfied by the creation of a rideshare program whereby employees are required to park in a centralized location and shuttled to the Subject development.



<p>iii Commercial Uses.</p>	<p>Consistent with the appropriate sections of the parking schedule included in the municipalities Development Ordinance.</p>
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- (1) Where multiple uses are developed within a single development, the total parking requirement for such development shall is the sum total of the number of spaces required for each individual use.
- (2) The RSIS parking standards are based on bedroom size. As such, the standards are designed to include units designed as “lockout units”,¹⁴¹ thereby precluding the need for additional parking for the lockout unit (i.e. a two-bedroom unit with a lockout feature under the rule proposal would be required to provide 1.3 spaces under the RSIS standard ~ and not 2 units as is presently required under the CZM Rule).
- (3) Permitted Use development has the option to provide off-street parking associated with a Principal Structure can be provided, in accordance with Section 401E(4)(a), subject to the approval of the Planning Board

B. Centralized Parking Structures

- (4) The differential between the RSIS standards as detailed herein and the ratio of two spaces per residential unit under the CZM Parking Rule may be addressed by the creation of off-site parking as detailed herein or by an in-lieu-of monetary contribution made by the developer to a parking capital improvement fund operated by a Wildwood Municipal Parking Authority or Parking Utility for use in constructing a centralized public parking facility.

In addition to providing parking for the Convention Center and the general public, the municipal Authority / Utility could utilize these funds for the construction/operation of the centralized parking garages as detailed herein. Such mechanism not only provides for a reduced on-site parking requirement for developers, but provides guaranteed funds to underwrite the cost of constructing and maintaining the garages.

An added advantage of centralized parking structures will greatly enhance

¹⁴¹ The concept of a “lock-out unit” has been developed to service the need for hotel high-rise structures and has been used successfully in various resort markets, such as Miami and Las Vegas. A lock-out unit typically consists of a two bedroom condominium unit approximately 1,000 to 1,200 s.f. in size. The unit can be separated by locking a door that would separate the unit into a (600 – 800 s.f.) one-bedroom condominium and a (300 – 400 s.f.) hotel room. The one bedroom condominium portion would include a full kitchen, living room, dining area and master bedroom suite with a full bath while the hotel room portion is a one bedroom unit which is set up like a typical hotel room with an efficiency kitchen. Each side of the “lockout” would have a door to the corridor to allow them to be occupied separately. The owner of the unit could choose to occupy the entire two-bedroom unit as a suite or to occupy the one-bedroom portion and place the hotel unit in a rental pool.



public access to the beach and Boardwalk by safe, secure, reasonably priced and accessible public parking.

- (5) Cost per space contribution shall be negotiated at the time of Planning Board approval. At Publication, it was assumed that such in-lieu-of contribution could be equal to 75% of the actual cost of construction if such spaces were to be constructed on-site at the time the host development is constructed. The developer's obligation would be satisfied upon such payment.

8.2.3 Parking Garage Funding

Structured parking is extremely expensive. At Publication, and depending on site conditions and design parameters, the typical cost for parking garages was estimated to range from \$25,000 to \$30,000 *per parking space (plus land)*.

As stated, the Desmond Study indicated that a parking garage at the City's Cedar Avenue lot could accommodate 500 parking spaces. Accordingly, and assuming not undue costs, the cost of such a garage could be between \$12.5 million and \$15 million.

Such costs are beyond the City's capacity to fund as a municipal project. Accordingly, Wildwood would look to partner with other entities to fund the garage(s). Such partnerships could include, but need not be limited to, some or all of the following:

1. *In-Lieu-Of Monetary Contribution*: Monetary contribution made by the developer to a municipal parking authority or municipal parking utility for use in constructing a centralized public parking facility. At Publication, it was assumed that such contribution could be equal to 75% of the projected cost of construction if such spaces were to be constructed in a centralized public parking facility at the time the host development is constructed. Prior to enacting such a requirement, a municipal Parking Authority or Parking Utility must be established, and an ordinance clearly stating the method for calculating the contribution and the manner by which fees are to be collected must be approved by the governing body.
2. *CAFRA Regional Center*: Center designation affords certain preferential treatment in the regulatory and funding criteria at the State level for grants and low-interest loan programs. This aspect should be explored fully.
3. *NJEIT Funding*: It has been suggested by various State officials that the New Jersey Environmental Infrastructure Trust may be used to design and fund construction of a Parking Garage(s). The NJEIT is partly a grant, partly a low interest loan fund administered by NJDEP. To be eligible for such funding, the structure(s) will strive to utilize the latest technologies



and will be designed with innovative stormwater collection and infiltration systems.

4. *Parking Utility*: The mission of a Parking Utility is to provide both on-street and off-street paid public parking. Such a utility functions as a department within municipal government, and would be responsible for the planning, engineering, construction, repair, maintenance, enforcement and general operation of all-parking related facilities and meters. Generally, a parking division is a subordinate division within a municipal Public Works department, competing for funds within City government and within its host Public Works department.
5. *Parking Authority*: As opposed to a Parking Utility, a Parking Authority is an independent body politic of the municipality enabled under State legislation and created by municipal ordinance. A Parking Authority has the power to acquire and own property, and is vested with the powers of eminent domain. A five (5) member Board of Directors is established upon recommendation of Mayor with consent of the Governing Body. The Board then hires the staff necessary to manage operations and set parking rates independent from Governing Body. Such Authority has the power to issue "parking" revenue bonds, to keep excess revenue and to create reserves for future expansion of facilities.
6. *Public/Private ~ Design/Build Partnership*: Un certain circumstances, it is possible for municipalities to enter into private / public partnerships with private entities for the development of parking structures. The City would enter into an agreement(s) with a selected developer(s), who would guide the project from preliminary design to completion (and occupancy). Such an arrangement would reduce capitol costs and time of construction by making flexible and swift evaluations, prudent engineering choices, offering alternative design approaches and skillfully negotiating and reducing costly construction management.
7. *Transportation Development District (TDD)*: A program authorized by the New Jersey Legislature to fund transportation infrastructure. A plan for TDD is developed to assess off-tract transportation and parking improvements as implemented by the County. The County would be the implementing entity and would require a partnership between the City and County.
8. *Transportation Improvement District (TID)*: Municipalities are authorized to implement TIDs under the *MLUL*. TID impact fees are associated with a pre-determined set of improvements for a particular areas or districts, consistent with a municipal Master Plan.
9. *Sales Tax on Parking*: Currently, NJ Sales Tax is an imposed levy on all



“municipal metered parking.” The inclusion of “local commuter parking lots” is unclear. Several municipalities have requested that municipal on-street / off-street parking be exempt from the State sales tax statute. Future tax revenue could be pledged to finance construction costs.

10. *Casino Reinvestment Development Authority (CRDA)*: CRDA is a state agency tasked with investing Casino revenues into qualified community revitalization projects. Under the McGreevy Administration, a CRDA priority was the support of New Jersey’s seashore tourism industry. As such, funding of a parking structure would surely be an eligible project.

While priorities at CRDA have changed under the Corzine Administration, CRDA as a source of funding should not be discounted.

11. *Office of Smart Growth (OSG)*: Provides financial assistance in the production of Parking Analyses and Strategy reports to assist in defining the size and magnitude for proposed parking facilities. All grant funds must be expended within 18 months of execution of a contract.

8.2.4 Aesthetics

While parking is critical to the success of the City’s economic base, parking garages are typically utilitarian structures which often create dead zones which can be extremely detrimental to the vibrancy and aesthetics of a business or tourist district. To avoid blank, monolithic or otherwise distasteful first floor facades, it is recommended that any parking structure be treated as follows:

- A. Parking structures with ground-floor street frontage, especially on Ocean, Atlantic, Pacific, Rio Grande and New Jersey Avenues, shall be constructed with commercial space along said frontages.
- B. The design of any Parking Garage on the Convention Center Lots shall preserve the Boardwalk Gateway Park at Rio Grande Avenue and the view corridor associated therewith (Section 13.7.5 herein).
- C. Parking structures with ground-floor street frontage on streets other than those enumerated herein shall have decorative wall treatments. The scope, style and extent of such treatment shall be approved by the Planning Board at time of Site Plan review and Approval.
- D. All parking structures shall be subject to Planning Board or Zoning Board review and approval, as appropriate

Nothing herein shall prohibit two or more independent Principal Uses, whether owned by the same entity or not, from combining to construct a parking structure, provided that said structure is accessory to at least one



of the aforementioned Principal Uses.

Similarly, nothing herein shall prohibit the owner/operator of a parking structure to lease excess parking spaces to satisfy the parking requirements of a third party Permitted Use.

8.3 Mass Transit

In addition to reducing Vehicle Miles Traveled and other traditional roles for Mass Transit, such a service could be very useful to transport Conventioneers, tourists and other users of the parking system to all proposed parking garages, existing public and private parking lots, downtown (and other) areas of interests and select street-ends of the Boardwalk.

It is assumed that any such strategy will require coordination/partnership with the Greater Wildwood Tourism Development Authority, the New Jersey Sports & Exposition Authority, the City of North Wildwood, the Borough of Wildwood Crest and the Wildwoods Boardwalk Special Improvement District (as operator of the existing Boardwalk Tram service). Options for Mass Transit service could include:

8.3.1 Shuttle Service

- A. Trolley Service is available via the Five Mile Beach Electric Railway Company, Inc., the oldest privately owned trolley company currently operating in the United States. Founded in 1902, the Five Mile Beach Electric Railway Company operated trolleys on tracks in the Wildwoods. Buses replaced trolleys in 1945, and operated until 1981, when the company's current ownership introduced trackless trolleys (essentially shuttle busses designed to resemble traditional trolley cars) to the Wildwoods.
- B. The Great American Trolley Company operates several trackless trolley routes through the 5-mile Island communities ~ both on- and off-season ~ as a private transportation provider. With a fleet of nearly 50 vehicles, the Great American Trolley operation is flexible, easily maintained and has the durability for heavy duty operation. The Victorian open-air (closed in with vinyl windows in colder weather) Trolleys feature beautiful all oak interior on walls, seats and roof. In high demand peak tourist season, Trolley-Trams are available which add a low-cost trailer to the trolley power unit and offers a way to reduce the cost per passenger. Routes can be designed based on demand. Several route are currently in existence serving Wildwood and the regional¹⁴²

8.3.2 NJ Transit

NJ Transit bus routes 313 and 315 originate in Philadelphia, Pa and NJ Transit

¹⁴² See Exhibit 8.2 & 8.3



552 originates in Atlantic City. These routes also circulate throughout Cape May County towns and municipalities and provide an adequate alternative means of transportation for Wildwood residents and visitors. Additional intra-City routes could be explored with NJ Transit management.

8.3.3 Boardwalk 'Sightseer' Tram Car

The Boardwalk 'Sightseer' Tram Car had its beginnings in 1939 at the New York World's Fair. Brought to the Wildwoods in 1949 by Sebastian Ramagosa, the Tram Car was run by the Ramagosa family until 1994, when it was sold to a local group of business owners. In 2004, the Tram Car operation was purchased by the Wildwoods Boardwalk Special Improvement District Management Corporation, which has been operating the trams ever since.

The electrically operated Tram Cars routinely run along the two-mile Boardwalk from Cresse Avenue to 16th Avenue during the summer season. Operation begins at 11:00 a.m. and generally continues until the Boardwalk amusement piers close. The Tram Car will stop at any street upon request to the driver. At Publication, the fare for the Tram Car is \$2.25 per person for a one-way trip. Discount books, daytime roundtrip and tokens are available at the Tram Office.

Eight Tram Cars traverse the Boardwalk and carry approximately 500,000 people per season.

While low speed and somewhat cumbersome as relates to more traditional modes of public transportation, the Tram Cars could operate as a shuttle service on select routes as discussed above.

In the City of Wildwood, where the beach widens to its greatest distance, beach tram service could be considered for the physically challenged. Transportation could be provided from the Boardwalk to the water's edge for those unable to make the trek.

8.3.4 Railroad & Aviation Services

NJ Transit operates passenger rails service from Philadelphia and points west, and from New York and points north, to Atlantic City. From this location, passengers can link with Amtrak to destinations throughout the nation. However, there is no direct passenger rail service to Wildwood.

The commercial airport nearest to Wildwood is the Atlantic City International Airport in Egg Harbor Township. The Cape May County Airport in Erma and the Woodbine Airport are available for private aviation.¹⁴³

¹⁴³ Exhibit 8.4



8.3.5 Marine Transit

The City of Wildwood is accessible by boat via the Intra-coastal Waterway. The Intra-coastal Waterway is “a sheltered water transit route” along the U.S. Atlantic Coast maintained by the U.S. Army Corps of Engineers. The Waterway has a controlled depth of 12’ for most of its length and is used by commercial and pleasure craft.

The closest navigable inlet accessing the Atlantic Ocean is the Cape May (a.k.a. Cold Spring) Inlet to the south, which is maintained for ocean-going vessels due to the US Coast Guard base in Cape May City.

There are several docking sites within the City which are suitable to commercial and pleasure craft transportation. With the City’s commercial fishing fleet having largely vacated Ottens Harbor for other nearby berthing areas, this location appears well suited for tour excursions, water taxi service or other similar services.

The Delaware River & Bay Authority operates the Cape May-Lewes Ferry, which runs between the ferry terminal docking facility in the town of North Cape May (Lower Township) and Lewes, Delaware. The ferry is a 17-mile, 80-minute trip across the mouth of Delaware Bay. The Ferry operates five (5) ferry boats, each with 1,000 passenger / 100 car capacities.¹⁴⁴ The ferry operates almost year-round, ceasing only for inclement weather. The Ferry also operates a shuttle bus service to downtown Cape May City on the New Jersey side and to the Lewes retail outlets on the Delaware side for shopping excursions and transit. An additional shuttle bus route to the Wildwoods is recommended.

8.4 **Pedestrian & Bicycle Circulation**

Another growing trend in the City of Wildwood is the use of streets by joggers, cyclists, rollerbladers and moped riders. The risks and hazards grow greater as more people share the road with motor vehicles.

Other than the Boardwalk, which has limited bicycle hours, the City has no true bicycle path. In order to connect the bicycle paths in North Wildwood and Wildwood Crest, thereby providing for a continuous (almost) Island-wide recreational system, as well as an alternate means of transportation, it is recommended that the City create a bicycle path on the beach surface (similar to that found in North Wildwood). It is envisioned that such path be designed as a curvilinear route, generally paralleling the Boardwalk, with recreational stations (with age specific equipment) located at strategic locations along the path.

In addition to this beach bicycle path, the City should consider defined bike lanes

¹⁴⁴ The ferry can accommodate passenger cars, trucks and buses, as well as foot passengers.



on the City's busier rights-of-way as well as promoting awareness to motor vehicle drivers of pedestrians and cyclists on the road, through a combination of signage and stricter enforcement of traffic safety laws.

8.5 Emergency Disaster, Storm/Flooding Response & Evacuation Planning

NJDEP has recommended that the City address emergency/disaster response, evacuation planning, storm/flooding response and traffic movement and capacity issues as part of Comprehensive Master Plan Update.

The Cape May County Office of Emergency Management has prepared and coordinates all Emergency Operations Plans for all municipalities in the County. Municipal Emergency Management Plans must be consistent and endorsed by the County Office of Emergency Management. Subsequently the County's Emergency Management Plans must be approved with the New Jersey State Police, Office of Emergency Management (NJOEM). The County of Cape May resides within "South Region" jurisdiction within NJOEM, Troop A Headquarters of the NJ State Police/NJOEM, located at 1045 Route 54, Williamstown, NJ 08094

Public Law 1989, Chapter 222, mandates the development and approval of Emergency Operations Plans for all municipalities, counties and the State. The purpose of revised Directive 101 issued by the NJOEM are to implement the provisions of this law and to provide the guidelines and procedures for development, submission, approval, updating and review of Emergency Operations Plans. Under State Statutes, authority is governed by the Emergency Management Act, N.J.S.A., Appendix A:9-30 et seq. (Chapter 251, P.L. 1942, as amended by Chapter 438, P.L. 1953, Chapter 405, P.L. 1985 and Chapter 222, P.L. 1989). Under the policies provided for in Directive 101, each municipal Emergency Operations Plan approved by the State as meeting the requirements of the State Emergency Operations Plan Checklist dated 1990 or subsequent, must be reviewed and updated ever two years by the municipal Office of Emergency Management to ensure that all requirements of the current State Emergency Operations Plan Checklist are met and that the information in the Plan is current. The municipality shall forward the updated Plan to the County Office of Emergency Management for review and approval not later than two years from the date of State approval or recertification (*Required as of 1996 every (4) four years*).

The Cape May County Office of Emergency Management approved Wildwood's Emergency Operations Plan in April 2000. The New Jersey State Police, Office of Emergency Management approved this Plan in November 2006.¹⁴⁵

¹⁴⁵ Exhibit 8.5



The City of Wildwood Emergency Operations Plan (EOP) will be recommended to be reviewed and updated as needed and when new large-scale land developments Certificate of Occupancy are issued or recognized situations impacting the EOP. All new construction should be incorporated into the evacuation plans. In doing so, the EOP, will be a fluid and dynamic document. Nevertheless, the EOP will be, at a minimum, reviewed for updating. In addition, the City will work with the Federal Emergency Management Agency (FEMA) to address storm hazard and flood mitigation to develop a City-wide plan to address current conditions. The City should review its construction standards to ensure they exceed those of the National Flood Insurance Program (regarding flooding and wind damage) and implement a municipal program to do follow up inspections of all existing buildings to ensure that there is proper anchoring and flood-proofing of these properties. This FEMA hazard study is currently in progress and will develop a set of recommendation for City consideration. Upon receipt of the FEMA study, the City will strive to implement the recommendations design to reduce storm & flood hazards. As referenced in the Utility Plan Element (Section 9.0), the City has commissioned the City Engineer to study and provide recommendations to address the tidal flooding of Rio Grande and Susquehanna Avenues.

- 8.5.2 Recent developments¹⁴⁶ have caused Cape May County to review its evacuation planning. Additionally, an 11-member Task Force entitled “Coastal New Jersey Evacuation Task Force is examining the adequacy of the emergency evacuation plans for southern New Jersey’s counties, including Cape May, Atlantic, Cumberland, Ocean, Salem, Monmouth and Middlesex counties by State Legislators and NJOEM.

A major goal of this Task Force is to improve efficiency in coordinating a multi-County evacuation. A new study regarding evacuation has been recently released by the Task Force and is further described below. Another goal is determine the usefulness of in-County sheltering of residents vulnerable in storms and/or emergency situations, in central buildings and/or locations.

8.5.3 Hurricane/Major Storm Planning

- A. The Cape May County Office of Emergency Management (CMCOEM) has recently calculated evacuation times for off-season and peak season, weekend and weekday hurricane / storm evacuation scenarios.

It should be noted for evacuation planning purposes, at elevation 6.7 feet Mean Lower Low Water (MLLW) access roads to the NJ Route 47 bridge (George Redding Bridge) into Wildwood begin to flood. At elevation 7.2 feet MLLW, flooding begins in West Wildwood. At elevation 7.6 feet (MLLW), access roads to the NJ Route 147 bridge at Spruce Avenue begin to flood.

¹⁴⁶ Most notably, the September 11, 2001 Terrorist incident and the Hurricane Katrina and Rita disasters.



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The following elevations are estimates and depending on tidal, wind and rainfall conditions, elevations could vary greatly from those listed.

For a Category 1 or 2 storm, with winds ranging 74-110 mph and predicated storm surge of four (4) to eight (8) feet above normal, evacuations should begin:

- Peak summer season weekend: 31 hours in advance of storm landfall.
- Off-season weekend: 13 to 15 hours in advance of storm landfall.
- Off-season weekday: seven (7) to 10 hours in advance of storm landfall.

For a Category 3 or 4 storm, with winds ranging 111-115 mph and predicated storm surge of nine (9) to 18 feet above normal, evacuations should begin:

- Peak summer season weekend: immediate consideration to evacuate.
- Off-season weekend: 17 to 18 hours in advance of storm landfall.
- Off-season weekday: seven (7) to 10 hours in advance of storm landfall.

The NJOEM, in consultation with New Jersey Institute of Technology (NJIT) recently produced the “*Cape May County Hurricane Evacuation & Elevation Study Extension.*” This report studied the extension of the Reverse Lane Scenario planned in case severe storm event to include those portions of NJ State Highway Route 55 to NJ State Highway Route 9. This study was released during the Cape May County Hurricane Conference held on September 25, 2007. The study concluded that evacuation times can maybe shorten up to 40 hours can be saved during an evacuation order in a Category One hurricane event, peak season¹⁴⁷. Several disclaiming parameters are cited in the study, however the conclusions have lead the NJOEM to draft a new plan for the Reverse Lane Scenario for Route 47 evacuation procedures. This “new,” and at time of publication, “**Draft**” ***Extended Contraflow Evacuation Plan for Route 47 is currently under review by NJOEM and the County of Cape May and has not been implemented at this time.***

- B. The US Army Corps of Engineers is in the process of preparing a Model Hurricane Storm Surge Map for New Jersey as part of a NJ Hurricane Evacuation study. While still under development, the County map shows the limits of potential tidal flooding from Categories 1 through 4 hurricanes, as calculated by the National Weather Service’s National Hurricane Center’s “Sea, Lake, Overland Surge from Hurricanes (“SLOSH”) Computer Model”.

This map shows the numbers of housing units in the Category 1 thru 4 inundation areas, and provides an estimate of hurricane storm surge and

¹⁴⁷ Per the Study, Peak Season defined as area population at 100% permanent residents and 100% occupancy of seasonal/tourist.



vulnerability in order County and municipal emergency management officials to facilitate their evacuation zone planning.¹⁴⁸

C. Evacuation Routes

New Jersey State Police and NJDOT has the responsibility of planning and coordinating evacuation of municipal residents (and visitors) during all storm / emergency events. The designated major evacuation routing off-island from Wildwood City is New Jersey Avenue (County Route 621) to SR Route 47 and SR Route 147.

In the mid-1990s, the State of New Jersey completed the reconstruction of the Route 147/North Wildwood Road, a highway connecting North Wildwood to the Garden State Parkway and SR Route 9. While this (improved) second accessway to the mainland has taken some pressure off of Rio Grande Avenue (County Route 661) and the George Redding (Route 47) Bridge, these facilities maybe still severely overburdened during a major storm event.¹⁴⁹

Cape May County has posted “Coastal Evacuation Route” trailblazer signage throughout the County to identify the evacuation routes to all visitors and residents.¹⁵⁰ The Route 47/347 Reverse Lane Strategy Plan reverses the southbound lane of Route 47/347 providing two (2) lanes northbound to reduce the time needed to clear traffic exiting Cape May County via Route 83 and Route 47. ***On these major routes, coordination will be the primary responsibility of the NJ State Police and NJDOT***, with the assistance from County and municipal agencies.¹⁵¹

Several staging areas have been developed for the City in case of evacuation. The primary staging area is the Transportation Center / Bus Station located at New Jersey (Washington) and Burk Avenues. Secondary staging areas are the Wildwood High School.

