



2017 GENERAL REEXAMINATION *of the* **2007 COMPREHENSIVE MASTER PLAN UPDATE** *City of Wildwood, Cape May County N.J.*

*Statement of Objectives, Principles,
Assumptions, Policies & Standards*

Land Use Plan Element

Housing Plan Element

Circulation Plan Element

Utility Plan Element

Community Facilities Plan Element

Open Space & Recreation Plan Element

Conservation Plan Element

Economic Plan Element

Historic Preservation Plan Element

Prepared by:



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Submitted: January 15, 2018

Prepared for:



RESERVED FOR ADOPTING RESOLUTION



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The original of this document has been signed
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¹ Reproduced in This Reexamination.



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MASTER PLAN STEERING COMMITTEE

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Jason Hesley, Tax Assessor
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CITY OF WILDWOOD

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1.0 INTRODUCTION

1.1 Municipal Land Use Law

1.1.1 The New Jersey *Municipal Land Use Law*² 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.³ It is prepared for and adopted by the municipal Planning Board as a policy document, and typically includes a series of recommended actions. Recommendations have no force or effect however, until they are enacted by the municipal Governing Body by ordinance.

1.1.2 After initial adoption, the MLUL⁴ requires a municipality to periodically conduct a reexamination of its master plan and development regulations as follows:

The governing body shall, at least every ten 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,*

² N.J.S.A. 40:55D-1 et seq. ("MLUL")

³ 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.

⁴ N.J.S.A. 40:55D-89



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.*

- 1.1.3 Wildwood's original 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. The Zone Plan, along with companion development regulations, have been modified periodically since initial adoption, the most recent being in April 2008⁵ as a result of the recommendations of the City's 2007 Comprehensive Master Plan Update.

1.2 2007 Master Plan Update

- 1.2.1 Prompted by the New Jersey Department of Environmental Protection⁶ as a prerequisite for permitting Vertical Development in the City⁷, the Wildwood Planning Board embarked on a Master Planning effort that culminated in a document entitled "2007 Comprehensive Master Plan Update, City of Wildwood, Cape May County, NJ."⁸

Envisioned as a new Master Plan for the City, the 2007

⁵ Via Ordinance No. 728-08 (on file with the City Clerk).

⁶ "NJDEP"

⁷ More fully described in §1.4.3 and §1.4.4 of the 2007 Master Plan.

⁸ Also referred to herein as the "2007 Master Plan"



Master Plan was developed to be in full conformance with the requirements for municipal Master Plans under section 28 of the *Municipal Land Use Law*.

1.2.2 While designed to satisfy NJDEP in order to permit Vertical Development, the 2007 Master Plan addressed the recommendations of prior City planning efforts to undertake several of the optional Master Plan Element provided under the *Municipal Land Use Law*. As such, the *2007 Master Plan* contained:

- Statement of Objectives, Principles, Assumptions, Policies & Standards: Municipal Vision Statement / philosophical underpinnings upon which physical, economic and social development of the City are based.
- 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:
 - natural conditions, including, but not necessarily limited to, topography, soil conditions, water supply, drainage, floodplain areas, marshes, and woodlands;
 - 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;
 - the location of airports and the boundaries of airport safety zones pursuant to the "Air Safety and Zoning Act of 1983," PL 1983, c. 260 (6:1-80 et seq.);
 - a statement of the standards of population density and development intensity recommended for the City;
- 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 City, 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.
- Utility Service Plan Element: Addressing 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.

- Community Facilities Plan Element: Addressing 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.
- Open Space & Recreation Plan Element: Addressing 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.
- Conservation Plan Element: Analyses of the opportunities for the preservation, conservation and utilization of the City'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.
- Economic Plan Element: Analyses of the economic development goals of the City and addressing, among other issues, employment requirements, availability of labor pool and the stability and diversity of the economic development program to be promoted.

- Historic Preservation Plan Element: Identifying the location and significance of historic sites and districts within the City, identifying the standards used to assess worthiness for historic site or districts, and analyzing the impact of each Master Plan Element on the preservation of historic sites and districts.

1.2.3 While considered optional Master Plan Element under the *Municipal Land Use Law* section 28, a Housing Plan Element, including, but not limited to, residential standards and proposals for the construction and improvement of housing, is a requirement for a municipality to establish zoning under MLUL section 62.