It should be noted that West Wildwood has no independent means to access the mainland, with all traffic accessing the island from Wildwood via the Glenwood Avenue (County Route 614) bridge. Accordingly, any evacuation of West Wildwood must be coordinated with the City of Wildwood.

Pursuant to Directive No. 79 “Citizens' Duty To Evacuate,” whenever the Governor, The State Director, of the Office of Emergency Management, County Emergency Management Coordinator, or Municipal Emergency

¹⁴⁸ Exhibit 8.6 (also see http://www.nap.usace.army.mil/HES/ni/maps/CAPEMAY_VUL_HSG_UNITS_06JUNE14.pdf)

¹⁴⁹ The closest medical facility servicing the Wildwoods are Cape May Regional (formerly known as Burdette-Tomlin Memorial Hospital) is located off-island in Cape May Courthouse.

¹⁵⁰ Exhibit 8.7 & 8.8

¹⁵¹ Cape May County “Hurricane Preparedness Safety Tips” found at www.capemaycountygov.net



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Management Coordinator has declared an emergency as defined in NJSA App. A:9-33, et. seq., and whenever the aforementioned parties shall determine that it is in the interest of the health, welfare and safety of the public to evacuate an area, it shall be the duty and obligation of each individual within the disaster area as declared by the aforesaid parties to evacuate said area as directed in accordance with the plans and directions of Emergency Management personnel. Any person who refuses to evacuate an area in accordance with the mandates of a legally declared emergency order may be charged with a violation of Appendix A:9-49, and removed from the area. *Anyone who violates any provision of this act may be subject to a fine of not more than \$1,000, or not more than six (6) months in jail or both.*

D. Miscellaneous

All alerts regarding evacuation will use existing means of notification (i.e. Emergency Alert System), supplemented by warnings via email, Internet and alert message on local radio, Cable Access Television (CATV) and broadcast Television. For multi-family development, alerts will broadcast via public address systems and in-house CATV systems.

Cape May County is in the process of establishing a county-wide Reverse 911 system whereby the City and CMCOEM would be able to call its citizens warning them of emergency events.¹⁵²

Television Stations of the Emergency Alert System are::

Comcast Cable – Channel 2
WMGM – TV40 NBC
WCAU – Channel 10 CBS
WPVI – Channel 6, ABC

¹⁵² Frank Donato, Ocean City EM Director, August 29, 2007, Emergency Preparedness Seminar



Local Radio Stations part of the Emergency Alert System are:

WFPG 96.9 FM
WIBG 1020 AM
WCMC 1230 AM
ESPN 1450 AM
WCZT 98.7 FM
WTTH 96.1 FM

WTKU 98.3 FM
WZXL 100.7 FM
WSJQ 106.7 FM
WJSE 102.7 FM
WAYV 95.1 FM

The County of Cape May is on record that the State of New Jersey shall be responsible to establish a “solid, comprehensive & regional plan that will effectively mobilize, protect and shelter both residents and visitors to the County in event of natural disaster. Most immediate, the County and State need substantial state and federal commitment and financial investment in the transportation infrastructure to provide sufficient evacuation capabilities” *out of the County.*¹⁵³

8.6 Recommendations

This Circulation Plan Element recommends that the City, alone and in combination with its public and private partners (in no particular order):

- Locate centralized parking structure(s) at the Cedar Avenue and Convention Center sites.
- Develop a Citywide system of pathfinder signage designed to guide visitors to various points of interest and/or commonly visited areas including the centralized parking garages.
- Institute a shuttle program with stops (at recognizable shuttle stop structures) at Resort development locations, the Convention Center, the centralized parking structures and other points of interest. Heavily advertise the program and provide for incentives such as discounted tickets and other services.
- Create a municipal Parking Authority or Parking Utility to oversee parking (and, if appropriate, shuttle) operations.
- Investigate the use of other satellite parking areas / facilities to act as relievers for Wildwood’s existing parking facilities and lots until the centralized parking facilities can be constructed. The locations for satellite parking should focus on vacant properties, land with unoccupied structures and/or land which could be redeveloped.

¹⁵³ Press release by Freeholder Chairman Dan Beyel, CMC Hurricane Conference, 9/25/2007



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- Explore funding for the centralized parking garages through the State of New Jersey and other partners in form of grants, low interest loans and pro-rata share contributions from proposed high-rise hotel developments. Explore public/private partnerships for the “design/build” for the construction of the Parking Garage(s).
- Explore the selective removal of on-street parking to increase travel lanes as well as the widening of certain key roadways, including appropriate reduction of sidewalk widths.
- Off-street parking requirements in the City’s Land Use Code (including an analysis of variances issued for parking deficiencies).
- Explore the concept of “Sheltering In-Place” in Vertical Development as a viable option to traditional evacuation. While not endorsed by Cape May County as a Hurricane protection measure, this strategy is a commonly accepted practice in other localities.
- Maintain and adjust its Emergency Management Plan to accommodate changes in circulation, continuing to enhance the goal of providing protection from storms and minimizing potential damage to citizens and property.



9.0 UTILITY PLAN ELEMENT

The *Municipal Land Use Law*¹⁵⁴ provides that a municipal Master Plan may include a Utility Plan Element “analyzing the need for and showing the future general location of water supply and distribution facilities, drainage and flood control facilities, sewerage and waste treatment, solid waste disposal and provision for other related utilities, and including any storm water management plan required pursuant to the provisions of 40:55D-93 et seq.”

Neither the 2002 Reexamination nor the 2004 Reexamination contained a Utility Plan Element, but did reference certain related issues. This Utilities Plan Element will identify general conditions and planned system improvements necessary to meet current requirements and to provide for the future City-wide development as detailed in the Land Use Plan Element (Section 6.0) herein.

Additionally, a Utility Service Plan Element is required if the City wishes to adopt regulations requiring developers to pay for off-tract water, sewerage and drainage improvements as a component of development approval process.

9.1 Municipal Services

The City of Wildwood owns, operates and maintains the sanitary sewer collection system, the water distribution system and the storm drainage system. The sanitary sewer collection system and the storm drainage systems are operated by the Wildwood Sewer Utility while the water distribution system is operated by the Wildwood Water Utility, both are departments of municipal government.

9.2 Inventory and Description of Existing City Services¹⁵⁵

9.2.1 Sanitary Sewer Collection System

The City, through the Wildwood Sewer Utility, is in the process of preparing a Sanitary Sewer System Evaluation and Master Plan to evaluate the impact of future development on the existing sanitary sewer system. At Publication, the City had commissioned the City Engineer to conduct this analysis.

The City’s sanitary sewer collection system transmits sewage to the Cape May County Municipal Utility Authority¹⁵⁶ pumping station at Park Boulevard and Spicer Avenue. Sewage flow is then conveyed via force mains to the CMCMUA treatment facility located on the Route 47 Causeway.

¹⁵⁴ N.J.S.A. 40:55D-28(b)(5)

¹⁵⁵ Proposed Utility Map (Exhibit 9.1)

¹⁵⁶ “CMCMUA”



The “Park Boulevard Pump Station” has a capacity of 7.9 million gallons per day (GPD) peak flow. Pump station records for “in-season” flows range between 2.1 and 2.4 million GPD peak flow. There is therefore ample capacity in this pump station for the projected future flows.

The Sanitary Sewer Master Plan assumes 100% build-out of all developable City land, adjusted to reflect 80% maximum allowable lot coverage. These factors were used to determine the “Development Factor” (rate in gallons per square foot) for each Zoning District. The proposed 25 story / 250’ Vertical Development was included in the Development Factor for the appropriate Zoning Districts. The existing system capacities were determined and compared to the projected future flows. The projected flow criterion for each “type of establishment” is in accordance with N.J.A.C. 7:14A-23.3.

Vertical Development is predicted within the H/M and T/E Zones along the Ocean Avenue and Atlantic Avenue corridors. Although this area is approaching 100% buildout, existing Zoning Regulations allow for a greater density than currently exists. At Publication, it has been determined that the existing sanitary sewer collection system has adequate capacity to convey the existing flows and a portion of the projected flows.

Based on build-out of the Development Factor, various sewer “trunk” lines will need to be replaced with larger diameter pipes. The City will continue to replace existing sewers with upgraded capacity lines as need arises and funding becomes available.

At Publication, an upgrade to the Park Boulevard Pump Station was in the design stage, with construction anticipated for the Fall of 2007 / Winter 2008. Other than the proposed “trunk line” upgrades, all sewer upgrades will maintain a minimum of eight (8) inch diameter, unless existing lines are larger.¹⁵⁷

At Publication, the only truly undeveloped area in the City is the Bayside Redevelopment Area, bounded (generally) by the Bay and Spicer, Susquehanna and Baker Avenues. There are several existing sewer lines in this section of the City, with adequate combined capacity to convey the projected future sanitary flow.

While specific sanitary sewer upgrades will be dependent on the requirements of future development, the existing collection system (generally) has sufficient capacity to convey projected future flows to the CMCMUA facilities. Should projected flows increase, the City shall take appropriate measures to require the developer(s) to replace the effected downstream sanitary sewer(s) as part of the approval process.

¹⁵⁷ Lines requiring an increased diameter are depicted on Exhibit 9.0



9.2.2 Storm Drainage System

- A. The Wildwood Sewer Utility owns, operates and maintains the City's storm drainage system facilities. There are three major components of the storm drainage system:
- (1) Storm drains and associated catch basins;
 - (2) Ocean & bay outfalls; and
 - (3) Bulkheads.
- B. Cape May County has jurisdiction over three (3) County roads within the City of Wildwood; Rio Grande Avenue from Susquehanna Avenue to New Jersey Avenue, New Jersey Avenue from Cresse Avenue to 26th Avenue and Glenwood Avenue from New Jersey Avenue to West Wildwood. The storm facilities in these County roads are solely the responsibility of the County.
- C. The City has adopted a Stormwater Control Ordinance¹⁵⁸ to establish minimum stormwater management requirements and controls for ("major") development requiring Planning Board or Zoning Board approval. The Ordinance requires developers to design their projects so that post-construction peak runoff for the 2, 10 and 100 year storm events are 50%, 75% and 80% (respectively) of pre-construction peak runoff. As such, the Ordinance is designed to prevent new development from over-loading the existing stormwater drainage system.
- D. The Wildwood Sewer Utility provides for the maintenance and replacements of the storm drains, catch basis, outfalls and *City-owned* bulkheads on an as needed basis. The City performs routine cleaning of all stormwater facilities.

The Sewer Utility will continue to maintain, repair and replace the stormwater system piping facilities as may be necessitated by the aging system. As part of the Boardwalk Replacement project¹⁵⁹, a section of the stormwater piping from Baker and Maple Avenues is scheduled for replacement.¹⁶⁰

Each stormwater outfall includes durable rubber "duck-bill flex-valves" for protection against extreme high tides backing up into the storm drainage system.

Maintenance, repair and replacement of the *City-owned* bulkheads are on-going activities. In 2006, the City completed the replacement of nine (9) street-end bulkheads along Ottens Harbor and Lake Avenue.

¹⁵⁸ Ordinance No. 666-06 (on file with the City Clerk)

¹⁵⁹ Section 9.3 herein

¹⁶⁰ Exhibit 9.0 herein



- E. In February 2001, the City adopted Ordinance 506-00, setting forth minimum specifications for the construction and maintenance of private bulkheads. Any construction or reconstructing of a bulkhead within the City limits must conform to the provisions of this Ordinance.

9.2.3 Tidal Flooding

The Rio Grande Avenue and Susquehanna Avenue intersection, the primary entryway into the City, is subject to periodic tidal flooding. The City has commissioned the City Engineer to conduct an analysis of the stormwater and bulkhead facilities immediately adjacent to this intersection.

Such study will identify the specific causes of the flooding in this area and propose appropriate improvements to existing outfalls, bulkheads and other stormwater infrastructure. At Publication, this study was in its planning stages.

9.2.4 Water Utility System

The Wildwood Water Utility¹⁶¹ serves approximately 15,000 customers within its service area of the Wildwood, North Wildwood, Wildwood Crest, Middle Township and Lower Township and provides bulk water service to West Wildwood and the New Jersey American Water Company's Cape May Court House service district.

Established at the turn of the (20th) century, the WWU and its current Rio Grande Pumping Station pumps water into 20" and 24" transmission mains which deliver service to its recipients.

The WWU's distribution system consists of over 500,000' of water mains which are constructed in grid form to supply customers with safe and adequate water for domestic and fire protection purposes.

A. Source Capacity

As a resort community, the City sees its population increase from approximately 5,000 residents in the off-season to approximately 30,000 at the height of the summer tourist season.

The WWU has determined that the infrastructure costs necessary to service the summer-time customer base directly from its Rio Grande (Middle Township) well system would require large pump facilities and transmission lines that would be little used in the off-season. Such investment is not deemed cost effective.

¹⁶¹ "WWU"



To address this issue, the WWU employs an Aquifer Recharge System (ARS) whereby water is injected into a shallow aquifer within City limits during periods of low demand, and withdrawn in the summer by use of dual injection and recovery wells. Operationally, this ASR system compensates for annual fluctuations in water demand by recharging aquifers during periods of low demand¹⁶² and recovering the water during periods of high demand.

Advantages of ASR over other artificial recharge schemes are that it uses very little land (especially compared to surface spreading) and reduces the cost and maintenance of separate injection and recovery wells.

This system, operated since 1967, represents perhaps the oldest operational Aquifer Storage Recovery (ASR) project in the United States.

The WWU operates four (4) ASR wells on the Island. Each well¹⁶³ is permitted by NJDEP at 1,000 gallons per minute (GPM), with a total production capacity of 5.76 million gallons per day (MGD). During the recharge cycle, approximately 250 million gallons are stored for use during the peak summer months.

The WWU has total source capacity, including its four (4) ASR wells of 18.605 Million Gallons per Day (MGD), with a firm source capacity (assuming loss of its largest single source ~ due to temporary mechanical or other problems) of 16.445 MGD. Specifically:

WELL NO.	CAPACITY (GPM)	WELL NO.	CAPACITY (GPM)
3 (ASR)	1,000	35 (ASR)	1,000
28	1,030	38	1,050
29	830	39 (ASR)	1,000
30	1,100	42	1,000
31	360	43	1,000
33	1,050	44 (ASR)	1,000
34	1,500		
TOTAL: 12,920 GPM			
Wells Scheduled to go "online" September 2007			
46	700	47	700
TOTAL: 14,320 GPM			

¹⁶² Typically, WWU ASR wells are recharged with water from the Rio Grande Well Field between September 15th and May 15th (as well as other non-demand periods)

¹⁶³ Wells Nos. 3, 35, 39 and 44.



The WWU's peak month was July, 2002, with a system demand of over 274 million gallons in that month.

The WWU's peak day was 8.9 MGD, with the average day being 3.819 MGD.

The peak annual diversion was 2002, with 1,394 million gallons diverted.

B. Storage Capacity

The WWU has six (6) storage facilities located within its service area.

(1) Garfield Avenue elevated tank	1,000,000 Gallons
(2) Myrtle Avenue standpipe	790,000 Gallons
(3) Pine Avenue standpipe	581,680 Gallons
(4) Sixth & New Jersey standpipe	581,680 Gallons
(5) Pine Avenue ground storage	500,000 Gallons
(6) <u>Rio Grande ground storage</u>	<u>100,000 Gallons</u>
Total	3,553,360 Gallons

The WWU is required to have 50% of its average day in water storage. The WWU significantly exceeds this requirement.

As stated, the WWU has firm source capacity of 16.445 MGD with a maximum day of 8.864 MGD, resulting in excess firm water source capacity of 7.581 MGD. This excess capacity will support the redevelopment and growth of the municipalities within the entire WWU's service area. Wells 46 and 47 will increase WWU firm source capacity to 18.460 MGD.

C. Proposed Infrastructure Improvements

While the existing water distribution network has the capacity to provide the necessary household domestic flows throughout the City, the WWU is committed to replacing aged, undersized water mains and providing loop systems to existing dead end lines in order to improve water quality and fire protection. As part of this effort, new development receiving approvals from the City are required to upgrade water mains to sizes and capacities determined by the WWU. Such upgrades are at the developer's expense.

The existing water distribution system has the quantity and pressure to provide overall adequate fire protection to all existing land uses in City. However, the WWU has analyzed the pipe network and has determined the need to increase the size of piping on select branches of the system to satisfy Vertical Development fire-flow requirements.



The Fire Code requires that separate water booster pumps be installed in high-rise building in order to provide the fire fighting pressure needs for such heights. The City's existing water distribution system, along with planned upgrades¹⁶⁴ will have sufficient capability to deliver the required flow to these booster pumps.

In most cases, water system upgrades will be necessary for the first new Vertical Development project proceeding to construction. Naturally, each successive Vertical Development project will benefit from any such upgrade. Since the full upgrade will be required for such first Development, the City has deemed a cost-sharing arrangement with successive projects impractical. The Water Utility will coordinate necessary improvements with developer(s).

9.2.5 Project-Related Infrastructure Improvements

It is recommended that the City institute regulations providing for developers to undertake such infrastructure improvements as may be deemed necessary by the appropriate City Agencies¹⁶⁵ to facilitate their project(s), including, but not limited to, requiring developers to replace the effected downstream infrastructure as part of their development costs or contribute to the future infrastructure replacement as existing carrying capacity is consumed by such development.

9.2.6 Operational Concerns

At Publication, there were no significant issues or improvements concerning the functions, management or equipment of the Wildwood Sewer Utility or the Wildwood Water Utility other than what is detailed in this Utility Plan Element.

9.3 **Boardwalk Reconstruction Project**

Beginning in the 1920s, the majority of the Boardwalk's substructure has been constructed of concrete. Although timber has primarily been used for the decking, concrete has consistently been used for the beams, caps, columns and tramways. Timber joists are also in service directly below the timber decking. Many of the concrete beams have wide longitudinal, transverse and random cracks. There are also signs of efflorescence at many locations. Many beams

¹⁶⁴ At Publication, the following major upgrades are anticipated (Exhibit 9.0):

- A. Bayside Redevelopment Area (BSRA): Requires a new twelve (12") inch main to be extended along Garfield Avenue from Park Boulevard to Susquehanna Avenue and an eight (8") inch main along Susquehanna Avenue to Baker Avenue and along Baker Avenue to Niagara Avenue where it will tie into the existing network.
- B. Between the Boardwalk and Ocean Avenue (as the area targeted for Vertical Development): The existing water main running under the Boardwalk is scheduled to be replaced by a twelve (12") inch main as part of the Boardwalk Replacement Project. The proposed line will run between 26th Street to Montgomery Avenue and tie into the existing network at the Ocean Avenue / Montgomery Avenue intersection. The existing six (6") inch main in Ocean Avenue will be replaced with a twelve (12") inch main between Burk Avenue and Bennett Avenue, and in Bennett Avenue from Ocean Avenue to Atlantic Avenue, where it will tie into the existing twelve (12") inch main.

¹⁶⁵ Principally, the Wildwood Water Utility and Wildwood Sewer Utility.



have large spalls, which have exposed steel reinforcement bars to the elements. In nearly all of these cases, the rebar is rusted throughout the exposed area (in many locations the rebar is so badly rusted that it can be flaked off by hand).

At Publication, the City had completed the design for this project and funding has been secured. The Project has been bid and the City has passed a resolution to award the contract. Construction is expected to commence for the first phase of this project in October 2007.¹⁶⁶

As part of this Project, all concrete columns will be removed and replaced with pressure-treated timber piles and Paralam will be utilized for the main joists. Hardwood will be used for all decking based in order to minimize maintenance and increase longevity. The Boardwalk will be widened by up to 10' in specific locations for better pedestrian flow.

The Project has been divided into several Construction Stages. Stage I provides for the reconstruction of the Boardwalk from Schellenger Avenue to Cedar Avenue. This is the area that is in most urgent need for a complete reconstruction and will eventually become the new grand entrance to the Boardwalk as part of the Cedar Avenue Connector Project. In addition to replacing the Boardwalk in this area, the ramps, stairs and Schellenger Avenue Service Tunnel will be replaced. The scope of additional Stages will be reviewed as funding permits.

9.4 Boardwalk Gateway Park

This project is an aesthetic improvement project directly tied to the Boardwalk Reconstruction Project. Funded by GWTIDA, the Project's intent is to "brand" the Boardwalk with the City's iconic Doo-Wop image. Located at the eastern terminus of Rio Grande Avenue, the City has installed a high-concept Gateway Park as an entrance to the Boardwalk. Fully themed in the Doo-Wop style, this Gateway Park contains a decorative paving, fanciful 'whimsys' (design elements, attractive landscaping and large signage signifying entry to the Wildwood Boardwalk.

9.5 Pacific Avenue Streetscape Project

In 1987, the City closed traffic to a portion of Pacific Avenue in order to create the pedestrian-only Holy Beach Station Mall. At the time, it was thought that a pedestrian environment similar to that in Cape May's Washington Street Mall would spur economic development in the area. Unfortunately, this concept proved unsuccessful and the Mall was reopened to vehicular traffic in 1996.

In 2002, the City undertook a multi-million dollar renovation to this area, providing new paving, curbs and sidewalks, and street lighting, street signage and street furniture ~ all in the Doo-Wop style.

¹⁶⁶ At Publication, a lawsuit had been filed which may force the City to rebid this project. In such case, commencement of construction could be delayed for up to a year.



Phase I of this Project helped transform the area commonly known as ‘South Pacific’ into a dining and retail magnet. Phase II included a complete redesign of the Pacific Avenue streetscape on the eight blocks of the former Holly Beach Mall. Phase III, currently in the funding and engineering stages, will link Phases I and II and complete the Streetscape between Burk and Spencer Avenues with new sidewalks, street signs, decorative trash cans and modifications to the existing streetlights on these seven (7) blocks of Pacific Avenue.

While too soon to measure success, the City hopes that these efforts, along with others detailed herein, will spur private investment for the revitalization of this section of the City.

9.6 Road Improvement Capitol Plan

While no right-of-way improvements are presently programmed for City-sponsored reconstruction, Applications for development approvals for projects affecting the City’s streets are required to submit information related to the traffic impacts of such project. As a result of these studies, developers may be required to reconstruct the roadways fronting their buildings, install new traffic signalization or make other off-tract improvements.



10.0 COMMUNITY FACILITIES PLAN ELEMENT

The *Municipal Land Use Law* provides that a municipal Master Plan may include a Community Facilities Plan Element showing the existing and proposed location and type of educational or cultural facilities, historic sites,¹⁶⁷ libraries, hospitals, firehouses, police stations and other related facilities, including their relation to the surrounding area.¹⁶⁸

Neither the 2002 Reexamination nor the 2004 Reexamination contained a Community Facilities Plan Element, but did reference certain facilities and objectives regarding the City's Public Works Department and the Wildwood Board of Education.

This Community Facilities Plan Element will identify general conditions of the pertinent facilities and will make recommendations for improvements. Based on this review, an analysis of the adequacy of these facilities, in terms of location, size, and scope will be developed.

10.1 Inventory / Assessment of General Conditions

10.1.2 Municipal Services

A. *City of Wildwood Municipal Building (City Hall)*: Located at 4400 New Jersey Avenue, the Municipal Building houses various City Departments and services, including: Office of the Mayor and Commissioners, Office of the City Clerk, Purchasing/Personnel Office, Finance and Revenue Department, Tax Collection Office, Tax Assessor Office, Municipal Court, Planning / Zoning Office and Recreation Department. This brick building was constructed in 1963 and experiences continual maintenance and regular upgrades (the air conditioning system is a recurring issue).

The facility, which is considered to be in fair condition, is adequate for the current needs of the City, which does not anticipate expansion or significant building improvements. Parking for the building is located in municipal parking lots on both Davis and Montgomery Avenues, adjacent to the facility.

B. *City of Wildwood Police Station*: Located at 4400 New Jersey Avenue, the Police Station houses the officers and personnel whose main responsibilities are to protect and serve the needs of the residents of Wildwood. Constructed in the mid-1960's, the Police Station is in fair condition, with immediate needs of renovating restrooms, including women's facilities and showering capabilities. Currently, the facility is adequate in size and location.

¹⁶⁷ Historic sites will be addressed in the Historic Preservation Plan Element (Section 14..0) herein herein.

¹⁶⁸ N.J.S.A. 40:55D-28b(6)



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The two public municipal parking lots servicing City Hall also service the Police Station, and an on-site lot is used to park police vehicles.

- C. *City of Wildwood Fire Department:* Located behind City Hall at 4400 New Jersey Avenue, the Wildwood Fire Station houses the career Municipal Fire Division, with 24 hour on-call services. Volunteer firefighters report to the City's two additional (unmanned) fire stations (the Holly Beach and Wildwood Fire Companies ~ subsections E and F below). The 4400 New Jersey Avenue location is in good condition, with regular maintenance issues and upgrades. The Fire Station is favorably located on a high point of the island, which does not experience flooding. At the present time the facility is adequate for the needs of the Fire Company. Parking does not appear to be a problem.
- D. *City of Wildwood Public Works Department:* Located on Schellenger and Hudson Avenues and Garfield Avenue, Public Works is responsible for many basic municipal services, including building and fleet maintenance, construction, recreation, park maintenance, recycling programs, sanitation, street / traffic marking maintenance and sewer utilities. The Department's administration trailer and service / storage garages are located at different locations throughout the City.

The facilities are in fair-moderate condition. The roofs of both facilities leak and require immediate repair. Overall however, the buildings are too small to accommodate the existing and growing amount of large equipment (especially trash- and beach-related). Parking is limited and mainly serves deliveries.

A consolidation of these services and facilities into one location is planned to facilitate the Bayside Redevelopment Project (Section 6.8(Q) and Section 13.0 herein).

- E. *Holly Beach Fire Station:* Located at 103 West Montgomery Avenue, the Holly Beach Volunteer Fire Station is one of the two volunteer fire stations in the City. This facility is predominantly unmanned, unless an emergency or fire call occurs. The facility is approximately 8 years old, is ADA compliant, and is in good-to-excellent condition. While the station does not include on-site parking, on-street parking and the municipal parking lot (located directly across from the station) are present for use. Occasionally, parking is limited for volunteer / social events. However, these occurrences are not deemed critical.
- F. *Wildwood Fire Company:* Located at 111 E. Pine Avenue, the Wildwood Volunteer Fire Company is second of the two volunteer fire stations in the City. This facility is predominantly unmanned, unless an emergency or fire call occurs. The facility is in good condition and adequate for the immediate needs of the Company.



- G. *City of Wildwood Water Utility*: Located at 3100 New Jersey Avenue, the Water Utility consists of an administrative building, water storage tanks and pumping stations. The main water supply pumping station is located in Middle Township. Presently, the facility is in good condition and the tanks and stations do not have any adequacy issues.

Additionally, the WWU owns a property at 201 W. Burk Avenue which is used as a maintenance building and storage garage.

- *Water Supply Wells (Middle Township Block 1410.01, Lot 41.01)*: The City owns the subject lot and has placed City Water Supply Wells at this location due to the proximity of the water source (aquifer). The excess land surrounding these wells (approximately 33 acres) was sold to the Nature Conservancy and will therefore be preserved as open space in perpetuity.
- H. *City of Wildwood Sewer Utility*: Located at 3601 Park Avenue, the Sewer Utility consists of offices, a utility shop and utility yard. The facility is centrally located, adequate in size and in fair condition. The administrative offices are joined to a two-bay garage, which houses two vehicles, utility hooks and storage. Parking is also sufficient for the needs of the Sewer Utility.
- I. *Wildwood Recreation Center*. Formerly situated at 243 E. Rio Grande Avenue, the Wildwood Recreation Center provided recreational activities for the City's residents, including bocce courts, horseshoe pits, volleyball courts and various organized sporting leagues and camps. The existing facility had been determined to be inadequate in terms of space and building condition. The City sold this property in June 2005 under a lease-back arrangement until the new Maxwell Field Community Center facility is completed.

10.1.3 Educational Facilities

- A. *Glenwood Elementary School* is located at the corner of Glenwood and New York Avenues. This public school houses Grades 1-5 and includes an enrollment of between 250-300 children. The original building was constructed in 1916, with an addition built in the 1960's. The facility is in fair-to-good condition (subject to ongoing maintenance issues) and is situated in an acceptable location, with on-street parking.

Since the building is not adequate to house the pre-school – kindergarten cohort, classroom space for these children has been rented at St. Simeon's By-the-Sea Episcopal Church in North Wildwood.

- B. *Wildwood Middle & High School* is located at 4300 Pacific Avenue. This facility houses Grades 6-12, with an enrollment of approximately 300 students. The facility is adequate to accommodate this number of students.



The building, originally constructed in 1919 ~ with a gymnasium added in the 1960's ~ is dimly lit in some areas, but is in fair condition and is functional for the scope and needs of the students and teachers.

As is common with many older buildings, upgrades to accommodate ever-changing technology is a constant issue. However, the administration feels the present availability and level of technology is satisfactory for the school.

Parking is very limited, with only five (5) off-street parking found on the side of the facility, in the delivery area. On-street parking is available on Baker Avenue.

10.1.4 Public Services

- A. *Greater Wildwood Chamber of Commerce*: Located at 3306 Pacific Avenue, the Chamber of Commerce is a non-profit agency which serves as a catalyst for business-to-business partnerships, along with publishing tourist and informational brochures for the Wildwoods. The facility is located in an existing strip mall-style grouping of offices which it shares with the Main Street Wildwood organization, which includes meeting spaces, kitchen facilities, offices and storage. The facility has been renovated and is in good condition.

The Chamber also has a presence in the Wildwoods Convention Center and in an Information Center near the Boardwalk. Visitors from northern municipalities are inclined to visit the Pacific Avenue offices, while southern municipality visitors visit the Boardwalk location. Parking is available to the rear of the building, as is 15 minute and metered on-street parking.

- B. *Wildwood Convention Center*: Located at 4501 Boardwalk, the 260,000 s.f. Convention Center was opened in April 2002 and includes 75,000 s.f. exhibit hall space, 20,000 s.f. ballroom / meeting space, 6,600 s.f. oceanfront deck space and 30,000 s.f. lobby / pre-function space. The exhibit areas can accommodate up to 7,000 individuals while the entire facility can hold approximately 10,000 people. The Center is fully equipped with high-tech capabilities to accommodate various types of events.

At Publication, the Convention Center continues to be marketed to SMERF (Social, Military, Entertainment, Religious and Fraternal) organizations. As such, Convention Center events are not likely to be large, weeklong business conventions or trade shows, but are more likely to be one and two day affairs for middle-class attendees and their families.

- C. *Wildwood Business Improvement District ("WBID") and Wildwood Special Improvement District ("WSID")*: Located at 2426 Boardwalk, the WBID is a self-governing body that provides services to the Wildwood Business District.



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The WBID works with the City to improve existing services to the district and provide additional enhancements and focus. Funding is created through an annual assessment on property in the district, collected by the City, but transferred and controlled by the WBID.

Also located at 2426 Boardwalk is the WSID, a private, non-profit management corporation that provides services to the property owners and visitors to the Wildwoods Boardwalk.

The unique Boardwalk location for these agencies serves the needs and goals of both organizations. Direct access to the City's key attraction, the Boardwalk, is vital to both the WBID and WSID. This modern facility is fashioned in the Doo Wop style is in good condition and adequate for the agencies' needs. On-street parking serves the facility.

- D. *New Jersey Transit (Bus) Station:* Located at 4510 Washington Avenue (between Burk and New Jersey Avenues), the Wildwood Bus Station is an attractive and modern facility. The station is operational year-round, with its main customers including year round local residents and students (especially foreign students) who are seeking summer jobs in the Wildwoods. New fences and gutters have been installed and the facility is power-washed once a week. The location of the bus station provides direct access to the Wildwood City Hall and Police Station, and is a few short blocks from the Boardwalk.
- E. *Wildwood U.S. Post Office:* Located at 3311 Atlantic Avenue, the Post Office was built in the 1930's-1940's, is in good condition, adequate in size, and is located along the original main street area of the City. HVAC systems and cosmetic repairs have been the main upgrades and repairs to the facility. This location experiences a shortage of on-street parking and drop-off spaces.
- F. *City of Wildwood Public Housing Authority:* Located at 3700 New Jersey Avenue, the Housing Authority consists of two buildings with 170 units: Sandman Towers (targeted for lower income families) and Commissioners Court (targeted for elderly and disabled individuals). The facilities include office space, community rooms, storage areas and kitchen facilities. Both buildings are in fair condition and are adequate for the Authority's needs, with the occasional occurrences of minor wear and tear issues.

10.1.5 Historic and Cultural Sites

- A. *Wildwood Historical Society, Inc.:* Located at 3907 Pacific Avenue, the Historical Society resides in a building that is leased from the City of Wildwood. The goal of the Society is to gather, preserve and present the



history of Wildwood to the public in an interesting and informative manner.¹⁶⁹ The museum is home to various photographs, artifacts and memorabilia of the Wildwoods. The first floor of the building is used for the museum while the second floor is occupied by rental units (serving as income for the Society). The building is in fair condition and is centrally located within the City.

The Pacific Avenue location is very important for the Society in their mission to share the historical story of the Wildwoods to the public. The Society is served by on-street parking and a parking lot, which can accommodate approximately 10 cars.

- B. *Thompson Baker House:* Located at 3008 Atlantic Avenue, the Baker House was home to the City of Wildwood's first mayor, J. Thompson Baker. Built in 1904 by the Mayor and then bought by the Wildwood Civic Club in 1936 (current owner), this facility is listed on the National Register of Historic Places. The Baker House is in pristine condition and has required very minor renovations (roof, porch decking and porch column replacement, electrical upgrades) over the years.

The house consists of parlors converted into conference rooms, a small stage area, offices, kitchen and an enclosed sunroom. The non-profit "The Friends of J. Thompson Baker House" are responsible for overall maintenance of the building. Sufficient parking is available on the lots of the adjacent churches (common agreement), on the unpaved driveway of the house and on-street.

- C. *Doo Wop Preservation League:* While the Doo Wop League does not have an administrative facility, the Doo Wop Experience museum is located between Columbus Park and Fox Park.
- D. *Main Street Wildwood, Inc.:* With offices located at 3306 Pacific Avenue, Main Street Wildwood, Inc. (in a strip-mall designed building it shares with the Greater Wildwood Chamber of Commerce), the Main Street initiative is a volunteer program of the National Trust for Historic Preservation, whose approach to "commercial district revitalization is [to combine] historic preservation with economic development to restore prosperity and vitality to downtowns and neighborhood business districts."

The building, in the heart of the City and close to public services, such as the U.S. Post Office, various law offices, etc., provides adequate space for Main Street staff and is critically located to service the mission of the organization.

10.1.6 Miscellaneous Other Educational, Cultural, Hospital & Related Facilities

The following community facilities serve the City and residents of Wildwood, but are located in neighboring municipalities:

¹⁶⁹ www.the-wildwoods.com/history/museum



- Central Bible Academy School: 123 E. 18th Avenue, North Wildwood.
- Wildwood Catholic High School: 1500 Central Avenue, North Wildwood.
- Wildwood Crest Public Library: 6301 Ocean Avenue, Wildwood Crest.
- Cape May Regional Hospital (formerly Burdette Tomlin Memorial Hospital): 2 Stone Harbor Boulevard, Cape May Courthouse.

10.2 Issues and Recommendations

10.2.1 Municipal Services

A. *City of Wildwood Police Station:* The only significant issue reported by the Police is the lack of visibility for the Station, especially from New Jersey Avenue. Located behind City Hall, visitors often find it difficult to locate the entrance to the facility. Current Station signage is somewhat small, obscured, or blends into the building facade. It is recommended the signage be redesigned and/or relocated in efforts to provide better visibility.

B. *City of Wildwood Fire Department:* As technology advances and types and sizes of equipment evolves,¹⁷⁰ the need for additional space or a more efficient use of space occurs. While not a concern at present, experiences in other municipalities suggest that the issue will arise at some point in the relatively near future.

From a management standpoint, the Fire Department's leadership would look to combining all fire stations into a single, larger and centralized location. Such a facility would provide more efficient operations without compromising response time.

C. *Wildwood Fire Company:* This volunteer fire station is tightly situated between neighboring lots on Pine Avenue. While the present facility is adequate for the equipment and needs of the fire company, its tight location and lack of room for expansion is an issue that will need to be addressed in the future. It is recommended that this issue be taken into consideration during discussions regarding long-range planning for the Fire Department.

D. *City of Wildwood Public Works Department (Operations):* Public Works personnel recommend locating the Construction and Beach Divisions in a separate building located on the beach while the Maintenance and Sanitary divisions be located in a building more centrally located in the City. Such a concept would decrease travel time, leaving additional time to perform services.

While perhaps an appropriate concept from a local, management standpoint,

¹⁷⁰ Current trends find a continuing increase in size and height of apparatus.



locating such a facility on the beach would not be acceptable to NJDEP (and locating such a facility on land near the beach would not be the highest and best use for valuable oceanfront property).

The above notwithstanding, the operational concerns of the Department should be taken into consideration as the City proceeds with planning for the relocation of the Department from the Bayside Redevelopment Area.

- E. *City of Wildwood Public Works Department (Budgetary)*: Investigate the feasibility of entering into joint cooperation agreements with adjacent municipalities should it be more efficient and/or effective to do so.
- F. *City of Wildwood Public Housing Authority*: A major issue facing the Housing Authority is illegal parking and an insufficient amount of available parking. The Authority has 97 parking spaces (including 9 handicapped spaces) to service its 170 units. Due to a continued growing need for additional spaces, the Authority has limited each family to two cars, which must have valid parking permits. While most of the Authority's residents rely on public transportation, the need for additional parking is remains an issue. Authority personnel recommend that additional parking be constructed as feasible.

The Housing Authority is required to complete a Physical Needs Assessment by the U.S. Department of Housing and Urban Development every five years. The Authority's 2007 Physical Needs Assessment states that immediate attention should be given to the repair of insulation and duct work of roof top units, replacing water meters, replacing the fire alarm control panel and non-compliant smoke detectors and replacing corridor/office lighting for Sandman Towers.

Commissioners Court's maintenance issues include repair / replacement of roof top condensers, gypsum wallboards, kitchens and electrical rewiring.

While not under the jurisdiction of the municipal government, the condition of the Public Housing facilities remains a concern for the City. Maintenance issues, especially those which may impact the safety of the residents, must be addressed immediately. It is strongly recommended that the city task the appropriate fire and code officials to the facilities to review life- and safety-related issues and take appropriate action.

10.2.2 Educational Facilities

- A. *Glenwood Elementary School*: The original (1916) building and associated 1960's addition experiences customary maintenances issues, as would be expected with an aged facility. At Publication, HVAC issues plague the school. The facility is not air conditioned and its heat source is derived from an antiquated boiler system. In the short-term, a new roof and electrical upgrades for technology may be expected. Long-term, the installation of air



conditioning, the replacement of windows and continual maintenance of the structure will be required and have been included for upgrade as part of the Board of Education's Long Range Facilities Plan. These items are addressed in the normal program of maintenance & repair.

- B. The 2002 and 2004 Reexaminations included the following Objectives which remain valid for this 2007 Comprehensive Master Plan Update:
- Work with the Wildwood Board of Education to address physical plant issues facing the school system, including, but not limited to, the need for new building(s), renovations to existing buildings and the need for new/rehabilitated recreational facilities.
 - Explore the appropriate adaptive reuse of buildings or redevelopment of lands currently used by the Board of Education (for schools or other purposes) if and when said buildings or lands are no longer required by the Board. Identify appropriate locations for new educational facilities.

10.2.3 Public Services

- A. *Wildwood Convention Center*: As Convention Center bookings grow, issues regarding the availability of modern, attractive accommodations (hotel rooms) and various transportation issues (parking, traffic flow, signage...etc.) become more critical. While addressed in detail elsewhere in this Comprehensive Master Plan Update, creation of hotel room and parking inventory is critical to the success of the Convention Center.
- B. *New Jersey Transit (Bus) Station*: The station's driveway appears as a public right-of-way and has become an area for 'cut-through' traffic. Parked cars routinely block the station's driveway, thereby restricting bus operations. It is recommended that NJ Transit's proposal to erect "DO NOT ENTER" signage at the driveway access points be enacted.
- C. *Wildwood U.S. Post Office*: The main issue for the Post Office is parking availability within the existing parking lot. At Publication, there was not proposal to address this situation.

10.2.4 Historic and Cultural Sites

- A. *Wildwood Historical Society, Inc.*: An issue many historical societies face is the lack of space to properly house their collections and allow for public display. The Wildwood Historical Society, Inc. experiences these very same problems. The current building is inadequate for their existing and growth collection of Wildwood artifacts. The Society would like to ease this problem by building on its existing parking lot.



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If this expansion would occur, the present 10 parking spaces would be lost and on-street parking would be the primary source of available parking. It is recommended if this construction were to occur, alternative methods or locations (obtaining additional land) for parking be found.

- B. *J. Thompson Baker House:* Despite the extraordinarily outstanding physical condition of the building, the Baker House is not insulated and does not have air conditioning, which detracts from the visitors' experience during tours, meetings, teas, bazaars and pageants. Additionally, the burden of high heating bills and other associated maintenance issues proves to be problematic for the owner. Continual fundraising efforts are heavily relied upon to pay costs.

The foremost problem the Baker House encounters is trespassing teenagers, who skateboard on the porches and railings and throw trash into the house's gardens on a daily basis. The Baker House has received support from the City Police and Fire Stations in reaction to these issues. It is recommended the police and fire services continue to patrol and protect this historic site.



11.0 OPEN SPACE & RECREATION PLAN ELEMENT

The *Municipal Land Use Law* provides that a municipal Master Plan may include a Recreation Plan Element showing a comprehensive system of areas and public sites for recreation.¹⁷¹

Neither the 2002 Reexamination nor the 2004 Reexamination addressed Open Space or Recreation in a meaningful way. This Open Space & Recreation Plan Element will address and analyze public and private sites (as appropriate) for active and passive recreation and identify any needed upgrades.

11.1 Inventory and Description of Existing Facilities¹⁷²

The City's most recent Recreation and Open Space Inventory¹⁷³ was adopted in 2001. While changes have occurred to the facilities over the intervening years, the document itself has not been revised.

Upon adoption of this Comprehensive Master Plan Update by the Planning Board, it is recommended that a revised ROSI be prepared and filed with NJDEP.

The 2001 ROSI includes the following properties:

- A. *Shuffle Board Courts* (Block 64, Lot 1, and 19 acres): Situated on the Convention Center parking lots along Ocean Avenue between Taylor Avenue and Andrews Avenue, these courts were removed around 2001. The courts have not been replaced.

- B. *Holly Beach Park* (Block 72, Lots 7-9, 22-24, .55 acre): Situated between Andrews Avenue and Burk Avenue, the attractive entry into the Park is flanked by brick columns adorned with concrete planters, thereby creating a defined entry point. Various sitting areas and landscaped settings are amenities which provide pleasant refuge from adjacent residential uses. The Park appears to be clean, safe, and in good condition.

- C. *Columbus Park* (Block 86, Lot 1, 1.74 acres): Situated between Atlantic Avenue and Ocean Avenue across from the Wildwoods Convention Center, Columbus Park is an appealing recreational area for residents and visitors to the Convention Center. With both a softball field and landscaped sitting areas, Columbus Park serves both an active and passive recreation needs. A newly created Veterans' Memorial Walkway has been installed.

¹⁷¹ N.J.S.A. 40:55D-28b(7)

¹⁷² Reference Site Locator Map (Exhibit 11.1).

¹⁷³ "ROSI".



At Publication, the Doo Wop Preservation League had relocated its “Doo Wop Experience” museum to the area between Columbus Park and neighboring Fox Park.

Fox Park Tennis Courts (Block 97, Lot 1, 1.74 acres): Situated to the north of Columbus Park, Fox Park includes tennis courts and basketball courts. Both appear to be in good condition.

- D. *B.W. “Reds” Maxwell Memorial Field* (Block 132, Lots 1-30; Block 132.01, Lot 1-4; Block 133, Lot 1; Block 143, Lots 1-30; Block 152, Lot 9, 16.7 acres): Bounded by Susquehanna Avenue, Youngs Avenue, Park Boulevard, and Spicer Avenue, Maxwell Field serves as the foremost recreational location and a community icon for the City. The Field is host to many recreational and sporting activities such as football, soccer and track & field. Historically, Maxwell Field is most known for drum and bugle corps competitions.

New seating and a custom grandstand have been recently installed for the Field. At Publication, construction of a 16,000 s.f., state of the art Community Center located between the baseball and football fields, was 50% complete (site work and foundation complete).

- E. *Cedar Park* (Block 192, Lot 19, .45 acre): Cedar Park is located between Oak and Wildwood Avenues, adjacent to the Lions housing complex. This site includes brightly colored playground equipment and park benches. The perimeter of the Park is bounded by metal mesh fencing, except for the side adjacent to an existing single-family dwelling, which is located on Oak Avenue. The Park is well taken care of and in good condition.
- F. *Fountain Park* (Block 225, Lot 18, .62 acre): This attractive Park is situated between Glenwood and Magnolia Avenues, with frontage to New Jersey Avenue. Fountain Park consists of well manicured lawns, a decorative statue, sitting areas and a gazebo. Sidewalks connect the various landscaped planting beds and statuary. Fountain Park is a perfect place for a lunchtime break or leisurely stroll.
- G. *William H. Bright Memorial Park* (Block 227, Lot 19, .12 acre): Situated at Pacific Avenue between Glenwood and Magnolia Avenues, William H. Bright Memorial Park was dedicated to past Wildwood Mayor William H. Bright. Park benches, a flagpole and a defunct fountain are present in the Park. This small open area provides for an attractive street corner and stopping point along busy Pacific Avenue.
- H. *Poplar Park* (Block 242, Lot 16, .41 acre): Poplar Park is sited between Poplar and Juniper Avenues, with frontage on New York Avenue. This Park extends the entire frontage of New York Avenue and includes park benches



and landscaping, which are connected by sidewalks. A wooden fence lines the western boundary line of the Park. Poplar Park is clean and in good condition, and could serve as a pleasant area to wait for public transportation or to serve nearby Glenwood Elementary School.