As detailed in §3.7(10) of the 2007 Master Plan, litigation at the State level related to the regulations promulgated by the New Jersey Council on Affordable Housing ("COAH") caused the City to defer promulgation of a Housing Plan Element / Fair Share Plan until the issues that caused such litigation were resolved.

1.2.4 Upon completion and public hearing (at which time certain amendments to the draft of the document were made), the *2007 Comprehensive Master Plan Update* was adopted by the Wildwood Planning Board on September 7, 2007.



1.2.5 Upon adoption, recommendations concerning the City's development regulations contained in the *2007 Master Plan* were enacted in the form of amendment(s) to the Wildwood Land Development Ordinance.

1.3 This Reexamination⁹

1.3.1 In accordance with N.J.S.A. 40:55d-89, this document constitutes a general reexamination of the *2007 Comprehensive Master Plan Update* and, as such, includes:

- A. A review of the major problems and objectives relating to land development in Wildwood at the time of the 2007 Master Plan.
- B. An analysis of the extent to which such problems and objectives have been reduced or have increased subsequent to adoption of the *2007 Master Plan*.
- C. An analysis of the extent to which there have been significant changes in the assumptions, policies, and objectives forming the basis for the *2007 Master Plan* or development regulations as last revised.

- D. Recommendations regarding specific changes to the *2007 Master Plan* and development regulations, if any, including underlying objectives, policies and standards.
- E. Recommendations regarding the incorporation of Redevelopment Plans adopted pursuant to the Local Redevelopment & Housing Law¹⁰ into the Land Use Plan Element of the 2007 Master Plan.

1.3.2 ***This Reexamination is to be read in conjunction with the 2007 Comprehensive Master Plan Update.***

1.3.3 After adoption by the Planning Board, a copy of This Reexamination, 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.

⁹ Referred to herein as "This Reexamination".

¹⁰ N.J.S.A. 40A:12A-1 et seq.



2.0 DEFINITIONS

For the purposes of This Reexamination, and in addition to any terms defined within the body of this document and the *2007 Master Plan*, 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 “Board of Commissioners” shall mean the Mayor and Commissioners of the City of Wildwood.¹¹
- 2.2 “CAFRA” shall mean the body of regulations promulgated by the New Jersey Department of Environmental Protection under the *Coastal Area Facilities Review Act*,¹² and shall be construed to include the Coastal Zone Management Rules (§2.7 herein) and other pertinent environmental regulations promulgated by the New Jersey Department of Environmental Protection (“NJDEP”).

- 2.3 “City” shall have the same meaning as Wildwood.¹¹
- 2.4 “City Clerk” shall mean the municipal Clerk of the City of Wildwood, who is the statutorily-mandated custodian for the City’s records.
- 2.5 “City Website” shall mean www.wildwoodnj.org.
- 2.6 “Coastal Zone” shall mean the New Jersey Coastal Zone as defined as by CAFRA.

Pertinent to Wildwood, Coastal waters of the State of New Jersey extend from the mean high water line to the 3 geographical mile limit of the New Jersey territorial sea, 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 is no less than 100’ and no

¹¹ 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.

¹² N.J.S.A. 13:19-1 et seq.



more than 500' from the mean high water line), and all areas containing tidal wetlands.

- 2.7 “Coastal Zone Management Rules (“CZM”) shall mean the rules promulgated by NJDEP¹³ which govern development in New Jersey’s Coastal Zone pursuant to CAFRA.
- 2.8 “*Comprehensive Master Plan Update*” shall have the same meaning as the *2007 Comprehensive Master Plan Update*.
- 2.9 “County” shall mean the County of Cape May, State of New Jersey.
- 2.10 “COAH” shall mean the New Jersey Council on Affordable Housing within the New Jersey Department of Community Affairs.
- 2.11 “Greater Wildwood Tourism Improvement & Development Authority” (“GWTIDA”) shall mean the joint municipal agency formed in 1993 to consolidate the tourism efforts of the City of Wildwood, the City of North Wildwood and the Borough of Wildwood Crest.

Funded by a sale tax on hotel room occupancy, the mission of GWTIDA is 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.

In addition to funding and promoting special events on the Island, GWTIDA serves as the operations and marketing arm of the New Jersey Sports & Exposition Authority, which financed and owns the Wildwoods Convention Center.