- I. *Maple Avenue Park* (Block 204.02, Lot 1, .11 acre): Fronting Sunset Lake and West Wildwood, Maple Avenue Park is located between Pine and Maple Avenues. This small Park consists of park benches which face docks serving Sunset Lake. A man-made bulkhead abuts the Park and serves as flood protection for the surrounding homes. Maple Avenue Park is a secluded miniature hideaway for the western side of the City.
- J. *Old Fashioned Garden Park* (Block 255, Lot 2, .12 acre): The Old Fashioned Garden Park is situated on the very outer limits of the City near the municipal boundary with the City of North Wildwood. Park benches and landscaping adorn this Park and provide an attractive entrance to and/or exit from Wildwood.
- K. *Band Shell* (Block 265, Lot 1, .085 acre): The Wildwood Municipal Band Shell, formerly located on the eastern side of the Boardwalk, across from the Boardwalk Chapel, was demolished in 2001 and replaced with a new Band Shell at the rear of the Doo Wop Museum between Columbus Park and Fox Park (Block 86, Lot 1 and Block 97, Lot 1).

In addition to the Parks, the following recreational resources are located on the Second and Third Ward Beach areas:

- Pavilion (Block 262, Lot 1, .15 acre):
- Life Guard Station (Block 263, Lot 1, .03 acre):
- Comfort Station (Block 264, Lot 1, .04 acre):
- Beach: (Block 267, Lot 1, 78.42 acres / Block 268, Lot 1, 25.25 acres / Block 271 Lot 2.01, .61 acre / Block 274, Lot 6.01, .56 acre).

11.2 Resource Assessment & Recommendations

As a built-out, urban community, public open spaces in the City of Wildwood are at a premium. Such spaces should be properly maintained and preserved to the utmost. Suggested improvements should relate to the needs identified for each facility, based upon local policies.

- A. *Columbus Park*: It is recommended the Doo Wop Experience museum coordinate its operational hours and use of the property with any activities planned at the Columbus (and Fox) Park(s). In addition, the renovation of the existing baseball field is recommended to continue and conclude as soon as



its schedule permits.

- B. *Fox Park*: At Publication, the Wildwood Urban Enterprise Zone was in the process of funding park improvements, including a rubber surfaced for the playground, fitness equipment, swing sets, climbing bars and rock-walls. These upgrades hope to create a child-friendly atmosphere and revitalize the amenities of the Park. In addition, an amphitheater, complete with a light and sound package, is in operational adjacent to the “Doo Wop Experience” museum. Additional monies are planned for sidewalks, fencing and other improvements associated with the amphitheater. It is recommended ongoing upkeep and maintenance of the Park’s existing and proposed amenities be implemented.

It is further recommended the Doo Wop Experience museum coordinate its operational hours and use of the property with any activities planned at the Fox (and Columbus) Park(s).

- C. *B.W. “Reds” Maxwell Memorial Field*: The stated improvements and construction of the Maxwell Field Community Center should be promoted as an asset to the City and its residents. Efforts should be concentrated on maintaining bugle and drum corps competitions, along with attracting a variety of other field events, competitions and sporting activities.
- D. *Cedar Park*: It is recommended the City coordinate with the owner of the on-site single-family home concerning the possibility of continuing the metal mesh fencing along the rear yard of this property. This additional fencing will fully define the boundaries of the Park and the existing property owner’s property line, while serving as a buffer for the dwelling from Park activities.
- E. *William H. Bright Memorial Park*: It is recommended the City explore the option of reinstating the use of the fountain. If a fountain is not used, it is recommended a decorative landscape feature or commemorative statue be integrated into the design of the Park.
- F. *Maple Avenue Park*: The Park includes a man-made bulkhead which is in close proximity to existing benches in the Park. The bulkhead blocks the visual sight line from these benches. It is recommended these benches be relocated further away from the bulkhead or higher seating be constructed.

11.3 **Bike Path**

Both the City of North Wildwood and the Borough of Wildwood Crest have dedicated bike paths on their City-owned beachfront areas. Other than the Boardwalk, which has limited bicycle hours, the City of Wildwood has no such bicycle path.

In order to connect the bicycle paths in North Wildwood and Wildwood Crest,



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thereby providing for a continuous, (almost) Island wide recreational system, as well as an alternate means of transportation, it is recommended that the City create a bicycle path on the beach surface (similar to that found in North Wildwood). It is envisioned that such path be designed as a curvilinear route, generally paralleling the Boardwalk, with recreational stations (with age specific equipment) located at strategic locations along the path.

11.4 Documentation

The City is reminded that this Open Space and Recreation Plan Element is not a static document. It should be updated to report on progress, adjustments and proposals for new actions on an ongoing basis.

This Master Plan Update affords to re-affirm the City's policy to provide public access to the beach & bay areas and its community parks & recreation areas. The City will maintain access to the public Boardwalk and public Beach by ensuring and maintaining access via street end walkways and access corridors. The City will integrate the Coastal Zone Management Policy recommendation for public access into this Master Plan Update upon adoption of the NJDEP regulation. In accordance with the recommendation, Public Access to the City's environmental resources will be paramount and maximized to fullest extent possible.

Similarly, the City is reminded that its Recreation and Open Space Inventory is not a static document. An updated ROSI, certified by the Planning Board, is required for each State (Green Acres) grant funding as well as other governmental programs. Accordingly, the City's ROSI should be reviewed periodically and updated as necessary.



12.0 CONSERVATION PLAN ELEMENT

The *Municipal Land Use Law* provides that a municipal Master Plan may include a Conservation Plan Element¹⁷⁴ “providing for the preservation, conservation, and utilization of natural resources, including, to the extent appropriate, energy, open space, water supply, forests, soil, marshes, wetlands, harbors, rivers and other waters, fisheries, endangered or threatened species wildlife and other resources, and which systemically analyzes the impact of each other component and element of the master plan on the present and future preservation, conservation and utilization of those resources”.

Neither the 2002 Reexamination nor the 2004 Reexamination contained a Conservation Plan Element, but did reference certain features of the City’s natural environment and its critical importance to the economy of the region.

This Conservation Plan Element will identify natural resources in the City and will make recommendations for the conservation, preservation and appropriate use of these resources.

12.1 Environmental Planning Issues

At the time of the 2002 and 2004 Reexaminations, development, use, protection and preservation of the City’s natural resources, as well as rules related to energy conservation, were governed by the State’s Coastal Zone Management Rules (under CAFRA), the State Development and Redevelopment Plan, the Cape May County Comprehensive Plan and the Cape May County District Solid Waste Management Plan. These regulations may be expected to continue to govern development in Wildwood into the foreseeable future.

This Comprehensive Master Plan Update references the Coastal Zone Management Rules found at NJAC 7:7-1 and 7:7E-1 et. seq. and provides linkage of the Master Plan Update to Coastal Zone and CAFRA legislation. The CAFRA legislation is the basis of Coastal Zone Management Rules found at NJAC 7:7 and 7:7E-1 et. seq. This Master Plan Update finds that the Coastal Zone is unique and different from the rest of New Jersey outside of the CAFRA area and requires special treatment in long-term planning of social, economic and aesthetic interests of political jurisdictions within the Coastal Zone.

Wildwood’s Policymakers recognize that, as a seaside resort, the City needs to balance its desire to promote development with its need to preserve the environmental resources which are inextricably tied to the health of the City’s economy. This Policy, and specific objectives related thereto, is recognized and supported throughout of this Comprehensive Master Plan Update.

¹⁷⁴ N.J.S.A. 40:55D-28b(9)



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This Comprehensive Master Plan Update makes reference to Sea Level Rise & Global Warming. Climate change and sea level rise is a new phenomenon that has been recently recognized by leading researchers and the State of New Jersey. Climate change presents an unprecedented challenge to humanity. New Jersey has 130 miles of coastline and extensive low-lying areas make the State especially vulnerable to rising sea levels. New Jersey Governor Jon Corzine has recently signed the Global Warming Response Act which adopts goals for the reduction of green house gases emissions in New Jersey. Greenhouses gases are naturally regulated by a number of processes collectively called the “carbon cycle.” The imbalance between the emission of these gases and their absorption results in the growth of greenhouse gases in the atmosphere and increase in the average temperature of the Earth. New Jersey is a significant contributor to greenhouse gases.

In the Global Warming Response Act, several goals have been established to reduce greenhouse gas emissions by:

Reduction of emissions to 1990 levels by 2020, a reduction of 20%
Further reductions to 80% below 2006 levels by 2050.

Ignoring this problem is catalyst for increased storm event magnification, storm-related flooding, significant property loss, impact of coastal eco-systems and may threaten coastal freshwater supplies due to saltwater intrusion. A sea-level rise in line with median projections would threaten the majority of New Jersey’s coastline. While sea-level rise is a new concept to “tackle” within a Master Plan, there have been some suggestions, such as hard faced construction methods like construction of sea walls & bulkheads, raising land elevation with beach nourishment projects and building jetties to capture sand. All of these approaches are expensive to construct. Soft planning responses to sea level rise can be in the form of form-based land use codes, zoning for higher densities, mixed use & infill development, limits on dwelling size, instituting green building standards & codes and instituting programs to retro-fit existing municipal & privately owned buildings. Some of the above principles have already been addressed in the Master Plan Update.

The effects of Sea Level Rise will be exacerbated in New Jersey since the relative sea level rise in New Jersey will be greater than the global average due to coastline subsidence and erosion. If an increased rate of melting is substantiated by further scientific data, and melting continues, the rate of sea level rise throughout the world will increase significantly.

12.2 Physical Features

The City of Wildwood is a barrier island located in southern Cape May County. Surrounded by saltwater at the tip of the twenty-mile-long Cape May Peninsula, Wildwood sits to the northeast of the Delaware Bay and to the west of the Atlantic



Ocean. Wildwood is one (1) of five (5) communities on what is locally known as Five Mile Beach Island.¹⁷⁵

12.2.1 Topography

In terms of terrain, Wildwood City is flat; with more than half of the City is less than 10' above the ocean at mid-tide. The highest point in the municipality is barely more than 20' above mean sea level.

Due to the accretion of beach sand caused by the Cape May Inlet (a.k.a. Cold Spring Inlet) jetties, the City's beaches are almost 2,200' wide in certain locations. In fact, since 1842, Wildwood's Beach has experienced unique accretion rather than the erosion seen in many other of New Jersey's Barrier Islands.

This wide beach provides the City with the opportunity to develop unique but environmentally friendly recreation and entertainment attractions on selected areas east of the Boardwalk.

12.2.2 Geology

Wildwood is located within the New Jersey's Coastal Plain, a seaward-dipping wedge of unconsolidated sediments that range in age from Cretaceous to Holocene. These sediments, for the most part, are classified as Continental, Coastal or Marine-type deposits. These Coastal Plain deposits thicken seaward from less than 1' at the Fall Line (north / northeast of Trenton) to more than 6,500' at the southern tip of Cape May County. Since the City is located at the southern tip of Cape May County, the coastal plain has a thickness of more than one (1) mile beneath the City.

12.2.3 Soils

Soils in the City of Wildwood consist of a variety of upland and lowland types, as well as those soils that fall somewhere in between. Uplands are characterized as well-drained soils that have a relatively deep seasonal high water table. These soils usually occupy high positions in the landscape. Lowland-type hydric soils drain poorly and are usually associated with low positions in the landscape such as stream corridors and depressions.

The following soils classifications have been mapped for the City of Wildwood by the United States Department of Agriculture:¹⁷⁶

BEAV: Soil classification devoted to Beaches,¹⁷⁷ generally with 0% to 15%

¹⁷⁵ Sister communities are North Wildwood, Wildwood Crest and West Wildwood and the Diamond Beach section of Lower Township (which is separated from the balance of Lower Township by the Cape May Inlet.)

¹⁷⁶ Soil Survey of Cape May County, New Jersey (2002)

¹⁷⁷ Beaches are defined as areas of sandy materials that are constantly being reworked by ocean waves and tides. The materials



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slope which floods frequently and is not suitable for building. According to GIS mapping, BEAV soils encompasses 7.5% of Wildwood's land area.¹⁷⁸

URPVR: Soil classification devoted to Urban Land - Psamments, a wet substratum complex with 0% to 8% slope which rarely floods.

Urban Land areas are where much of the soil surface is covered with asphalt, concrete, buildings or other man-made, impervious material.

Psamments are generally categorized as fill materials over Coastal Plain sediments. The upper part of Psamments is commonly fill materials of sand, fine sand or loamy sand. Psamments have fill material that ranges from 2' to 4' in thickness over Berryland, Mullica, Manahawkin and Hooksan soils. The lower part of the soil characterization is mainly sand, sandy loam, loamy sand, or mucky organic materials. This soil is suitable for building.

According to GIS mapping, this form of URPVR soils encompass 63.6% of the City's land area.

URPTS: Soil classification devoted to an additional Urban Land - Psamments, sulfidic substratum complex featuring 0% to 2% slope which occasionally flood.

The Urban Land soil description is the same as in URPVR soil. However the Psamments component has fill material that commonly ranges from 2' to 4' in thickness over Appoquinimink, Transquaking, Mispillion and Pawcatuck soils. The upper part of Psanments is commonly fill material of sand, fine sand or loamy sand, while the lower part is mainly silty materials that have a high content of organic matter.

According to GIS mapping, this form of URPTS soils encompass 26.7% of the City's land area.

APT_V (Appoquinimink – Transquaking – Mispillion): Soil classification for Coastal plain and tidal marshes which drain very poorly and frequently flood. Not suitable for building.

According to GIS mapping, APTV soils encompass 2.2% of the City's land area.

range from very fine sand to coarse sand and commonly contain many shell fragments.

¹⁷⁸ Exhibit 12.1



12.2.4 Wetlands

Both freshwater and coastal wetlands¹⁷⁹ are present within the City. Wildwood is bordered on the west by tidal marsh near the George Redding (Route 47) Bridge and near the Bayside Redevelopment Area (west of Mediterranean Avenue). The seasonal high water table is found at or near the topographic surface.

Three (3) separate Wetlands Maps address the locations of the various wetlands in Wildwood. Specifically:

- A. City of Wildwood Wetlands Base Map, Richard Coppola (1985)¹⁸⁰;
- B. Geographic Information Systems (GIS) Base Data Layer for Wetlands, 1986, with NJDEP Interactive Map ("IMAP") Wetland data geocoded to 2002¹⁸¹; and
- C. NJDEP Landscape Project GIS Mapping¹⁸²

While each map purports to delineate wetlands in the City, there are noticeable and significant differences which have a direct impact on the developability of lands in Wildwood. Specifically:

- A. The 1987 Coppolla Map suggests six (6) separate wetlands parcels in the western section of the City, the largest being located north of Mediterranean Avenue and east of SR 47. Additionally, four (4) smaller wetland parcels are situated on or near Sunset Lake to the west adjacent to Mediterranean Avenue.
- B. The NJDEP IMAP shows major wetland features in the City as follows;
 - (1) Two (2) distinct areas of wetlands are situated on the beach just east of the Boardwalk (Block 184, Lots 6.02 and 6.03).
 - (2) The Parcels containing the existing Maxwell Field Recreation Complex are shown with a wetland feature (Block 132, Lots 1-30; Block 132.01, Lot 1 & 2; Block 133, Lot 1; Block 143, Lots 1-30).

¹⁷⁹ Coastal wetlands are associated with areas of tidal inundation.

¹⁸⁰ Referenced in Section 300-C of the Land Development Ordinance

¹⁸¹ Exhibit 12.2

¹⁸² The NJDEP Landscape Project is a pro-active, ecosystem-level approach to the long-term protection of rare species and their important habitats within New Jersey. The GIS-mapping layers were created by intersecting endangered, threatened and rare species data with the NJDEP's 1995/1997 Land Use data. The resultant data layer identifies, delineates and ranks (based on the conservation status of species present) critical wetland habitat statewide. Each habitat is coded as to the number of Special Concern, State Threatened, State Endangered and Federally Listed species present.

The Landscape Project is designed to be used for state and local planning, open space acquisition and land-use regulation (Exhibit 12.3 and 12.4).



(3) Four (4) wetland parcels are situated on Sunset Lake to the west adjacent to Mediterranean Avenue.

C. The NJDEP Landscape Project shows major wetland features in the City as follows:

(1) Emergent Wetlands: State Threaten / Endangered (“T/E”) Species habitat is located near the Bayshore Redevelopment Area. Also, an area west of the Wharf restaurant was identified as State Threaten/Endangered Species habitat.

(2) Beach: Only the T/E Species category was identified.

(3) Forested Areas: A small patch of undeveloped land near the Power Substation at the terminus of Wildwood and Oak Avenues was identified for State T/E Species Habitat. Also, an area near the Wharf restaurant was identified for State T/E Species Habitat. It should be noted that this area is the site of a recently completed condominium development.

While a determination of which map is more precise is beyond the scope of this Comprehensive Master Plan Update, it is noted that wetlands and habitat conditions change over time and NJDEP will be the ultimate arbiter of where development is impacted by the presence of such conditions. Finally, site specific wetlands delineations and habitat analyses are required as part of the local and state-level land use permitting process.

12.2.5 Aquifers

A. Aquifers

An aquifer is defined by the US Geological Survey as a subsurface, water bearing zone that will yield water in a usable quantity to a well or spring. Aquifers are replenished (recharged) when freshwater (generally from precipitation) passes through pervious, non-tidal surface areas and is stored in the aquifer. Aquifers servicing Wildwood are:

- Holly Beach Water Bearing Zone;
- Estuarine Sand Aquifer;
- Cohansey Aquifer;
- Rio Grande Water Bearing Zone; and the
- Atlantic City 800 Foot Sands.

An increasing body of evidence has been developed by the scientific



community indicating that the temperature of the earth's atmosphere has been rising over the past 18,000 years; thereby causing a melting of the polar ice caps and increasing ocean depths throughout the world.

Measured sea levels in the Cape May County region has risen approximately 15" over the past century. Such rise may be expected to continue for the foreseeable future. Consequences of this phenomenon include:

- shoreline erosion and tidal flooding;
- Wider, deeper and saltier streams;
- Tidal penetration into the interior of southern Cape May County;
- Migration of salt marshes (replacing swamp forests as trees are killed when saltwater inundates their roots); and
- Salt water intrusion into the fresh-water aquifers.

Saltwater intrusion into the aquifers beneath Cape May County has resulted in the contamination of the groundwater with high levels of sodium. For example, Cape May City municipal water system now gets the majority of its drinking water from a single pocket of fresh groundwater in the Cohansey aquifer. In fact, New Jersey's only desalination plant was built in 1998 in Cape May City to supplement the City's potable water supply.

At Publication, NJDEP had embarked on a County-wide Water Supply Study to project water supply demand for Cape May County's municipalities into the near future. All municipalities eagerly await the results of this study.

Significantly, the City of Wildwood, in grand foresight, located its water source in Middle Township rather than committing to island-located wells. Such location protects the City's water supply from the effects of salt water intrusion.

As part of the operations of the Wildwood Water Utility, an aquifer recharge well pump station is located at the WWU complex at 3100 New Jersey Avenue. Such recharge, in operation since 1967, represents perhaps the oldest operational Aquifer Storage Recovery ("ASR") project in the United States. In ASR, water is injected underground, commonly into non-potable or saline aquifers, where it forms a "lens" (bubble) of quality water for later recovery and use. A more detailed narrative of ASR can be found in the Utility Service Plan Element (Section 9.0) of this Comprehensive Master Plan Update.

12.2.6 Stormwater

During periods of prolonged rain, storm water from streets, rooftops, yards and parking lots begins to flow overland, eventually winding up either in the Bay or



the beach¹⁸³ via outfalls of the underground stormwater systems. As stormwater travels across the land surface, it picks up animal waste, sediment and contaminants. At Publication, this mixture of pollutants receives no treatment. Such non-point source pollution is a concern to City policymakers because it can contaminate the receiving water body. Significantly, recently adopted State Stormwater Rules require future development in excess of one (1) acre to be subject to stringent water quality standards.¹⁸⁴

In response, the City, in February 2006, adopted Ordinance No. 666-06, thereby regulating on-site and off-site storm water discharge for new development, in conjunction with NJDEP's Storm Water Management Rules. The ordinance is applicable to all site plans and subdivisions for major development that require City Planning Board or Zoning Board review, and requires the developer to make provision for the post-construction peak runoff rates for the 2, 10 and 100 year storm events to be 50%, 75% and 80% (respectively) of the pre-construction peak runoff rates. As such, the ordinance prevents new development from "over loading" the existing storm water drainage system. A more detailed narrative of this ordinance can be found in the Utility Service Plan Element (Section 9.9.2) of this Comprehensive Master Plan Update.

12.2.7 Flood Plains

As a coastal community, the City has been mapped by FEMA under its "Flood Insurance Rate Map program." Information pertaining to Flood Elevation zones and base flood elevation can be found on Community Panel No. 345329-0001-C, as amended to February 16, 1996. Specifically:¹⁸⁵

- AE - Definition: An area inundated by 1% annual chance flooding, for which Base flood Elevation (BFE)s have been determined.
- VE - Definition: An area inundated by 1% annual chance flooding with velocity hazard (wave action);(Base Flood Elevations (BFE)'s have been determined.
- X - Definition: An area that is determined to be outside the 1% and 0.2% annual chance floodplains
- X500 - Definition: An area inundated by 0.2% annual chance flooding; an area inundated by 1% annual chance flooding with average depths of less than 1 foot or with drainage areas less than 1 square mile; or an area protected by levees from 1% annual chance flooding.

¹⁸³ While originally designed to discharge stormwater into the Ocean, the beach accretion experienced in the City over the past several years has resulted in the outfall pipes ending (and discharging stormwater) in the middle of the Beach.

¹⁸⁴ Ordinance No. 666-06, regulating on-site and off-site storm water discharge for new development, in conjunction with NJDEP's Storm Water Management (MS4) Rules (N.J.A.C. 7:8-1.2 et. seq. [as amended]), was adopted in February 2006.

¹⁸⁵ Exhibit 12.5



Source data for Floodplain information was also found at:

The FEMA CBRA data come from the CD-ROM entitled:
Federal Emergency Management Agency
National Flood Insurance Program
Consolidated CBRA Q3 Flood Data, Disk 3, dated June 1998.

The FEMA Q3 data come from the CD-ROM entitled:
Federal Emergency Management Agency
National Flood Insurance Program
Q3 Flood Data, Disk 18, dated September 1996

The Rio Grande / Susquehanna Avenue intersection is subject to periodic tidal flooding. The City has commissioned its Engineer to conduct a study of the stormwater infrastructure immediately adjacent to the intersection. This street intersection is the main traffic corridor to and from the City. This study will identify the specific causes of flooding and propose appropriate improvements to existing outfalls, bulkheads and drainage pipes.

In order to protect Wildwood's beach, oceanfront wildlife habitat and existing Amusement Piers, Convention Center, Boardwalk and other coastline elements, it is recommended that the City explore the installation of an effective coastal dune system. Coastal dunes act as natural barriers to protect the shoreline from storm events while providing protected habitat for a variety of wildlife. Such a system could link with a similar system under design in North Wildwood to provide a continuous shore protection 'structure' for these communities.

12.2.7 Flora & Fauna

Situated on a barrier island in what the State of New Jersey defines as the "Coastal Zone", the City's natural resources consist, in general, of indigenous species that can tolerate the salinity of the ocean and are adapted for life in saturated soil conditions (Spartina, sea lavender, glasswort, sea myrtle and high tide bush). Freshwater wetlands include deciduous shrub / scrub wetlands.

12.2.8 Woodlands

As a generally built-out community, the City of Wildwood contains no large stands of trees or defined "woodlands."¹⁸⁶

¹⁸⁶ However, NJDEP Landscape Project mapping depicts a Forested Area in the form of a small patch of undeveloped land near the Power Substation at the terminus of Wildwood and Oak Avenues. This area has been identified as State Endangered Species habitat. According to the Landscape Project's file notes, there is an overlap of forest and wetland map coverages. Forested wetlands are therefore ranked under the Landscape Project as both wetlands and forest.



12.2.9 Open Space

Other than wetland or other areas as detailed herein, Wildwood has no State-designated Open Space or municipal Open Space lands restricted for future development.

12.2.10 Beach¹⁸⁷

Due to the accretion of beach sand caused by the Cape May Inlet (a.k.a. Cold Spring Inlet) jetties, the City's beaches are almost 2,200' wide in certain locations. In fact, since 1842, Wildwood's Beach has experienced unique accretion rather than the erosion seen in many other of New Jersey's Barrier Islands. Accordingly, there is little danger that Wildwood's beach will erode away as has occurred in so many other coastal resorts.

However, in order to protect Wildwood's beach, oceanfront wildlife habitat and existing Amusement Piers, Convention Center, Boardwalk and other coastline elements, it is recommended that the City explore the installation of an effective coastal dune system. Coastal dunes act as natural barriers to protect the shoreline from storm events while providing protected habitat for a variety of wildlife. Such a system could link with a similar system under design in North Wildwood to provide a continuous shore protection 'structure' for these communities.

It has been clearly demonstrated that well-established and protected sand dunes, together with properly maintained beach & dune areas, are an effective protection against high tides & flooding and against property damage by the ocean under storm conditions and that they provide desirable protection of the coastal areas.

This Master Plan Update further endorses the establishment of dunes on the back beach and operable ordinances to define the areas so affected and to establish regulations to assure their continued effectiveness. Any Ordinance so drafted and approved by the Governing Body should be declared to be an exercise of the police power and in the interest of safety & welfare and for the protection of persons & property. Protection measures shall be crafted within the ordinance so that if dunes are lowered or breached or the stabilizing vegetative is removed, severe penalties will be imposed. Any proposed ordinance will codify that the lowering of the dunes and/or clearing or removal of the protective vegetation from the dune may have a deterrent effect on the dunes ability to protect the public health, safety and welfare. It is therefore necessary for the City of Wildwood to impose the highest form of action to protect the formation of any existing sand dunes and to encourage the development of new dunes on the beach

¹⁸⁷ See Section 12.2.3



This wide beach also provides the City with the opportunity to develop unique but environmentally friendly recreation and entertainment attractions on selected areas east of the Boardwalk.

In addition to their width, Wildwood's beaches are unique because of the gentle grade of the ocean floor, which provides plenty of shallow surf in which to swim and play.

This wide beach provides the City with the opportunity to develop unique but environmentally friendly recreation and entertainment attractions on selected areas east of the Boardwalk. Only seasonal tourist-service uses such as raft rentals, marble platforms, etc. involving only manually constructed tents or sun-shades. It is expressly prohibited to have any utilities connected to any beach-located temporary structure. In accordance with this objective, and the City's policy to ensure the continued unobstructed view from the Boardwalk to the Beach and to the Ocean and to ensure continued use of the Beach and Ocean by bathers, this Master Plan Update promotes the Beach as a natural resource (a fact demonstrated by the Wildwoods Convention Center, with its spectacular seaside views, 6,600 s.f. of oceanfront deck and promenade from the Boardwalk to the 'Ocean's edge').

12.2.11 Shellfish Waters

The NJDEP Landscape Project classifies New Jersey's waters as to their suitability for the harvest of shellfish as:

- Prohibited: Harvest not allowed under any conditions;
- Special Restricted: Harvest allowed with special permit requiring further purification of the shellfish before sale;
- Seasonal (Nov–Apr) & Seasonal (Jan–Apr): Harvest is permitted only during certain seasons of the year; and
- Approved: Harvest permitted under any conditions.

Such classification is based on the National Shellfish Sanitation Program and are based on Regular monitoring of water quality, field surveys of shoreline conditions and studies of water currents and flows (hydrography). These functions are performed by New Jersey's Bureau of Marine Water Monitoring which monitors about 2,500 locations a minimum of five (5) times a year.

Waters around Wildwood are classified as "Prohibited" for the harvest of shellfish.



12.2.12 Bay

Sunset Lake and Post Creek Basin constitute Wildwood's bayside frontage on the western side of the Island. These areas serve as a 'playground' for a variety of water sports in summer, including jet skiing, waterskiing and boating. The Intracoastal Waterway (the maritime equivalent of an interstate-highway), traverses the bayfront to the west of the City.

With the exception of small pockets of vacant or underutilized land, the City's bayfront is fully built-out, with little or no area for development or expansion.¹⁸⁸

State CAFRA and Waterfront Development laws rigorously regulate the bayfront frontage by development. Property ownership patterns and regional jurisdictional boundaries within the City of Wildwood reflect the high value state and regional efforts place on the conservation of natural resources within the City. Though not always welcome or popular, these situations exist and must be recognized.

12.3 **Regulatory Issues**

As stated, Wildwood is subject the jurisdiction of NJDEP through CAFRA and the Coastal Zone Management Program, particularly along the City's waterfront. By the very nature, these regulations will influence the size, type and environmental impacts of future development. While policy narratives which addresses Coastal Zone Management rules applicable to Special Areas found at NJAC 7:7E-3 are not contemplated in this Master Plan Update, applicable objectives and standards for protection of each environmental policy will be implemented through zoning ordinance modification.

12.3.1 (Re)development Impacts

Wildwood's tourism economy is largely due to and reliant on its natural environment. In addition to the Atlantic Ocean, beach and Boardwalk, the City boasts unique, but isolated marine tidal marsh and wetland habitats which contribute to the character of the community. As one of the nation's oldest seashore resorts, Wildwood has a pronounced maritime flavor and is able to boast of some of the best sport fishing in the world. Recreational fishing activities can be found on the ocean, quiet lagoons and back bays ~ in the form of deep sea and surf fishing ~ from various private & commercial marinas and boat rentals.

Wildwood is an also a major saltwater port, and is home to a small (and shrinking) commercial fishing fleet. Scores of sailboats, small vessels and motor yachts dock in the City's picturesque Ottens Harbor.

Wildwood's natural environment has had an important role in determining the

¹⁸⁸ Exceptions are noted in the Land Use element (Section 6.0) (BSRA) and (Ottens Harbor) herein.



extent and character of its population over the past three centuries. From the earliest settlers, who survived off the land, to more recent residents and visitors ~ who enjoy the City's climate for vacation or retirement ~ the area's natural resources have attracted guests to the City.

However, Wildwood is also an urban, fully-developed community with special needs generated by this history. Such status is reinforced by the State's designation of the Wildwoods as a 'Regional Center' within a PA-5B (Environmentally Sensitive Planning Area / Barrier Island) Planning Area. Accordingly, it is critical for the City to work with its State partners in NJDCA and NJDEP in order to tailor the Coastal Zone Management Rules to take advantage of Wildwood's assets and designations while appropriately protecting the natural environment.

12.4 Energy Resources

As with most of the nation, New Jersey is heavily dependent on fossil-fuel derived energy, an expensive fuel source whose availability is vulnerable to conditions in oil-producing nations. Additionally, fossil-fuels produce byproducts which pollute the air and water and have been linked to Global Climate Change.

For these reasons, we, as a culture, need to promote every possible means to conserve energy by using energy-efficient technologies, renewable energy resources and passive forms of energy, including solar, wind and the use trees and other landscaping for shade. As a principal of Smart Growth, well-planned communities reduce land consumption, habitat loss, vehicle miles traveled ("VMT"), toxic emissions and demand for energy and other resources. Over the past 30 years, as sources of air pollution have been identified and solutions implemented, air quality in New Jersey has improved.

In our communities, the planting of street trees and use of other heat-reducing materials on rooftops and street surfaces has proven successful in reducing the "heat island" effect of urban design; thereby saving energy and improving comfort. The Land Development Ordinance currently requires the planting and preservation of street trees under Section 506. Additional landscaping is also required.

This Comprehensive Master Plan Update recommends that the City adopt as part of its Land Development Ordinance the following additional sustainable building standards for new construction:

- Maximize the use of "Green Power" and energy efficiency for all mechanical building systems for new developments in the City.



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- Maximize the use of environmentally-friendly, LEED¹⁸⁹ building systems and technologies in all Projects.
- For Vertical Development, institute a “Lights Out” program for energy efficiency and to reduce the incidence of migratory bird strikes at these buildings. Such a program, which has been endorsed by the Audubon Society, includes extinguishing or reducing decorative building lighting on upper stories between 11:00 p.m. and daylight.
- As part of the Centralized Parking Plan detailed under the Circulation Plan Element (Section 8.0) herein, institute a shuttle (mass transit) system to reduce VMTs.

Better land use planning, “green” building practices, reliance on mass transit and new transportation technologies has been demonstrated to reduce traffic congestion, fossil-fuel consumption and ozone production.

¹⁸⁹ “Leadership in Energy & Environmental Design” (<http://www.usgbc.org/DisplayPage.aspx?CategoryID=19>).



13.0 ECONOMIC PLAN ELEMENT

The *Municipal Land Use Law*¹⁹⁰ provides that a municipal Master Plan may include an Economic Plan Element “considering all aspects of economic development and sustained economic vitality, including (a) a comparison of the types of employment expected to be provided by the economic development to be promoted with the characteristics of the labor pool resident in the municipality and nearby areas and (b) an analysis of the stability and diversity of the economic development to be promoted”.

While not rising to the level of an Economic Plan Element to the Master Plan, both the 2002 and 2004 Reexaminations focused on tourist-oriented economic development for Wildwood, noting that tourism “is the life-blood of the economy.” The 2004 Reexamination concludes that tourism and the appropriate use of the City’s economic and environmental resources were critical issues for the community and that these issues are considered to be perpetual concerns for the City.

This Economic Plan Element will identify general economic issues facing the community and will make recommendations for improvements. This section should be read within the context of and is intended to be operationalized by the Land Use Plan Element (Section 6.0) of this Comprehensive Master Plan Update.

13.1 General Economic Conditions

An understanding of the economic conditions in the City of Wildwood ~ and the Wildwoods¹⁹¹ in general ~ is necessary to fully appreciate the impact that the Wildwoods have on the Cape May County (regional) and Statewide economy.

Tourism is the economic engine that drives Cape May County. According to the 2006 Tourism Economic Impact Study conducted by Global Insights, Inc. and commissioned by the New Jersey Office of Travel and Tourism, tourism generated \$5 billion in Cape May County alone last year. The tourism industry provided 32,000 jobs in Cape May County, contributing \$222 per visitor in salary and wages. Tourism is responsible for 64% of Cape May County’s total economy.

Unlike municipalities with multiple industries, the Wildwoods have a monolithic economy based solely on tourism. There is no commercial sector to speak of, and the dominant economic force in the ‘off-season’¹⁹² appears to be real estate offices booking rentals for the up-coming summer months.

¹⁹⁰ N.J.S.A. 40:55D-28(b)(9)

¹⁹¹ Although separate political entities, the 5 municipalities comprising the Wildwoods are generally indistinguishable from one another with respect to development patterns and economic conditions. As such, numerous Wildwoods-related analyses treat the 5 communities as a single resort for economic development / planning purposes. In fact, the State of New Jersey has declared the Wildwoods to be a single Smart Growth Area as well as a combined Center. Further, North Wildwood and Wildwood (City) have instituted the only joint municipal Special Improvement District in New Jersey.

¹⁹² Approximately mid-October through mid-May.



As with many traditional seashore resorts, the Wildwoods experienced a general economic decline in the latter half of the 20th Century. Once one of the New Jersey shore's premiere family destination resorts, the Wildwoods saw competition from the newer generation of themed amusement parks and other destination resorts lure away its traditional family trade.

Faced with a dwindling customer base, motel operators and retailers either reduced prices to compete or increase prices in an attempt to compensate for the lack of volume. In a textbook case of spiraling economic decline, reduced revenues begat deferred maintenance, which begat deterioration of the physical stock of the Island's offerings. These conditions, in turn, impacted the appeal of the Wildwoods as a vacation destination, which only served to chase away more visitors ~ most notably those who could afford more attractive alternatives.

At the end of this cycle, the Wildwoods were left with a rundown tourist infrastructure and a teenage customer base. To service this base, operators lowered rents and focused on fast-food, t-shirt and novelties-based offerings.

Over the past decade, Wildwoods Policymakers have commissioned numerous planning and economic development studies designed to identify root causes of this economic decline and to reverse these conditions. These efforts confirm the need for the Wildwoods to update their offerings and to expand their tourist calendar from the current seasonal focus to a year-round basis.

13.1.1 Wildwoods Convention Center

At Publication, the Wildwoods Convention Center had completed its fifth full year of operations. With a mission to bring events and people to the resort community of the Wildwoods and surrounding seashore resorts, the Convention Center is seen as the economic stimulus to what has traditionally been a seasonal marketplace.

The Convention Center is a \$70 million, state funded, state-of-the-art facility boasting 260,000 total s.f., with a 75,000 s.f. exhibition hall, 20,000 s.f. of ballroom and meeting rooms and a 30,000 s.f. lobby / pre-function area¹⁹³.

In their efforts to market the Convention Center prior to opening, Policymakers for the New Jersey Sports & Exposition Authority¹⁹⁴ were made keenly aware by those responsible for booking conventions that a critical impediment to selling space in the Convention Center is the lack of available first-class, year-round, accommodations (hotel rooms) and amenities (ballrooms, meeting space, restaurants and other support services) in direct proximity to the Center.

¹⁹³ This Shore Isn't Business as Usual. New Jersey Wildwoods Convention Center (c. 2001)

¹⁹⁴ "NJSEA": The State Agency responsible for owning, constricting and (in conjunction with the Greater Wildwoods Tourism Improvement and Development Authority) operating the Convention Center.



Since opening, the Convention Center has indeed experienced difficulty in booking conventions. Representatives of the Greater Wildwood Tourism Improvement & Development Authority¹⁹⁵ indicated the lack of growth can be attributed to the fact the Wildwoods lack the type of modern, quality, year-round hotel rooms and related amenities that would attract meeting planners to select the Wildwoods as a multi-day destination.

As a result, the Convention Center is currently being marketed to SMERF¹⁹⁶ organizations, which are not likely to be large, weeklong business conventions or trade shows with executives on expense accounts, but are more likely to be one and two day affairs for middle-class attendees and their families. (It is noted that Public shows, concerts and other “gate attractions” continue to prove extremely successful.)

As stated throughout this Comprehensive Master Plan Update, adequate amenities, including accommodations (lodging), restaurants, entertainment facilities (principally, but not limited to, nightlife) and shopping opportunities are crucial if the Convention Center is to succeed in fostering economic activity beyond its four walls, both during the Season and in the shoulder and winter months. While total visitation has eclipsed the one million mark (619,700 room nights) since the Convention Center opened, convention planners continue to express the need for an inventory of 3,000 modern hotel rooms and associated amenities if the Center is to continue as a major economic force in the Wildwoods redevelopment.

13.1.2 Hotels

- A. The relatively inexpensive price of real estate in the Wildwoods¹⁹⁷, the (near) build-out of the Island and historically low interest rates combine to make the City a very attractive setting for the second home and income investment market. These conditions, along with the ever-increasing costs associated with annual maintenance of aging motels, has resulted in the demolition of thousands of motel units and the conversion of these properties to townhomes and other condominium-like products.¹⁹⁸

Along with motel rooms, the Wildwoods have lost associated tourist amenities such as restaurants, bars and entertainment venues.

¹⁹⁵ “GWTIDA”

¹⁹⁶ Social, Military, Entertainment, Religious and Fraternal

¹⁹⁷ As compared to neighboring Cape May, Stone Harbor and other barrier island communities.

¹⁹⁸ The Borough of Wildwood Crest undertook a review of demolition permits issued in the Wildwoods on or about February 2005 (Exhibit 1.1). *As of that date*, 83 Wildwoods motels (representing in excess of 3,000 motel units) were either demolished or had been slated for demolition in the [then] near future. Of these, 25 motels were located in the City of Wildwood.

While no update of this analysis has been undertaken, Wildwood Policymakers report that several additional demolition permits for City motels have been issued.



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The result of this activity has been a rapid transformation of the Wildwoods from a transient vacation resort with (typical) weekly turnover to a second home community with either weekend or extended-stay residency. The residential-service / retail that has resisted the flight to the suburban shopping malls has suffered with the general decline of the City. Such trend has significant impacts for several components of the Wildwoods economy. Specifically:

- The combination of second home kitchens and limited turnover significantly reduces the number of visits to local restaurants, especially if restricted to weekends.
- Weekly vacation shopping is (typically) a twice-per-visit event (beach towels & sunscreen at the beginning of the week and souvenirs at the end). With the reduction in turnover, such shopping is correspondingly reduced.
- Attractions begin to become repetitive with use. Longer stays do not translate into more visits.

In short, while the second home market has begun to revive a portion of the Wildwoods economy, such revitalization is narrowly focused to property values and real estate economics. Tourist-related amenities continue to lag.

This situation poses a double threat to the Convention Center. The lack of modern, year-round hotel rooms with appropriate amenities limits convention sales, while the combination of obsolescent motel rooms (especially rooms without heat) and multi-bedroom condominium units means that what room inventory there is will not be attractive to convention attendees.

- B. The City's inventory of hotel and motel rooms generally range from modest to mid-scale in quality and boast a seasonal occupancy rate of near capacity. Additional room inventory, available for block reservations, is required if the Convention Center is to be able to attract events during the Season. Such capacity should lean to the mid-to-upper range in quality, thereby complimenting the City's existing lodging base.

Without such accommodations, it is likely that the Convention Center will be limited to staging special events (concerts, public shows, etc.) catering to day-trip attendees. Studies have found that such attendees contribute less economically to a host community than do multi-day visitors.

Feasibility studies conducted during the planning stages of the Convention Center found approximately 80% of the City's [then) motel room inventory to be unheated. Clearly, this situation must be addressed if the Convention Center is to draw events in the cooler shoulder months.



13.1.3 Restaurants

The City offers guests a wide range of excellent culinary options during the Season. From hot dog stands and pizza parlors to an array of Italian, seafood and other casual and fine dining, the City is well served by its food service establishments.

However, very few of these restaurants are open in the off-season. While largely a function of demand, this issue should not be ignored as the City positions itself to compete with other communities featuring off-season culinary-tourism¹⁹⁹.

13.1.4 Entertainment Facilities (Nightlife)

The Wildwoods were once nationally renowned for their music and nightlife. Beginning with dancehalls in the early part of the 20th Century and evolving into nightclubs, bars and discotheques, the Island's night scene offered a mixture of headline entertainers, local artists and lively recorded music.

Unfortunately, the general decline in the region's economy, competition from other venues²⁰⁰ and the mercurial nature of the nightclub industry has negatively impacted these nightspots. Once vibrant clubs have become tired and worn, the quality of the entertainment offerings has diminished and people have found more fashionable places to see and be seen.

With several notable exceptions, the generality of offerings are an often-times rowdy²⁰¹ bar-district on the north end of the Island which caters to the post-beach, happy-hour crowd. Again, very few of these nightspots are open in the off-season.

As with restaurants, recharging the City's nightlife is largely a function of demand. Again, this issue should not be ignored as the City positions itself to compete with other communities offering year-round entertainment.

The 2002 and 2004 Reexaminations noted the City's efforts to reestablish an entertainment (nightclub) district in the Pacific Avenue / Cedar Avenue areas. Such efforts should continue.

13.1.5 Entertainment Facilities (Other)

Family entertainment in Wildwood is plentiful, but is largely limited to Boardwalk attractions and eco-tourism. While the new City Recreation Center at Maxwell Field will address the entertainment needs of City residents (both permanent

¹⁹⁹ i.e. Cape May City and Margate (New Jersey) and Manayunk (Philadelphia).

²⁰⁰ Principally, but not exclusively, Atlantic City.

²⁰¹ Police report that the incidence of disorderly or disruptive activities has diminished over the past several years ~ due, in part, to the reduction in transient tourism caused by the loss of lower-priced motel rooms.



and seasonal), it is not likely to cater to nonresident families and certainly will provide no programming for conventioners. Accordingly, more and more-varied family-style and other entertainment is required as part of the City's economic development formula.

13.1.6 Shopping

As with many older seaside resorts, Wildwood's tourist shopping opportunities do not reflect the variety and quality reminiscent of the City's glory days. Higher-end resort boutiques have been replaced by T-shirt shops and knickknack stores. While the trend in tourism nationally has seen a shift to shopping as recreation, the City's retail establishments do not provide the types of merchandise required to satisfy the needs of this market. If Wildwood is to regain its competitive advantage, this issue must be addressed.

With a year-round population of 5,436²⁰² (plus the added populations of Wildwood Crest, North Wildwood, West Wildwood and the Diamond Beach section of Lower Township), a market exists for retail goods and services for the Island's permanent population. The recent additions of national Pharmacies and Convenience Stores prove that the market has begun to respond to this need.

13.1.7 Eco-Tourism

A growing trend in the Tourism Industry is the concept of Ecological Tourism. This trend recognizes the many benefits that the natural environment has to offer and attempts to capitalize on them.

Situated on a barrier island between the Atlantic Ocean and the bay area known as Sunset Lake, Wildwood is uniquely suited to take advantage of its varied marine habitat. While primarily a seasonal / shoulder month activity, more hearty Eco-Tourists also enjoy the environment in the winter.