- 2.12 “FEMA” shall mean the Federal Emergency Management Agency.
- 2.13 “Governing Body” shall have the same meaning as Board of Commissioners.
- 2.14 “Island” shall have the same meaning as the Wildwoods.

¹³ N.J.A.C. 7:7-1 and 7:7E-1 et. seq.



- 2.15 “Land Development Ordinance” shall mean the Ordinance regulating land use and development in and for the City of Wildwood.
- 2.16 “Municipal Land Use Law” or “MLUL” shall mean the New Jersey *Municipal Land Use Law*¹⁴.
- 2.17 “NJDCA” shall mean the New Jersey Department of Community Affairs and, by extension, shall include the individual divisions and offices therein.
- 2.18 “NJDEP” shall mean the New Jersey Department of Environmental Protection and, by extension, shall include the individual divisions and offices therein responsible for the administration of CAFRA, the Coastal Zone Management Rules, and other environmental regulations.
- 2.19 “NJDOT” shall mean the New Jersey Department of Transportation and, by extension, shall include the individual divisions and offices therein.

- 2.20 “Office of Planning Advocacy” (“OPA”) shall mean the successor to the New Jersey Office of Smart Growth and the Office of State Planning; operating out of the office of the Secretary of State under the Lieutenant Governor.

As part of its Business Action Center, the OPA is charged with helping to spur economic growth in New Jersey.

- 2.21 “Planning Board” shall mean the Planning Board of the City of Wildwood, established pursuant to N.J.S.A. 40:55D-23 and N.J.S.A. 40:55D-25c¹⁵, and operating pursuant to the various regulations of the Land Development Ordinance and other relevant statutes.
- 2.22 “Publication” shall mean the date printed on the cover of this document, which shall signify the date This Reexamination was finalized for submission to the Planning Board.
- 2.23 “State Plan” shall mean the New Jersey *State Development & Redevelopment Plan*, authorized via the State Planning Act of 1985 and last adopted in March, 2001.

¹⁴ N.J.S.A. 40:55D-1 et seq.

¹⁵ i.e., Combined Land Use Board.



2.24 “Substantial Improvement” shall mean any reconstruction, rehabilitation, addition, or other improvement of a structure during a 10-year period the cost of which equals or exceeds 50 percent of the market value of the structure before the "start of construction" of the improvement. Substantial Improvement also means “Cumulative Substantial Improvement.” This term includes structures which have incurred "substantial damage", regardless of the actual repair work performed or “repetitive loss”. The term does not, however, include either:

(1) Any project for improvement of a structure to correct existing violations of State or local health, sanitary or safety code specifications which have been identified by the local code enforcement officer and which are the minimum necessary to assure safe living conditions; or

(2) Any alteration of a "historic structure", provided that the alteration will not preclude the structure's continued designation as a "historic structure".

2.25 “This Reexamination” shall mean this instant document entitled *2017 General Reexamination of the 2007*

Comprehensive Master Plan Update City of Wildwood, Cape May County N.J., prepared by Remington & Vernick Engineers (with date as appearing on the front cover hereof), including all appendices and related documents included herein by reference.

2.26 “Urban Enterprise Zone” or “UEZ” shall mean an Urban Enterprise Zone 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 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 Wildwood (City), North Wildwood, Wildwood Crest, 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 “2007 Master Plan”, “2007 Comprehensive Master Plan Update” and “Comprehensive Master Plan Update” shall mean the document entitled *2007 Comprehensive Master Plan Update for the City of Wildwood, Cape May County, N.J.*, prepared by Remington, Vernick & Walberg Engineers¹⁶ and adopted (as amended) on September 7, 2007, including all appendices and related documents included therein by reference.

¹⁶ Now “Remington & Vernick Engineers.”



3.0 METHODOLOGY

3.1 This Reexamination bases its findings and recommendations on, among other sources:

- *The 2007 Comprehensive Master Plan Update*;
- Tax mapping prepared by Remington & Vernick Engineers and MOD IV parcel data information retained by the City's Tax Assessor;¹⁷
- *Year 2010 Census Data and American Community Survey (2011-2015) 5-Year Estimate*, compiled by the US Census Bureau;
- Visual inspections of the City conducted for This Reexamination process;
- *Cape May County Comprehensive Plan*, prepared by the Cape May County Planning Board (February, 2005);
- *Cape May County Databook*, published by the Cape May County Department of Planning¹⁸;
- *The State Development & Redevelopment 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);
- Conversations with City officials and business leaders and members of the Community forming the Master Plan Steering Committee; and
- Other information (cited herein as appropriate).

3.2 As fully detailed in §1.3 herein, the *Municipal Land Use Law* requires that a Master Plan Reexamination address:

- Problems facing a municipality at the time of the last Master Plan (or Reexamination);
- Changes in conditions since that time;
- Changes in municipal assumptions, policies and objectives since that time;
- Recommendations regarding changes to the Master Plan or development regulations; and
- Recommendations regarding Redevelopment.

¹⁷ Tax Maps current through the end of 2015. Mod IV Data current through July 2017.

¹⁸ www.capemaycountynj.gov/433/Cape-May-County-Data-Book



Rather than addressing these requirements sequentially as established in the *MLUL*, This Reexamination presents the issue, status, changes and recommendations in the order addressed in the 2007 Comprehensive Master Plan Update.

- 3.3 Maps, graphics and other Exhibits from the 2007 Master Plan Update used in This Reexamination are copied directly from that document and therefore retain their 2007 numeric designation. Maps, graphics and other Exhibits prepared for This Reexamination are referenced as such and are designated within the context of THIS document.



4.0 HISTORICAL OVERVIEW

4.1 City of Wildwood

At the time adoption of the *2007 Comprehensive Master Plan Update*, the City of Wildwood was in a transitional period, both in terms of its economic and residential sectors. Historically one of the five (5) municipalities¹⁹ comprising New Jersey's premiere family seashore resort, competition from the newer generation of themed amusement parks and other tourist destinations had lured away and eroded the City's (and the Wildwoods in general) traditional family trade.

This economic decline,²⁰ combined with the real estate boom of the late-1990s / early-2000s, had a tremendous impact on the City's housing stock and tourist industry. The relatively inexpensive price of real estate,²¹ 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 viewed this market as an opportunity to sell their relatively modest homes, larger boarding-houses and aging motels to developers wishing to construct townhomes and other condominium-like products.²² Along with motel rooms, the Wildwoods lost associated tourist amenities such as restaurants, bars and entertainment venues and the character of the community rapidly transformed from a transient vacation resort with (typical) weekly turnover to a second home residential community with weekend and extended-stay visitation. As a result:

- The combination of second home kitchens and limited turnover significantly reduced the number of visits to local restaurants.
- With the reduction in turnover, shopping trips were reduced as heretofore multiple purchases became twice-per-visit events (provisions at the beginning of

¹⁹ With sister municipalities of North Wildwood, Wildwood Crest, West Wildwood and the Diamond Beach section of Lower Township.

²⁰ Fully detailed in 2007 Master Plan §13.0.

²¹ as compared to neighboring Cape May, Stone Harbor and other barrier island communities.

²² 2007 Master Plan: §1.1 & §13.1.2



the week and souvenirs at the end).

- Attractions began to become repetitive with use (longer stays did not translate into more visits).

These and other related factors significantly impacted the Wildwoods economy.

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.

4.2 The Wildwoods²³

Unlike municipalities with multiple industries, the Wildwoods had ~ and continue to 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 ~ created critical challenges for Wildwood's Policymakers.

²³ 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.



To address these challenges, Island Policymakers commissioned numerous planning and economic development studies designed to identify root causes of this decline and to reverse these conditions. These efforts confirmed the need for the Wildwoods to update their offerings and to expand their tourist calendar from the current seasonal focus²⁴ 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.

4.3 State Investment in the Wildwoods

Recognizing that tourism is New Jersey's second largest industry and vital to the economic wellbeing of the State as a whole, the State 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, the State made a 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.

4.4 Municipal Actions Toward Revitalization

- 4.4.1 As the basis for enacting the recommendations of the local planning analyses, the City, among other activities, updated its Master Plan in 2002 and 2004, and amended its Land Development Ordinance from time to time.
- 4.4.2 While several Master Plan Objectives were operationalized by the adoption of a new, rational Zone Plan 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 other Objectives proved more challenging.

²⁴ Approximately mid-October through mid-May.