Wildwood has historically been home to sport fishing, excursion and tour boat operations. The availability of waterfront land at the north end of Ottens Harbor provides an excellent opportunity for an expanded water fleet. Whale watching, dolphin watching, bird watching and other similar activities, either as commercial ventures or by private boat-owners, could be based out of Wildwood's marinas.

13.1.8 Parking

Equally critical to the success of the Convention Center, and the City's tourist economy in general, is the availability of convenient visitor parking. As discussed in detail in the Circulation Plan Element (Section 8.0) herein, the City's parking capacity is inadequate to satisfy the demands generated by its tourist economy.

²⁰²Source: US Census Bureau, Census 2000.



Added to this 'background parking deficit' is the increasing demand for parking attendant to a more successful Convention Center, the new Resort Hotels anticipated for Wildwood and the improvement to the City general economic position.

In order to address this issue, the City has outlined a multi-faceted plan for structured public parking and public transit (shuttle) services. Such plan is explored in detail in the Circulation Plan Element (Section 8.0) of this Comprehensive Master Plan Update.

13.1.9 Seasonality

The City (and the Island) has a full compliment of amenities to offer visitors during the traditional tourist season. However, there are certain quantitative and qualitative issues which need to be addressed in order to maximize their value to the overall economy of the City.

While many of the same issues facing In-Season tourism exist between September and April, solutions to certain key challenges inherent in a seasonal economy must be addressed by the City for it to have a successful twelve-month economy.

Wildwood's offerings continue to be constrained by a seasonal economy. With earnings limited to three to four months of the year, inventory remains (generally) lower-priced and reinvestment in properties is minimal. Deferred maintenance is common.

Further, the growing sophistication of the vacationing public and the type and style of tourism attractors demanded by these vacationers²⁰³ require a level of investment which may not be financable under a four-month pro-forma. These issues must be addressed if the Wildwoods are to compete with other destinations and communities featuring a well-rounded visitor experience.

13.2 **Municipal Actions**

The City has, over the past several years, undertaken extensive analyses designed to address these pressing issues. Part and parcel of such analyses have been conversations with representatives of the hotel industry to determine what, at the municipal level, can be done to attract the type of economic development projects so critical for the City's success.

The development community has presented to the City convincing evidence that modern Resort Hotels of the type that will be attractive to today's convention and tourism markets ~ with high concept public spaces, themed restaurants and other

²⁰³ themed restaurants, high-concept exhibits and public spaces, etc.



amenities ~ require an intensity of development not possible under the City’s current regulatory (Zoning) regime, and that the only way to develop a financially viable project which will achieve the City’s objectives is to increase development intensity to a point where a project can ‘carry’ the land and construction costs involved. Such intensity however, can not be supported by horizontal development, which requires more land (and therefore increased costs) as intensity increases. What is required is a project whose development costs do not rise with an increase in development intensity. **IN SHORT, VERTICAL DEVELOPMENT.**

13.3 Employment

A. Statistical Analysis

As detailed in the Wildwood Urban Enterprise Zone’s Zone Development Plan, the City of Wildwood has been identified as an Economically Distressed Municipality by State employment indicators. Such indicators include chronic high unemployment, high poverty and low per-capita income.

While a portion of these statistics may be the result of the seasonal nature of the City’s economy, a comparison of the City’s (2006) unemployment figures²⁰⁴ against those of the County and the State are instructive.

	2006	% OF COUNTY	% OF STATE
City of Wildwood	17.2	252.9	476.2
Cape May County	6.8		147.8
State of New Jersey	4.6		

The single most identifiable cause of the City’s high unemployment rate is the lack of overall job growth ~ *actually, in light of the ongoing trend toward demolition of the City’s existing motels, the **reduction** in available jobs* ~ in the Wildwoods. Without the Vertical Development discussed throughout this Comprehensive Master Plan Update, the already high unemployment rate may be expected to rise.

One of the primary goals of regional employment officials is to provide employment opportunities for local residents in order to reduce the high rate of seasonal unemployment. Wildwood officials have adopted preferential hiring practices in order to employ local residents when qualified, have committed to using minority contractors and employ Equal Opportunity regulations in publicly funded development projects.

²⁰⁴ New Jersey Department of Labor, Bureau of Labor Force Statistics (www.wnjin.net/OneStopCareerCenter)



With respect to employment, the City's mission is:

To establish a strong regional economy through sustainable growth of the local economy ~ based on the area's distinguishing natural and cultural resources.

In order to accomplish this mission, the Wildwood Policymakers have focused on a number of planning, economic and social activities to promote growth and to supplement the needs of the Wildwoods Convention Center. As stated, tourism is the cornerstone of the Wildwoods' economy. With the opening of the new Convention Center, the potential for transforming a seasonal economy into a year-round one is great ~ ***if the critical supporting development is permitted.***

B. Employee Housing²⁰⁵

The issue of employee housing has significant impact for City's economy.

As detailed in the Economic Plan Element (Section 13.0) and elsewhere in this Comprehensive Master Plan Update, the current real estate climate in the Wildwoods has significantly impacted the availability of housing for employees of the Island's motels and attractions. The demolition of the traditional seashore cottages and rooming housing has resulted in a lack of appropriately-sized, appropriately-priced 'dormitory' space for employees, especially younger employees or those at the lower-income level.

As further detailed in the Economic Plan Element, City Policymakers believe that an additional population base in the City's downtown areas ~ consisting of varied income levels ~ could provide additional purchasing power to support downtown commercial operations, who have struggled in recent years despite pro-business municipal (and other) policies and programs.

In order to address both issues, the Land Use Plan Element (Section 6.0) of this Comprehensive Master Plan Update recommends increasing Maximum Building Height in that portion of the GC General Commercial Zone east of New Jersey Avenue to the lower of 5 stories or 50' *from top of curb*²⁰⁶ where residential units are constructed above ground-floor commercial uses.

Consideration should be given for modifying the parking requirement for such employee housing.

²⁰⁵ While typically addressed in a Housing Plan Element to a municipal Master Plan, the City has deferred the Housing Plan Element of this Comprehensive Master Plan Update until COAH has completed and adopted its new rules (Section 7.0 herein).

²⁰⁶ The measurement preferred by NJDEP.

In addition to providing for residential to support the City's commercial sector, such building height is consistent with CZM Rule requiring structures more than 60' in height to be in character with surrounding transitional heights... (N.J.A.C. 7:7E-7.14).



13.4 Regulatory Environment

13.4.1 NJDEP / CAFRA

City of Wildwood is situated on a Barrier Island in the state's environmentally-sensitive Coastal Zone. Development in the Coastal Zone is governed by the New Jersey Department of Environmental Protection, through its Coastal Zone Management Rules and by regulations pursuant to CAFRA.

Several CZM Rules have been identified as impediments to the Vertical Development so critical to the revitalization of the Wildwood's tourism-based economy. Without a relaxation of these Rules, the City's economic base, including the success of the Convention Center, is in jeopardy.

13.4.2 NJDCA / OSG

The New Jersey Office of Smart Growth has promulgated the equivalent of a Master Plan to guide development in the state. Entitled the New Jersey State Development and Redevelopment Plan, this document is an outline of the State's policies related to Smart Growth and planning principles. Prepared as an interdepartmental effort between various State offices charged with managing growth in New Jersey²⁰⁷, the State Plan is the controlling policy guide regarding growth-related issues on a statewide level.

The State Plan classifies the Wildwoods as a Regional Center within a 'PA-5B Planning Area'. Such Planning Areas are designed to protect the State's natural resources through the protection of large contiguous areas of land **while accommodating growth in Centers and revitalizing cities and towns**. New infrastructure (sewer and public water) services are to be confined to Centers²⁰⁸.

In addition to a Regional Center, the State has classified the Wildwoods as a *Smart Growth Area, which is a designation intended to convey preferred status for new growth*.

While the State Plan endorses the concept of growth in Wildwood, the CZM regulatory framework constitutes a very real impediment to such development. Specifically:

A. 7:7E-7.14: High Rise Structures

The High-rise Structures rule requires structures of more than 6 stories (60' in height) be in character with the surrounding transitional heights and residential densities, or be in character with a municipal comprehensive development scheme requiring an increase in height and density.

²⁰⁷ Principally, but not exclusively, NJDCA and NJDEP.

²⁰⁸ Reserved.



Building heights in the Wildwoods generally do not exceed 45' and densities generally reflect single-family, townhouse and 3- to 5-story motel development patterns. Accordingly, the requirement for transitional heights and densities effectively prohibits Resort Hotel development.

Similarly, requiring hotel development to conform with “*residential* densities” does not provide for a valid comparison of the character of surrounding development patterns and effectively prohibits Resort Hotel development.

B. 7:7E-8.12: Scenic Resources & Design

The Scenic Resources and Design rule requires an open view corridor perpendicular to the water's edge in the amount of 30% of the frontage along the waterfront where an open view currently exists and requires that new coastal development adjacent to a boardwalk and higher than 15' in height (measured from the boardwalk) be set back from the boardwalk a distance equal to two (2) times the height of the structure, with no maximum setback distance.

Blocks in Wildwood are generally 200 feet wide. A 30% view corridor results in a combined setback from the right-of-way of 60' and a maximum building width of 140'. While meeting this regulation appears achievable, the resultant setbacks along the public rights-of-way are not consistent with current setback standards and are not a preferred urban design, which suggest 0' setbacks in urban areas. Additionally, when combined with the Parking Rules under N.J.A.C. 7:7E-8.14, such restrictions on building works in opposition to regulations designed to protect against undue building height.

The 2-times height stepbacks along the Boardwalk, alone and in combination with the view corridor setbacks discussed above, results in a substantial amount of potential building volume going undeveloped and unutilized while the efficiencies designers and contractors seek in replicating floor-over-floor are reduced. As a result, the building becomes more expensive to build while the ability to recoup such costs by developing more usable building space is eliminated. Again, when combined with required parking under N.J.A.C. 7:7E-8.14, such stepbacks work in opposition to regulations designed to protect against undue building height.

C. 7:7E-8.14: Traffic

The Traffic rule requires that towns bordering the Atlantic Ocean provide sufficient parking for [their] own use at a ratio of two (2) spaces per residential unit. Hotel uses are considered “residential”. While appropriate for family or condominium residential development, the parking requirement for tourist-oriented Resort Hotels is typically one (1) parking space per hotel unit (plus additional spaces for ancillary uses [restaurants, retail, etc] and employees.



As a practical matter, the 2::1 parking requirement works in opposition to regulations designed to protect against undue building height and encroachments into scenic resources. More parking leads to building height and massing, thereby requiring designers to create unpermissible buildings and deterring precisely the type of economic development so desperately required.

Additionally, pursuant to N.J.S.A. 40:55D-40.1 et seq., the New Jersey legislature directed the Department of Community Affairs to promulgate Residential Site Improvement Standards²⁰⁹ for all residential uses in the State. RSIS standards include specific parking requirements for residential uses based on unit (bedroom) size. The 2::1 parking requirement conflicts with established RSIS parking standards.

13.5 Development Incentives

13.5.1 Urban Enterprise Zone

In January 2002, the City of Wildwood, along with the neighboring communities of Wildwood Crest, City of North Wildwood and West Wildwood were designated by the State of New Jersey as an UEZ. The boundaries of the Wildwoods UEZ were formally adopted in July 2002.²¹⁰

As an incentive to attract commercial development, UEZ businesses are permitted to charge a reduced (3.5%) sales tax, which is retained within the Zone for economic revitalization projects, including infrastructure projects which have a direct bearing on economic development.

The Wildwoods UEZ is governed by a Zone Development Corporation, which is empowered to authorize expenditure of UEZ funds for approved projects. To date, the City of Wildwood has received UEZ funding for the completion of streetscape improvements on Pacific Avenue and Boardwalk reconstruction project(s).

The City has the potential to generate substantial sales tax revenue to be used in support of the economic development projects in Wildwoods. Such project could include Resort Hotel development and much needed public parking facilities.

13.5.2 Wildwood Business Improvement District²¹¹

The Wildwood Business Improvement District is a legal, self-governing body that provides services to the Wildwood Business District. Formed in the summer of

²⁰⁹ N.J.A.C. 5:21-1 et seq. ("RSIS")

²¹⁰ UEZ Map, Exhibit 13.1

²¹¹ "WBID" Bounded by 26th Avenue to the North, the west side of Pacific Avenue to the West, Cresse Avenue to the South and the west side of Ocean Avenue to the East (Exhibit 3.2)



1999 by municipal Ordinance,²¹² the WBID has rapidly emerged as a leader in the ongoing reinvention of the Wildwood Business District. The WBID works with the City to improve existing services to within the District and provide additional enhancements and focus.

The WBID is not a government program, but a partnership between business, government and the community. The WBID is a private, non-profit management corporation with an independent Board of Directors and a professional manager. While funding is created through an annual assessment on property in the District, funds collected by the City are transferred and controlled by the WBID Board of Directors.

The WBID mission is to:

- Increase customers and sales;
- Expand business opportunities;
- Work as an organized and professional team;
- Be a good and reliable partner to government, financial institutions and the community;

At Publication, the WBID has assisted in implementing nearly \$2 million in improvements throughout the District, nearly \$1.3 million of which has come in the form of grants. Projects undertaken by the WBID include:

- Redesign of the Pacific Avenue Streetscape (Phase I): the complete redesign of the Pacific Avenue streetscape on the eight blocks of the former Holly Beach Mall;
- Redesign of the Pacific Avenue Streetscape (Phase II): Transformation of the area commonly known as 'South Pacific' into a dining and retail magnet;
- Redesign of the Pacific Avenue Streetscape (Phase III ~ under design): Links Phases I and II and complete the Streetscape between Burk Avenue and Spencer. Concept plans include new sidewalks, street signs and decorative street furniture along modifications to the existing street lighting;

Also within Phase III, the WBID is seeking grant funding for signage and storefront renovations throughout the Pacific Avenue downtown District. Conceptual drawings have been completed that give current and future property owners, island residents and elected officials a vision of what the Pacific Avenue entertainment and shopping district may look like as development continues;

²¹² Wildwood Ordinance No. 488-99 ²¹² as authorized under N.J.S.A. 40:56-65 et. seq.



- District business marketing and advertising efforts designed to change the perception of the Wildwood Business District to that of a viable dining, entertainment, shopping and professional district;
- Additional District-wide streetscape improvements;
- District special events sponsorships;
- Street cleaning and maintenance programs;
- In cooperation and partnership with the Boardwalk Special Improvement District, a two-man cleaning team has been tasked to maintain the Downtown Business District.

13.5.3 Wildwoods Boardwalk Special Improvement District²¹³

The Boardwalk Special Improvement District is a private, non-profit management corporation that oversees provides services to the property owners and visitors to the Wildwoods Boardwalk. Formed in 1997 by municipal ordinance,²¹⁴ the WSID, through its constituent businesses and property owners, has have made a strong financial commitment to make the Wildwoods Boardwalk the greatest family vacation destination on the East Coast.

While a portion of WSID funding comes from public entities (such as GWTIDA), a majority of WSID's funding is generated from private sources. Accordingly, Wildwoods taxpayers are not asked to contribute to fund this organization.

At Publication, the WSID is responsible for:

- Operating the Boardwalk Sightseer Tram Cars service, which now enjoys dramatic improvements in operation, safety, maintenance and appearance;

The WSID has recently increased the capacity of the Tram Car system by purchasing one additional trailer for each Tram. Such increase in capacity is expected to better service the Boardwalk during peak operating hours.

With more than 500,000 riders annually, the Tram Cars continue to be a defining icon of the Wildwoods

²¹³ "WSID" (Bounded by the east side of Ocean Avenue to the West, 16th Avenue to the North and Cresse Avenue to the South. Between Schellenger and Wildwood Avenues, the western boundary of the WSID extends to the East Side of Atlantic Avenue (Exhibit 13.3 & 13.4).

²¹⁴ Wildwood Ordinance No. 429-97 as authorized under N.J.S.A. 40:56-65 et. seq.



- A Boardwalk Cleaning & Courtesy Patrol.
- The municipal restroom facilities located at 25th Avenue & the Boardwalk and at 15th Avenue and the Beach (in North Wildwood).
- Free, family-oriented professional entertainment for the Wildwoods Boardwalk, thereby providing a sense of place and excitement that advances the goal of making the Wildwoods Boardwalk the greatest family vacation destination on the East Coast; and in so doing, providing an additional draw to Convention Center activities. Activities include Boardwalk Craft shows and Friday night fireworks.
- 'Branding' the Boardwalk with assistance from the Coca Cola Company of North America.

13.5.4 Greater Wildwood Tourism Improvement & Development Authority

Formed in 1993 to consolidate the tourism efforts of the three adopting municipalities, GWTIDA serves as the umbrella tourism agency for the City of Wildwood, the City of North Wildwood and the Borough of Wildwood Crest.

The mission of GWTIDA, which is funded by a sale tax on hotel room occupancy, is to provide advertising to improve tourism related business on the Island and to advertise and promote the Island as a family vacation destination. As such, GWTIDA acts as the Island's tourism management organization, overseeing the integrated process of product development, research and planning, marketing, advertising, promotions and public relations.

GWTIDA serves as the operations and marketing arm of the New Jersey Sports and Exposition Authority, which funded and owns the Wildwoods Convention Center. Additionally, GWTIDA funds and assists Island special events to enhance the visitors' experience and extend the tourist season.

13.5.5 Main Street Wildwood

Designated in 1995, this organization is part of the National Trust Main Street Center, a program of the National Trust for Historic Preservation. The goal of Main Street Wildwood is to combine historic preservation with economic development and create a vibrant and thriving neighborhood business district.

In Wildwood, the organization concentrates its efforts on the Pacific Avenue shopping and entertainment district by advocating and providing technical assistance for the revitalization of this area.



13.6 Federal & State Aid Programs

The following funding sources have been instrumental in financing several revitalization projects in the City. The City should maximize the use of these sources for eligible projects into the future.

13.6.1 United States Department of Agriculture²¹⁵

While one would not think it applicable to this urban City, the U.S. Department of Agriculture, through its Rural Development arm, provides capital and technical assistance for revitalization and economic development projects in small communities such as Wildwood through grants, direct loans and loan guarantees.

USDA-funded projects include the Pacific Avenue Streetscape project and the City's Boardwalk reconstruction project.

13.6.2 New Jersey Economic Development Authority²¹⁶

The New Jersey Economic Development Authority provides low-interest financing to economic development projects. Significantly for Wildwood was a \$1 million NJEDA grant for road and streetscape improvements for the Rio Grande Avenue Reconstruction / Wildwoods Gateway project, which provides for a redeveloped, grand entranceway into the City from the George Redding (Route 47) Bridge to Ocean Avenue and the Convention Center. Additionally, the City and the WBID were (jointly) awarded a \$1 million NJEDA grant for road and streetscape improvements for the Pacific Avenue Streetscape project.

13.6.3 South Jersey Economic Development District²¹⁷

The South Jersey Economic Development District is the local administrative arm for federal financial programs designed to support infrastructure improvements (including sewer, water and drainage projects) and the restoration of historic facilities in small communities throughout the region. Recent USDA Rural Development funding, facilitated by SJEDD, has helped finance numerous City infrastructure projects.

13.6.4 New Jersey Sports and Exposition Authority²¹⁸

The New Jersey Sports and Exposition Authority financed the \$70 million Wildwoods Convention Center, and, as the owner of the facility, remains an

²¹⁵ "USDA"

²¹⁶ "NJEDA"

²¹⁷ "SJEDD"

²¹⁸ "NJSEA"



active player in the City. The NJSEA is a state authority whose ability to fund projects which support the Convention Center may prove critical to public improvements contemplated by the City.

13.7 Economic Development Initiatives

13.7.1 Vertical Development

While hotels and motels are certainly permitted in Wildwood, the type of modern Resort Hotels, with high concept public spaces, themed restaurants and other amenities, require an intensity of development not possible under the City's current regulatory (Zoning) regime. In order to increase development intensity to a point where a project can 'carry' the land and construction costs involved, Vertical development is required.

Such development may be expected to address the needs of the City by:

- Providing for modern, quality, year-round hotel rooms and related amenities to support the City's tourism industry, including providing necessary accommodations for the Wildwood's Convention Center.
- Providing for the type of taxable properties which would allow the City to balance its ratable base and provide tax relief for its residents.
- Providing employment generators to reduce the City's perpetually high unemployment rate.

This Comprehensive Master Plan Update has been developed, in pertinent part, to support and facilitate such Vertical Development.

13.7.2 Doo-Wop 'Branding'

Wildwoods Policymakers recognize the need to revitalize the City's physical appearance as a component to restoring its image and maximizing its economy.

Policymakers have also long recognized that Wildwood possesses a wealth of historic architecture. In the mid-to-late 1990s several noted Universities²¹⁹ used the Wildwoods as a case study for students in their architecture and design programs. Rather than focusing on traditional architecture however, these efforts examined the Island's inventory of non-traditional design, principally the numerous motels constructed between the late 1950s and the early 1970s. Termed "Doo-Wop Architecture" by these designers²²⁰, the findings of these studies have brought the City national exposure.

²¹⁹ University of Pennsylvania, Yale and Kent State.

²²⁰ Referred to locally as "Jetsonian" architecture after the still-popular 1960s-1970s children's television cartoon featuring a futuristic world of glass and neon.



City officials have made a conscience decision to capitalize on the Doo-Wop theme and the national recognition it has generated. The design style be used for the street signage and other public elements at the Pacific Avenue Entertainment District, the streetscapes of Rio Grande and Ocean Avenues, the Cedar Avenue area and other appropriate locations. The City has implemented this theme in its design for Pacific Avenue and elsewhere.

The Doo-Wop Preservation League has prepared a series of Design Guidelines for Doo-Wop architecture. These Guidelines have been endorsed by the New Jersey State Historic Preservation Office and the City's Historic Preservation Commission, and have been utilized by the City's Planning and Zoning Boards as thematic elements for new construction where appropriate.

While not universally embraced, the Doo-Wop style has been very successful in differentiating Wildwood from its competitors, and in providing a brand image for the City. Continued use ~ in appropriate locations ~ is recommended.

13.7.3 Pacific Avenue Streetscaping

In 1987, the City closed traffic to a portion of Pacific Avenue in order to create the pedestrian-only Holy Beach Station Mall. At the time, it was thought that a pedestrian environment similar to that in Cape May's Washington Street Mall would spur economic development in the area. Unfortunately, this concept proved unsuccessful and the Mall was reopened to vehicular traffic in 1996.

In 2002, the City undertook a multi-million dollar renovation to this area, providing new paving, curbs and sidewalks, and street lighting, street signage and street furniture ~ all in the Doo-Wop style.

While too soon to measure success, the City hopes that these efforts, along with others detailed herein, will spur private investment for the revitalization of this section of the City.

13.7.4 Rio Grande Avenue Gateway

The City has recently completed reconstruction of the Rio Grande Avenue corridor from the George Redding (Route 47) Bridge to Ocean Avenue. In addition to the reconstruction of the cartway, this principal entryway into the City and to the Convention Center received decorative paving, new lighting and other aesthetic improvements to create a true Gateway to the Island.

13.7.5 Boardwalk Gateway Park

At the eastern terminus of Rio Grande Avenue, the City has installed a high-concept Gateway Park as an entrance to the Boardwalk. Fully themed in the Doo-Wop style, this Gateway Park contains a decorative paving, fanciful



'whimsys' (design elements, attractive landscaping and large signage signifying entry to the Wildwood Boardwalk.

13.7.6 Center City & Convention Center Parking

As detailed elsewhere in this Comprehensive Master Plan Update, the City's parking deficit represents a very real impediment to economic growth.

In addition to being a problem in-and-of itself, City property owners, in an attempt to provide parking for their patrons or to reap the benefits from commercial parking lots, use otherwise valuable land, including land fronting the Boardwalk, for surface parking.

Wildwood Policymakers recognize that surface parking is not the highest and best use for this land, and, through the Circulation Element (Section 8.0) herein, have taken steps to provide additional public parking for the City's visitors.

13.7.7 Cedar Avenue Pedestrian Connector

Several proposals for this section of the City have been put forward over the past several years, all focusing on ways to support the revitalization of the Pacific Avenue Entertainment District by providing for public parking on the City-owned Cedar Avenue parking lot and providing a safe, attractive pedestrian connection between the Entertainment District and the Boardwalk.

The most recent concept is to construct a central public parking garage on the City's Cedar Avenue property and to connect this area with the Boardwalk via "sky ride" aerial tram.²²¹ The SkyTram would not only be functional, but could become an important cultural icon for the City.

At Publication, the "old Shore Casino & Movie Theater site" would be the Boardwalk terminus for the SkyTram, creating a new Cedar Avenue Gateway to the Boardwalk and provide the opportunity for a Resort Hotel at that location. This Comprehensive Master Plan Update recognizes the City's efforts regarding this project and finds that the direction of the City is consistent with the goals and objectives of the Plan.

13.7.8 Beach & Boardwalk Improvements

Since it was first settled as a seashore village, the City's beach and Boardwalk have been at the center of Wildwood's economy. Ensuring a stable place of business is of utmost importance to the business community.

Despite receiving a large-scale reconstruction in 1999, when the section of Boardwalk between Cresse Avenue and Rio Grande Avenue was completely reconstructed, the elements have taken their toll on the structure.

²²¹ The apparatus would be relocated from one of the City's existing Amusement Piers for this purpose.



The City is presently completing design for a complete reconstruction of that section of the Boardwalk located in Wildwood. The City's first priority (project phases I & II) is the Boardwalk segment between Schellenger and Cedar Avenues. In addition to replacing the Boardwalk, the ramps and stairs in this area will also be rebuilt. Project Phase 3 includes additional boardwalk construction and the construction of a service tunnel at Schellenger Avenue to allow emergency services to cross under the boardwalk onto the beach and to allow services to access the Piers on the east side of the Boardwalk.

Beach and Boardwalk improvements are considered priority economic development projects for the City. Specifically:

- Replacement up to 5,000 linear feet of Boardwalk
- Acquisition of the privately-owned beach lots on the north end of the City.
- Installation of a beach dune system
- Creation of beach bike path

13.7.9 Ottens Harbor

Once home to a thriving commercial fishing fleet, industry changes and an active real estate market have reduced the commercial occupants of Ottens Harbor to a few clam off-loading and berthing facilities.

Numerous planning efforts commissioned by Wildwoods Policymakers confirm the need for the Wildwoods to expand its tourist economy from the current seasonal focus to a year-round basis. Family entertainment in Wildwood is plentiful, but is limited to In-season Boardwalk attractions. Accordingly, more and more-varied family-style entertainment is required if family entertainment is expected to be a component of the City's economic development formula.

Similarly, Wildwood recognizes the need to balance its desire to promote economic development with its need to preserve its environmental resources. Eco-Tourism as a component of development along Ottens Harbor is therefore encouraged.

At Publication, Ottens Harbor was subject to three (3) residentially-based development proposals. Without the negative influences of commercial fishing operations, Ottens Harbor is poised to be an attractive one-of-a-kind, residential community. However, the City's goal of retaining an Ecological Tourism base in this section of the City precludes traditional single-family or event Townhouse development. Accordingly, this Comprehensive Master Plan Update supports mid-rise, multi-family development of a design which will support commercial ecological tourism operations, including recreational fishing boats, sailboats, whale watching, dolphin watching, bird watching and other marine excursions and personal watercraft rentals.



13.7.9 Bayside Redevelopment Area

In 2002, the City undertook the statutory process to declare Wildwood's former municipal landfill, then known as the Bayshore Village section of Wildwood, to be an Area In Need of Redevelopment under the state's *Local Redevelopment and Housing Law*.²²²

The City's primary objective in pursuing this action was is to convert tax exempt lands to revenue producing property for the City.

The Bayside Area was formally declared to be In Need of Redevelopment in July 2002, and a Redevelopment Plan, generally focusing on single-family development, was adopted in or about August of that year.

The adopted Bayside Area Redevelopment Plan includes three (3) alternate development scenarios as Zoning Overlays for the Redevelopment Area. The Plan's two (2) residential development scenarios are consistent with the then-existing R-1 Zoning for this area (except for the inclusion of restaurant and marine education uses) and the third scenario is commercially focused.

Upon adoption of the Redevelopment Plan, the City issued a Request-for-Proposals for Redevelopers. The City received several responses and selected K. Hovnanian as Redeveloper in December of 2003. The development alternative preferred by Hovnanian was for single-family development under the then-existing R-1: Moderate Density Residential zone.

While conducting their project planning, Hovnanian discovered that, due to environmental considerations on a great majority of the land,²²³ the engineering requirements for the site precluded an economically viable project under the preferred single-family model. An alternative design scenario was required.

At Publication, the project concept developed by Hovnanian anticipates between 250 and 270, two- to three-story, attached townhouse-style units in between 25 to 30 buildings. Such a configuration will permit efficiencies in subsurface engineering not otherwise possible.

While the final project design is not known at Publication, it is clear that the ultimate project will require an amendment to the adopted Redevelopment Plan.

At Publication, the City has negotiated a Memorandum of Understanding ("MOU") with Hovnanian regarding design, schedule and other pertinent issues related to the redevelopment project. Hovnanian is required to formally 'close' the municipal landfill, which took in municipal waste until the 1950s. The site

²²² N.J.S.A. 40A:12A-1 et. seq.

²²³ Principally due to the presence of subsurface meadow-mat and (former) landfill considerations.



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also includes a former self-storage facility, a former NJ-Transit Bus transit garage and private properties. Hovnanian is continuing to work with the NJDEP on permitting the landfill's closure via a landfill disruption permit, but no estimate when any official action is available. A Landfill Disruption Permit is also needed because the project involves the disruption of the landfill in a flood plain.

The project is unique, noting building a residential development on a former landfill is still a new area for developers. The project is only the second residential community to be built on a landfill. North Wildwood's Anglesea section is home to the Tides at Seaboard Point, also a K. Hovnanian development built on a former municipal landfill. K. Hovnanian agreed to pay \$18 million for the city-owned landfill, and the city is guaranteed at least \$9 million from the sale. The additional money is being used for remediation of the landfill as needed.

The following recommendations are designed to advance this Redevelopment Project. Specifically:

- Identify a relocation resource for the City's Public Works Yard, which must be relocated to accommodate development of the Bayside Redevelopment Area.
- Investigate the feasibility of consolidating all municipal public works functions to a central facility, including entering into joint cooperation agreements with adjacent municipalities should the City not be able to combine all functions into a single location.
- At 2002 Reexamination, the City had selected the block bounded by Schellenger, Oak, Park and Susquehanna Avenues for the relocated Public Works Yard. This location consolidates the City's public works yard with its public works storage and other functions.

This Master Plan Update recognizes the City's efforts regarding the redevelopment process and finds that the direction of the City is consistent with the goals and objectives of the City's Master Plan, as revised via previous Reexaminations, and is further consistent with the goals and objectives contained in this document.



14.0 HISTORIC PRESERVATION PLAN ELEMENT

The *Municipal Land Use Law*²²⁴ provides that a municipal Master Plan may include a Historic Preservation Plan Element “(a) indicating the location and significance of historic sites and historic districts; (b) identifying the standards used to assess worthiness for historic site or district identification; and (c) analyzing the impact of each component and element of the master plan on the preservation of historic sites and districts”

Neither the 2002 Reexamination nor the 2004 Reexamination contained a true Historic Preservation Plan Element. However, both documents referenced prior Historic Preservation work undertaken by the City.

This Historic Preservation Plan Element reviews such prior work and updates the findings and recommendations as appropriate.

14.1 City History ~ A Synopsis²²⁵

14.1.1 General

The City of Wildwood is located on Five Mile Beach, a first barrier island located north of the southernmost tip of Cape May County, New Jersey. Referred to as part of the Wildwoods, the City was the last of the original five seaside communities on Five Mile Beach to be settled and was incorporated as a Borough in 1895. After merging with the Holly Beach settlement on the island, the City of Wildwood was incorporated as an independent municipality in 1912.

The history of Wildwood dates to the Pre-Colonial era, when Lenni-Lenape Indians made seasonal camp along the shores of the Atlantic Ocean and Delaware Bay. Subsequent settlers throughout the island included those of Nordic, Danish and Swedish descent. As development filtered throughout the other Five Mile Beach communities, merchant and hotel operator Philip Pontius Baker made his way north into the dense, tangled forest of present-day Wildwood. Identifying this area as a prime location for summer resorts enclosed by captivating forests, Baker purchased Wildwood, created the Wildwood Improvement Company and began clearing and developing the land.

During the late 1800's, Wildwood's most famed attraction ~ the Boardwalk was constructed. Originally fashioned after the Atlantic City Boardwalk, Wildwood's version was built on what is now Atlantic Avenue. Upon successive eastward beach expansions in the early 1900s, the Boardwalk was periodically reconstructed and relocated to its present location. Currently, the City's section of Boardwalk spans the entire length of Wildwood ~ from Cresse Avenue to 26th Avenue.

²²⁴ N.J.S.A. 40:55D-28(b)(10)

²²⁵ “Wildwoods by the Sea,” by David W. Francis, Diane DeMali Francis, & Robert J. Scully, Sr.



Throughout the years, natural disasters, fires and constant weathering have made it necessary to systematically repair sections of the Boardwalk. Much of the structure that remains in service today dates back 75 years or more to its original construction. The most recent large-scale reconstruction occurred in 1999 when the section of Boardwalk between Cresse Avenue and Rio Grande Avenue was rebuilt.

At Publication, the City was undertaking a multi-million dollar, total reconstruction of the entire Boardwalk. Phase I will include 1,000 linear feet from Schellenger Avenue to Cedar Avenue. This is the area that is in most urgent need for a complete reconstruction and will eventually become the new grand entrance to the Boardwalk as part of the Cedar Avenue Connector Project. Additional Phases will include the ramps, stairs and Schellenger Avenue Service Tunnel. The scope of additional Stages will be reviewed as funding permits.

14.1.2 Prevalent Architectural Styles

The traditional architecture of the City dates to the Colonial period, specifically during a transition period between Turn-of-the-Century styles.²²⁶ As a result, architecture reflected a mixture of [then-new] and revivals of earlier styles. Such styles include Gothic Revival, Italianate, Second Empire, Queen Anne, Folk Victorian, Shingle, Colonial Revival, Tudor, Prairie, Craftsman, Mission and Neoclassical Revival.

In addition to the traditional architectural styles present in the Wildwoods, mid-century Doo Wop/Jetsonian styles are also apparent. This style reflects a 1950's-1960's modern, jet-setting, bold and brash take to the automobile inspired lifestyle that became very popular during that era. Angular elements, space-aged design and 'oversized', neon signage were common design features that adorned many motels and commercial establishments in the City.

14.2 **Historic Preservation**

Historic Preservation is a recognized priority of the State of New Jersey. As such, both the Municipal Land Use Law and the State Development and Redevelopment Plan recognized the value of preserving historic structures and historic sites. Specifically:

- The Municipal Land Use Law states among its 15 Purposes (in pertinent part):

*To promote the conservation of historic sites and districts...*²²⁷

²²⁶ "Historic Architectural Planning Study," by John J. Olivieri, P.A.

²²⁷ N.J.S.A. 40:55D-2(j)



- The State Plan is replete with references to historic preservation and has established among its Statewide Goals

the protection, enhancement, preservation and, where appropriate, the redevelopment of New Jersey's historic resources; and ensuring that new growth is compatible with historic values.

14.3 Historic Preservation Plan Element: **Municipal Land Use Law**

While an optional component of a municipal master plan, a Historic Preservation Plan Element is a pre-requisite for the designation and regulation of historic sites by a municipality²²⁸. Specifically, any historic sites or districts designated in a municipal zoning ordinance after July 1, 1994 must be based on identifications made in the Historic Preservation Plan Element of the municipal Master Plan.²²⁹

Accordingly, the purpose of this Historic Preservation Plan Element is to recognize and guide the protection and preservation of the City's unique and diverse architectural heritage and history.

14.3.1 Historic District Defined

As defined by the Municipal Land Use Law²³⁰:

- A. An Historic District is "one or more historic sites and intervening or surrounding property significantly affecting or affected by the quality and character of the historic site or sites".
- B. An Historic Site is "any real property, man-made structure, natural object or configuration or any portion or group of the foregoing of historical, archeological, cultural, scenic or architectural significance".

14.3.2 New Jersey and National Registered Historic Places & Historic Districts²³¹

The City is home to two (2) sites that have been designated as historically significant on both the State and National levels.

²²⁸ N.J.S.A. 40:55D-4

²²⁹ Pursuant to N.J.S.A. 40:55D-65.1, a municipal governing body may, at any time, adopt a zoning ordinance designating one or more historic sites or historic districts that are not based on identifications in the Historic Preservation Plan Element of the Master Plan, provided that such adoption is made by an affirmative vote of a majority of its authorized membership and further provided that the reasons for such adoption are set forth in a resolution and recorded in the minutes of the governing body.

²³⁰ N.J.S.A. 40:55D-3.

²³¹ Exhibit 14.1



- *J. Thompson Baker House*²³² (c. 1904) 3008 Atlantic Avenue
This building was home to the first Mayor of the City of Wildwood and includes eight bedrooms on the second floor. It is noted that President Woodrow Wilson slept here.

- *Marine National Bank Building*²³³ (c. 1902) 3301 Pacific Avenue
This bank was the first financial institution established in the Wildwoods. The bank's exterior has been preserved while its interior has been rehabilitated for modern banking needs (although as much of the historic fabric has been preserved as was possible).

The City also includes two (2) New Jersey Register of Historic Places-designated Historic Districts and two (2) Historic Districts designated by local Ordinance.²³⁴ Specifically:

- *Motels of the Wildwoods State Historic District*²³⁵
This Historic District includes the entire Island and concentrates on designating multiple significant properties on the State Register. This Historic District represents the non-contiguous version of the Wildwoods Shore Resort State Historic District.

- *Wildwoods Shore Resort State Historic District*²³⁶ (a.k.a. "Doo Wop Historic District")
This State Historic District is roughly bounded by East Topeka, Atlantic, Andrews and Beach Avenues. At Publication, the district contains Doo Wop motels and is listed on the National Trust for Historic Preservation's 11 Most Endangered Places (2006).

- *"Primary" Local Historic District*²³⁷
This district is a municipally-designated Historic District and identified as an Overlay District via Ordinance No. 424-97. Architecturally significant buildings dating from 1880-1930 are concentrated in this area, located within the blocks roughly bounded by: Spicer, Ocean and Lincoln Avenues; Andrews Avenue bounded by Park Boulevard and New Jersey Avenues; Park Boulevard, Leaming and Rio Grande Avenues; and New Jersey, Cresse and Bennett Avenues.

²³² NR: 5/31/1996 (NR Reference #: 96000551), SR: 4/10/1996

²³³ National Register Designation: 12/20/2000 (NR Reference #: 00001494), SR: 10/7/2000

²³⁴ Ordinance No. 424-97 and Ordinance No. 426-97 (amending Ordinance No. 424-97) (Exhibit 14.2)

²³⁵ State Register Designation: 1/16/2004

²³⁶ State Register Designation: 9/2003

²³⁷ *The City of Wildwood Historic Architectural Planning Study*, prepared by John J. Olivieri, P.A.



➤ **“Secondary” Local Historic District**

This district is also a municipally-designated Historic District and identified as an Overlay District via Ordinance No. 424-97. There is less of a concentration of architecturally significant buildings in this area. Instead, the presence of a high concentration of vernacular (unremarkable but locally-typical) styles is apparent along with the presence of homes that are neither architecturally or historically significant.

14.4 This Historic Preservation Plan Element

14.4.1 As stated, a Historic Preservation Plan Element is required for a municipality to designate historic sites or districts as well as to enact design criteria and related guidelines in its zoning ordinance to regulate such sites. A Historic Preservation Commission is the authority who enacts these items. The City has a functioning Historic Preservation Commission.

14.4.2 Section 5.0 of this Comprehensive Master Plan Update contains the City’s Policies and Objectives related to Historic Preservation in Wildwood.

14.4.3 Pursuant to the *Municipal Land Use Law*,²³⁸ a Historic Preservation Plan Element to a municipal Master Plan is required to:

A. *Indicate the location and significance of historic sites and historic districts in a municipality.*

As previously stated, the following historic resources and historic districts have been established in the City:

- J. Thompson Baker House (State and Nationally designated)
- Marine National Bank Building (State and Nationally designated)
- Motels of the Wildwoods State Historic District
- Wildwoods Shore Resort State Historic District
- “Primary” Local Historic District
- “Secondary” Local Historic District

B. *Identify the standards used to assess worthiness for historic site or district identification.*

(1) The National Park Service has established the following evaluation standards for the identification of historic buildings, structures, objects and districts.²³⁹

²³⁸ N.J.S.A. 40:55D-28b(10)

²³⁹ United State Department of the Interior. National Park Service ‘How to Apply the National Register Criteria for Evaluation’ (1990)



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- (a) The quality of significance in American history, architecture, archeology, engineering and culture;
- (b) Districts, sites, buildings, structures and objects that possess integrity of location, design, setting, materials, workmanship, feeling and association, and:
 - i. Are associated with events that have made a significant contribution to the broad patterns of our history;
 - ii. Are associated with the lives of persons significant in our past;
 - iii. Embody the distinctive characteristics of a type, period or method of construction, represent the work of a master, possess high artistic values, or represent a significant and distinguishable entity whose components may lack individual distinction; or
 - iv. Have yielded or may be likely to yield, information important in prehistory or history.
- (2) Properties listed on the Federal and State historic registries must be restored and maintained under the United States Secretary of the Interior's "Standards for the Treatment of Historic Properties".²⁴⁰ Such standards, each with their own regulations governing performance, address:

Preservation: The act or process of applying measures necessary to sustain the existing form, integrity and materials of a historic property. Work, including preliminary measures to protect and stabilize the property, generally focuses on the ongoing maintenance and repair of historic materials and features rather than extensive replacement and new construction;

Rehabilitation: The act or process of making possible a compatible use for a property through repair, alterations and additions, while preserving those portions or features that convey its historical, cultural or architectural values;

Restoration: The act or process of accurately depicting the form, features and character of a property as it appeared at a particular period of time by means of removal of features from other periods in its history and reconstruction of missing features from the restoration period; and

²⁴⁰ Weeks, Kay & Grimmer, Anne. The US Secretary of the Interior's Standards for the Treatment for Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings. US Department of the Interior (1995).



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Reconstruction: The act or process of depicting, by means of new construction, the form, features, and detailing of a non-surviving site, landscape, building, structure or object for the purpose of replicating its appearance at a specific period of time and in its historical location.

(3) Nationally, rehabilitation is the most prevalent preservation treatment employed. The Secretary of the Interior's Standards for Historic Preservation Projects are:²⁴¹

- (a) *A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.*
- (b) *The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.*
- (c) *Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.*
- (d) *Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.*
- (e) *Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.*
- (f) *Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.*
- (g) *Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.*
- (h) *Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.*

²⁴¹ Published in 1990 (CFR Part 67, Historic Preservation Certifications) the foregoing pertain to historic buildings of all materials, construction types, sizes and occupancy, and encompass the exterior and the interior of historic buildings related landscape features, the building's site and environment and attached, adjacent or related new construction.



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- (i) *New additions, exterior alteration, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.*
 - (j) *New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.*
- (4) To be eligible for public funding and Federal tax incentives, an Historic Structure must be rehabilitated and maintained in accordance with all of the foregoing Standards. Additionally, every effort must be made to ensure that new materials and workmanship are compatible with the materials and workmanship of the historic property.
- (5) In addition to the Federal Standards, the National Trust for Historic Preservation,²⁴² a private non-profit membership organization dedicated to save historic places and revitalize America's communities is an active resource for preservation. This organization provides "leadership, education, advocacy and resources to protect the irreplaceable places that tell America's story". The NTHP does not employ specific rehabilitation standards or guidelines, but does offer technical assistance through their regional offices.
- (6) On the Local level, the City's Historic Preservation Commission endorses the use of the National Park Service's various standards and guidelines for rehabilitation for historic resources in their review of rehabilitation or development within the City's historic districts. In relation to the City's non-traditional historic resources (Doo-Wop style buildings), the City applies the Doo Wop Preservation League's Design Guidelines. These guidelines have been endorsed by the New Jersey State Historic Preservation Office and the City as recommendations for development or rehabilitation review.
- (7) Again, City Policymakers recognize that Historic Preservation must be enacted with great caution. The Law of Unintended Consequence has the very real potential of deterring owners from preserving their properties.

C. Analyze the impact of each component and Element of the Master Plan on the preservation of historic sites and districts.

²⁴² "NTHP"



This 2007 Comprehensive Master Plan Update consists of a Statement of Objectives, Principles, Assumptions, Policies & Standards (Section 5.0), a Land Use Plan Element (Section 6.0), a Circulation Element (Section 8.0), a Utility Service Plan Element (Section 9.0), a Community Facilities Plan Element (Section 10.0), an Open Space & Recreation Plan Element (Section 11.0), a Conservation Plan Element (Section 12.0), an Economic Plan Element Section 13.0), and this Historic Preservation Plan Element (Section 14.0).

This Historic Preservation Plan Element has been designed to work in concert with the foregoing elements to provide for the comprehensive revitalization of Wildwood while protecting the special community character of the City. Accordingly, this Historic Preservation Plan Element presents no negative impact to any Element of this 2007 Comprehensive Master Plan Update.

14.5 Wildwood Historic Preservation Commission²⁴³

14.5.1 The Wildwood Historic Preservation Commission was created on June 5, 1995 via City Ordinance No. 373-95 and is consistent with the *Municipal Land Use Law*, which requires historic preservation commissions to include:²⁴⁴

Class A – a person who is knowledgeable in building design and construction or architectural history and who may reside outside the municipality; and

Class B – a person who is knowledgeable or with a demonstrated interest in local history and who may reside outside the municipality.

Class C – those regular members who are not designated as Class A or B shall be designated as Class C. Class C members shall be citizens of the municipality who shall hold no other municipal office, position or employment except for membership on the planning board or board of adjustment.

A historic preservation commission shall consist of five, seven or nine regular members and may have not more than two alternate members. Of the regular members a total of at least one less than a majority shall be of Classes A and B.

14.5.2 Powers & Duties

A. Under the Municipal Land Use Law, a Historic Preservation Commission has the power to:

(1) Prepare a survey of historic sites of the City;

²⁴³ "WHPC"

²⁴⁴ N.J.S.A. 40:55D-107



- (2) Make recommendations to the Planning Board on the Historic Preservation Plan Element of the master plan and on the implications for preservation of historic sites of any other master plan elements;
 - (3) Advise the Planning Board on the inclusion of historic sites in the recommended capital improvement program;
 - (4) Advise the Planning Board and Zoning Board of Adjustment on applications for development pursuant to [N.J.S.A. 40:55D-110]...;
 - (5) Provide written reports pursuant to [N.J.S.A. 40:55D-111] on the application of the Zoning Ordinance provisions concerning historic preservation; and
 - (6) Carry out such other advisory, educational and informational educational functions as will promote historic preservation in the municipality.
- B. The WHPC follows the outlined procedures when reviewing all building permit and development applications affecting an historic landmark or an improvement within a local historic district.²⁴⁵ Such review is required for, but not limited to, the following (listed as examples): demolition, relocation, changes in exterior appearance, construction of any improvements, changes in signs [or] lights, site plan review or subdivisions, or zoning variance requests.

14.5.3 WHPC Guidelines

The following serve as guidelines for the architectural review by the WHPC.

- A. Within the primary and secondary local historic preservation districts, all buildings, whether new construction, alterations, restorations or additions, shall be designed with a Victorian, Gothic, Colonial, Craftsman, Shingle, Tudor, Prairie, Italianate, Mission or Neoclassical architectural style. However, if approved by the Planning Board, different historic architectural styles may be used if it complements the historical styles already utilized in the area. Repairing a structure shall be considered an alteration.

This reference shall be made by the Construction Official in all cases including, but not limited to, those for which no permit may be required due to minimal financial expenditure involved.

B. Certificate of Appropriateness

1. No project shall be approved until it has received a Certificate of Appropriateness from the Planning Board. In order to evaluate a project's proposed architectural style, the applicant shall submit a rendering of the proposed architecture illustrating the architectural

²⁴⁵ City Ordinance No. 426-97



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details that will ensure compliance with the intent of these regulations. This includes new construction and additions to existing buildings.

2. It shall be the duty of the Construction Official to review all plans for construction, alteration, repair, relocation or demolition of structures in a historic preservation district and to submit those applications to the WHPC which involve changes in existing exterior architectural features or new construction involving architectural features. The WHPC shall advise the Planning Board who shall then make its recommendation to the Construction Official for approval or disapproval of the plans.

C. General Regulations

In reviewing plans, the Planning Board, WHPC, and Construction Official shall give consideration to the following issues and bind the Construction Official to the guidelines which follow:

1. The historic or architectural value and significance of existing structures and their relationship to the historic value of its surroundings.
2. The compatibility of exterior design, arrangement and materials proposed to be used.
3. Any other factors, including aesthetic, which it deems pertinent.
4. A description of the details for the period of architecture involved in the particular structure and surrounding neighborhood.
5. The WHPC shall only review on exterior features of the structure and not consider interior arrangements.
6. It is the intent...that the Planning Board shall encourage the alterations or repairs to historic structures to be made in the spirit of their architectural style, and that any additions will be made in such a manner as not to distract from the building's original appearance.
7. It is the intent...that demolition of historic structures be discouraged. Their destruction will be a common loss to the City and its neighborhoods. Relocation of the structure should be encouraged as an alternative to demolition, if there is no other way to preserve the structure in its original location.
8. It is the intent...that the Planning Board be lenient in its review of plans for new construction, alterations, repair or demolition of structures of little historic or architectural value within a historic



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preservation district, except where such construction, alteration, repair or demolition would seriously impair the historic value and character of surrounding structures and the surrounding area.

9. Demolition or removal of a structure may be postponed for a period of 6 months. After a public hearing is granted to the applicant, the Planning Board shall consult civic groups and public agencies to ascertain whether it is feasible to preserve the building or premises. The Planning Board is empowered to work with the owner in developing feasible plans for preservation of structures which demolition is ascertained to be a great loss to the public and City.
- 10 The Planning Board, in reviewing on the appropriateness of exterior architectural features, shall keep in mind the purpose set forth by this section. Consideration shall be given to, among other things, the general design, arrangement and material of the building or structure in question. Furthermore, [the Board shall] consider the relationship of these elements to similar features of historic structures in the immediate surroundings and the position of such structures in relationship to the street or public way.

D. Architectural Standards

Architectural plans may rely on modern materials to replicate historic architectural themes. It is important that careful selection of appropriate materials be made and that they be used to create the proper architectural design. Following is a list of major factors that would be considered by the Planning Board and WHPC:

- (1) Roof: Pitch, depth of overhangs at eaves, roofing materials, shape and configuration of roofs shall be appropriate to the referenced style.
- (2) Chimneys: Materials, form and location shall be appropriate for the reference style.
- (3) Window: Type of operation, number of panes, proportions, surrounding trim, locations [and] dormers shall be appropriate for the referenced style.
- (4) Shutters: Size, styles, color, provisions of, shall be appropriate for the referenced style.
- (5) Gutters and downspouts: Profile, locations, materials [and] color shall be appropriate for the referenced style.



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- (6) Doors: Location, size, surrounding trim, materials [and] sidelights shall be appropriate for the referenced style.
- (7) Hardware: Appearance and finish shall be appropriate for the referenced style.
- (8) Ornamental woodwork: Window and door surrounds, eave brackets, frieze, decorative fretwork, vergeboards [and] crown moldings shall be reminiscent of and included with appropriate referenced style.
- (9) Structural materials: Brick, wood, masonry, stone, metal [and] tile should be selected to be consistent with the referenced style.
- (10) Steps, railings and ramps: Location, materials and style of railing should be consistent with the referenced style.
- (11) Sidewalks: Paving materials shall be consistent with the referenced style.
- (12) Fencing: Fencing shall be ornate and constructed of materials appropriate to the referenced style.
- (13) Columns: Size, Order, historical reference, materials, number, location, height [and] spacing shall all be consistent with the referenced style.
- (14) Patios and porches: Location, configuration, porch supports, height, applied ornamentation [and] decorative balustrades shall be appropriate to the referenced style.
- (15) Flower boxes: Location, materials, size [and] provision of, shall be appropriate to the referenced style.
- (16) Stained glass treatments: Shall have appropriate configurations and colors and only be provided when appropriate to the referenced style.
- (17) Street lights and facade lights: Shall be contained in fixtures complementary to the style of the buildings.
- (18) Canopies and awnings: Shall be provided only if not detracting from the style of the buildings.
- (19) Siding materials: Materials, colors [and] dimensions shall be appropriate to the referenced style.



E. Color Standards

Proper selection of colors is critical to achieving the objectives of the historic preservation districts. All plans shall indicate proposed color treatments for all the exterior features of the building. Colors shall be Finnaren & Haley Historical Color Collection or equivalent.

F. Signs and Lighting

Signs permitted by the Wildwood Zoning Ordinance shall be made of materials and colors which are complementary to the architectural theme of the building. Site lighting and building mounted lighting, where permitted, shall be contained in fixtures complementary to the architectural style of the building.

G. Landscaping

A Landscaping Plan, indicating existing plantings to remain and new plantings, shall be submitted with the application. The plan shall indicate plant species, dimensions and approximate time of planting.

H. Sample Submissions

Including but not limited to: stone and brick veneers, siding, roofing materials, payers, lighting fixtures, shutters, cut sheets on specific ornamental details and other unique features which will require specific consideration.

I. Color Submissions

Including, but not limited to: stone and brick veneers, siding, roofing materials, trim, payers and other unique features that will require specific consideration.

J. Multiple Unit Projects

1. When submitting applications for multiple unit projects, color submissions should identify all coordinated color themes.
2. When submitting applications for multiple unit projects, all options for all models shall be identified by floor plans and elevations.

K. Wildwood Historic Preservation Commission

The Planning Board shall refer the review of plans to the WHPC for review and recommendations.



14.6 Active Local Historic Preservation Agencies and Resources

14.6.1 An effective method to protect historic resources and promote the City's architectural heritage is through local stewardship and a community's commitment in recognizing and promoting preservation. In addition to the WHPC, Wildwood is fortunate to possess community-based organizations whose goals focus on various aspects of historic preservation and local heritage. Specifically (and in no specific order):

A. Doo Wop Preservation League:²⁴⁶

Formed in 1987 by local business owners, architectural enthusiasts and lovers of the distinctive mid-century style of neon, space-aged architecture in the Wildwoods. The League's goal is to preserve these one-of-a-kind resources, which are unique to the Wildwoods. This commitment to preservation has the potential to lead to Heritage Tourism as a component to the local economy.

The League employs its planning and design guideline handbook for preservation, restoration, renovation and new construction. Such guidelines have been endorsed by municipal and state officials.

B. Main Street Wildwood:²⁴⁷

Designated in 1995, this organization is part of the National Trust Main Street Center, a program of the National Trust for Historic Preservation. The goal of Main Street Wildwood is to combine historic preservation with economic development and create a vibrant and thriving neighborhood business district.

This organization also provides technical assistance, research sources, training seminars and various forms of educational programs for individuals and community-based organizations to become dedicated and informed advocates of revitalizing their town, through historic preservation and economic redevelopment.

C. Wildwoods Historical Society:²⁴⁸

This non-profit, tax-exempt corporation was founded in 1963 and manages the George F. Boyer Historical Museum. The goal of the Society is to gather, preserve and present the history of Wildwood, to the public, through vintage photographs, artifacts, and memorabilia of ages past.

²⁴⁶ <http://www.doowopusa.org>

²⁴⁷ <http://www.mainstreet.org>

²⁴⁸ <http://www.the-wildwoods.com/history/museum.html>



The Society serves as the catalyst for educating the local public and visitors about the history, historic resources and preservation of the Wildwoods. The Society successfully accomplishes their goals and educates the public by providing thematic representations of the Boardwalk, local families / lifestyles, local fire departments, local school systems, the beach patrol and historic buildings / structures in their museum. These displays are endearing to a wide variety of individuals, including Wildwoods natives, seasonal tourists or first time visitors.

14.7 Recommendations

14.7.1 The following recommendations are based on discussions with the Planning Board's Master Plan Steering Committee and the City Administration as well as findings developed during this (and previous) Master Planning process(es).

The fast pace of new development in Wildwood has become an imminent threat to the City's historic architecture. While the City has put in place a body of regulations designed to protect these structures, such regulations require modification in order to sufficiently address the issues and demands of present day Wildwood.

A. Both traditional architecture and non-traditional (Doo Wop) architecture are recognized as historic and worthy of preservation. As a result, State and Local Historic Districts were designated in the City. This Comprehensive Master Plan Update contains objectives to protect such architecture, support the Historic Preservation Commission and Doo Wop Preservation League, encourage developers to employ classic historic architecture or Doo Wop themed architectural designs into their projects, and establish specific architectural design guidelines to enhance the visual atmosphere of the community.

Portions of the Primary and Secondary Historic Districts no longer contain historic architecture and should therefore be *deleted*. The remaining areas should be combined into a single Historic District (while retaining the State-designated Historic areas – which require State Historic Preservation Office review as to any potential modifications). Such new (recommended) Historic District is depicted on Exhibit 14.1

B. While the former Holly Beach Station District (present day Pacific Avenue) was not considered a local historic district, it was included in the Wildwood HPC's review process as "...a distinct and important area within the City..."²⁴⁹

Since this section of the City is outside of the statutory purview of the Wildwood HPC, and since the Holly Beach Station Mall no longer exists as a discrete entity, it is recommended any mention of this area be removed from the Wildwood HPC's procedures.

²⁴⁹ Wildwood Preservation Commission Report, dated May 1998



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- C. While this Historic Preservation Plan Element conforms with the requirements for such Elements under the *Municipal Land Use Law*, this effort did not have the benefit of being prepared by a professional architectural historian.

Accordingly, it is recommended the City engage the services of such an architectural historian in order to identify remaining architecture of true historic significance and to provide recommendations concerning the preservation of any such structures.

Within this context, it is recommended that no new structure be added to the Local Historic District without the recommendation.

- D. Recognizing that all property owners may not be in a position to faithfully restore or rehabilitate structures thought to be of historic significance, that some historically significant properties may be beyond rehabilitation and that some proposed uses may not lend themselves to the rehabilitation of existing structures. The Adaptive Reuse²⁵⁰ of such buildings is encouraged to the maximum extent practicable. However, it is recommended that the policy of the City should NOT be to compel the historic restoration of buildings and to provide for such restoration only upon consent of the property-owner.

Within this context, this Historic Preservation Plan Element encourages the WHPC and the Wildwood Planning and Zoning Boards to work with property-owners within the local historic district to reach mutually-acceptable solutions to issues as they may arise.

- E. Retain the WHPC as an advisory body to assist the Planning Board or Zoning Board of Adjustment for land use applications for structures in the Historic District. Revise the Commissions enabling legislation to permit the WHPC to:
- (1) Make recommendations to the Planning on this Historic Preservation Plan Element (as may be amended from time-to-time) and on the implications for preservation of historic sites of any other Master Plan Elements;²⁵¹
 - (2) Advise the Planning Board or Zoning Board on applications for development or applications for a building permit. All developments submitted for Planning or Zoning Board consideration within the designated Historic Districts shall notice the application's submittal to the WHPC by certified mail.
 - (3) Provide written reports on the application of the zoning ordinance

²⁵⁰ Adaptive Reuse is a Smart Growth technique which allows for the modernization of (generally) the interior of a structure to accommodate contemporary use and code requirements while preserving (generally) the exterior aesthetics of such buildings. This technique provides a balance between the economic realities of maintaining older structures against the desire to preserve community character.

²⁵¹ Memorandum from the WHPC in accordance with NJSA 40:55D-109(b) as it relates to the Historic Preservation Element of the Comprehensive Master Plan was received on August 29, 2007.



provisions concerning historic preservation and

- (4) Carry out such other advisory, educational, and informational functions as will promote historic preservation in the municipality.

14.8 **Caution**

Within the context of these Policies and Objectives, City Policymakers recognize that Historic Preservation must be enacted with care. Preservation regulations have the potential to restrict the ability of property-owners to react to changing circumstances. Additionally, product and construction costs related to true preservation can be more than for modern buildings. Accordingly, any formal Historic Preservation designation must not inhibit precisely the renovation and return-to-use of structures it was designed to promote.



15.0 STATUTORY PROVISIONS OF A MASTER PLAN

15.1 Pursuant to the *Municipal Land Use Law*²⁵², a Master Plan “shall generally comprise a report or statement and land use and development proposals, with maps, diagrams and text, presenting, at least the following elements...

- 1) A statement of objectives, principles, assumptions, policies and standards upon which the constituent proposals for the physical, economic and social development of the municipality are based.

Addressed in Section 5.0 herein.

- 2) A land use plan element (a) taking into account and stating its relationship to the statement provided for in paragraph (1) hereof, and other master plan elements provided for in paragraphs (3) through (13) hereof and natural conditions, including, but not necessarily limited to, topography, soil conditions, water supply, drainage, flood plain areas, marshes, and woodlands; (b) showing the existing and proposed location, extent and intensity of development of land to be used in the future for varying types of residential, commercial, industrial, agricultural, recreational, educational and other public and private purposes or combination of purposes; and stating the relationship thereof to the existing and any proposed zone plan and zoning ordinance; and (c) showing the existing and proposed location of any airports and the boundaries of any airport safety zones delineated pursuant to the "Air Safety and Zoning Act of 1983,"... (C.6:1-80 et seq.); and (d) including a statement of the standards of population density and development intensity recommended for the municipality.

Addressed in Section 6.0 herein.

Additionally, there are no Airports within the City of Wildwood. The closest Airports to the City are the Cape May County Airport in Lower Township and the Woodbine Airport in Woodbine. While the US Coast Guard Station in Cape May City routinely handles helicopter traffic, the takeoff and landing approaches do not encroach into Wildwood Airspace. Accordingly, there are no Airport Safety Zones within the City.

²⁵² N.J.S.A. 40:55D-28



Recent land use applications for certain of the Island's amusement piers have included helicopter ride concessions. These concessions takeoff and land from the end of the host pier. The Planning Board, in considering these applications, has required each applicant to assure that takeoff and landing approaches would not occur over inhabited sections of the City or occupied portions of the beach. Additionally, the Planning Board has conditioned all approvals upon appropriate regulations imposed by the NJ Division of Aeronautics.²⁵³

15.2 In addition, a Master Plan may include the following optional elements:

- 3) A housing plan element pursuant to (C.52:27D-310), including, but not limited to, residential standards and proposals for the construction and improvement of housing.

Addressed in Section 7.0 herein.

- 4) A circulation plan element showing the location and types of facilities for all modes of transportation required for the efficient movement of people and goods into, about, and through the municipality, taking into account the functional highway classification system of the Federal Highway Administration and the types, locations, conditions and availability of existing and proposed transportation facilities, including air, water, road and rail.

Addressed in Section 8.0 herein.

- 5) A utility service plan element analyzing the need for and showing the future general location of water supply and distribution facilities, drainage and flood control facilities, sewerage and waste treatment, solid waste disposal and provision for other related utilities, and including any storm water management plan required pursuant to the provisions of...(C.40:55D-93 et seq.).

Addressed in Section 9.0 herein.

- 6) A community facilities plan element showing the existing and proposed location and type of educational or cultural facilities, historic sites, libraries, hospitals, firehouses, police stations and other related facilities, including their relation to the surrounding areas.

²⁵³ Section 3-14 of the Wildwood City Code regulates the operation of aircraft over the City.



Addressed in Section 10.0 herein.

- 7) A recreation plan element showing a comprehensive system of areas and public sites for recreation.

Addressed in Section 11.0 herein.

- 8) A conservation plan element providing for the preservation, conservation, and utilization of natural resources, including, to the extent appropriate, energy, open space, water supply, forests, soil, marshes, wetlands, harbors, rivers and other waters, fisheries, endangered or threatened species wildlife and other resources, and which systemically analyzes the impact of each other component and element of the master plan on the present and future preservation, conservation and utilization of those resources.

Addressed in Section 12.0 herein.

- 9) An economic plan element considering all aspects of economic development and sustained economic vitality, including (a) a comparison of the types of employment expected to be provided by the economic development to be promoted with the characteristics of the labor pool resident in the municipality and nearby areas and (b) an analysis of the stability and diversity of the economic development to be promoted.

Addressed in Section 13.0 herein..

- 10) A historic preservation plan element: (a) indicating the location and significance of historic sites and historic districts; (b) identifying the standards used to assess worthiness for historic site or district identification; and (c) analyzing the impact of each component and element of the master plan on the preservation of historic sites and districts.

Addressed in Section 14.0 herein.

- 11) Appendices or separate reports containing the technical foundation for the master plan and its constituent elements.

Certain referenced documents not included as an Exhibit are on file with the Wildwood City Clerk and/or the Cape May County Clerk.



- 12) A recycling plan element which incorporates the State Recycling Plan goals, including provisions for the collection, disposition and recycling of recyclable materials designated in the municipal recycling ordinance, and for the collection, disposition and recycling of recyclable materials within any development proposal for the construction of 50 or more units of single-family residential housing or 25 or more units of multi-family residential housing and any commercial or industrial development proposal for the utilization of 1,000 square feet or more of land.

Recycling in the City is the responsibility of the Cape May County Utilities Authority. While the City supports recycling efforts and includes a review of appropriate storage areas for recycling materials as part of its Planning Board and Zoning Board development reviews, a formal Recycling Plan Element is not applicable to this Comprehensive Master Plan Update.

- 13) A farmland preservation plan element, which shall include: an inventory of farm properties and a map illustrating significant areas of agricultural land; a statement showing that municipal ordinances support and promote agriculture as a business; and a plan for preserving as much farmland as possible in the short term by leveraging monies made available by (C.13:8C-1 et al.) through a variety of mechanisms...

The City of Wildwood contains no farmland. A Farmland Preservation Plan Element is thus not applicable to this Comprehensive Master Plan Update.

15.3 Relationships to Other Plans

While the recommended revisions to the City's Land Use Plan contained in this Comprehensive Master Plan Update modify certain permitted uses, zoning district boundaries and building controls in certain of the City's Zoning Districts, they do not substantially alter the underlying nature of such uses, boundaries or controls beyond what was in place at the time of this Update. Accordingly, the changes proposed herein are not sufficient in scope or content to materially impact neighboring municipalities, the County or the State. There is therefore no change in the relationship between the proposed revisions to the Land Use Plan contained herein and (a) the master plans of contiguous municipalities, (b) the Cape May County Comprehensive Plan (February, 2005, as amended) and (c) the State Development & Redevelopment Plan from those relationships which existed prior to this 2007 Master Planning effort.



EXHIBITS

- EXHIBIT 1.1 - List of Demolished Wildwood and Wildwood Crest Hotels
- EXHIBIT 1.2 - March 15, 2007 NJDEP Letter
- EXHIBIT 6.1 - Generalized Land Use Map
- EXHIBIT 6.2 - Existing Zoning & Land Use Map
- EXHIBIT 6.3 - Proposed Zoning
- EXHIBIT 8.1 – Parking Garage Location Map
- EXHIBIT 8.2 - Trolley Routes – Green Map
- EXHIBIT 8.3 - Trolley Routes – Winter Map
- EXHIBIT 8.4 - Cape May Airports and Helicopters Map
- EXHIBIT 8.5 – Wildwood Fire Chief Letter
- EXHIBIT 8.6 - Hurricane Inundation Map
- EXHIBIT 8.7 - Route 47 Elevations Map
- EXHIBIT 8.8 - Cape May Evacuation Routes Map
- EXHIBIT 8.0 – Circulation Map
- EXHIBIT 9.1 - Proposed Utilities Map
- EXHIBIT 11.1 - Community Facilities/Open Space and Recreation Map
- EXHIBIT 12.1 - Wildwood Soils Map
- EXHIBIT 12.2 - Wetlands Map with NJDEP Site Data
- EXHIBIT 12.3 - Reserved
- EXHIBIT 12.4 - Forested Habitats Map
- EXHIBIT 12.5 - FEMA Flood Hazard Map
- EXHIBIT 13.1 - Urban Enterprise Zone (UEZ) Map
- EXHIBIT 13.2 - Wildwood Business Development District (WBID)/
Wildwood Special Improvement District (WSID) Map
- EXHIBIT 13.3 – WBID and WSID Ordinances
- EXHIBIT 14.1 - Wildwood Historic Districts Map