Specifically, it became apparent that it was not possible to create modern Resort Hotels with high concept public spaces, themed restaurants and other amenities under the City's [then] current regulatory (Zoning) regime. What was required was a type of development that did not require additional land costs to increase project intensity ~ in short, **Vertical Development**.

In July 2005, the City amended its Land Development Ordinance to permit Vertical Development in the form of 25-story, 250' tall buildings in the Residential Multi-Family (RM), Hotel / Motel (H/M) and Tourist / Entertainment (T/E) Zoning Districts.²⁵

4.4.3 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.

After months of discussion, the City and NJDEP agreed that certain CZM Rules required modification or reinterpretation in order to permit economically viable projects at the intensity necessary to facilitate Wildwood's revitalization. As part of the planning process for such modifications / reinterpretations, NJDEP requested²⁶ that the City perform certain analyses designed to insure that existing systems could accommodate such development, and to identify improvements to such systems where inadequate. Included in this request was 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.

All required analyses were included in the 2007 *Comprehensive Master Plan Update*. While such document did not require formal "approval" from NJDEP, the Department did begin to process permits for Vertical development upon completion of the Master Planning process.

²⁵ Conditioned upon conformance with certain bulk standards.

²⁶ Exhibit 1.1 to the 2007 Master Plan Update.



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

5.1 Municipal Land Use Law

The *Municipal Land Use Law*²⁷ requires a municipal Master Plan to include “a Statement of Objectives, Principles, Assumptions, Policies and Standards²⁸ upon which the constituent proposals for the physical, economic and social development of the City are based.

5.2 2007 Master Plan Update

The *2007 Comprehensive Master Plan Update* included such a Statement, addressing:

- General Policy (2007 Master Plan §5.4.1);
- Land Use Policy (2007 Master Plan §5.4.2);
- Housing Policy (2007 Master Plan §5.4.3);
- Circulation Policy (2007 Master Plan §5.4.4²⁹);
- Utilities & Infrastructure Policy (2007 Master Plan §5.4.5);

- Community Facilities & Recreation Policy (2007 Master Plan §5.4.6);
- Conservation Policy (2007 Master Plan §5.4.7);
- Economic Policy (2007 Master Plan §5.4.8); and
- Historic Preservation Policy (2007 Master Plan §5.4.9).

Policy prescriptions were articulated as “Principals” and “Objectives”.

The 2007 Master Plan Update also included a Municipal Vision Statement (2007 Master Plan §5.5).

5.3 This Reexamination

This Reexamination finds that many of the Principals and Objectives adopted in the *2007 Master Plan* remain valid while others have either been achieved or are no longer priorities. Still other Principals or Objectives

²⁷ N.J.S.A. 40:55D-28(b)(1)

²⁸ §5.0 (“Statement”)

²⁹ A software error inadvertently labeled this item §5.4.3 when the document was printed.



require clarification or modification and others require wholesale amendment. A number of new Principals and Objectives are also identified.

While This Reexamination references the Principles and Objectives that remain valid as adopted, such items are not reprinted herein for the sake of brevity. This section should therefore be read *in conjunction with* §5.0 of the 2007 Comprehensive Master Plan Update.

2007 Principals or Objectives that are no longer valid, those that require clarification or modification, those that require wholesale amendment and new Principals and Objectives are articulated herein in full.

5.3.1 General

A. *2007 Master Plan Principal 5.4.1 A.* (committing the City to the guiding purposes of the New Jersey *Municipal Land Use Law*) remains valid as adopted.

- B. A combination of market forces and the positive impact from the *2007 Comprehensive Master Plan Update* renders *2007 Master Plan Principal 5.4.1 B.*³⁰ no longer valid. However, *Objective 5.4.1 B. i.*³¹ remains a perpetual goal that will require continued attention by the City.
- C. While the City recognizes that the Wildwood Convention Center plays and will continue to play a significant role in the Wildwood economy, especially in the off-season,³² the language of *2007 Master Plan Principal 5.4.1 C.*³³ as adopted is somewhat overstated. The City enjoys a vibrant economy during the traditional tourist months even without the contributions attributed to the Convention Center.

It is further recognized that entities other than the Convention Center³⁴ successfully attract visitors to the City.

³⁰ "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."

³¹ "Review and update municipal policies and regulations on an ongoing basis to ensure that Policymakers are working with the most up-to-date information."

³² November to April.

³³ "Wildwood recognizes that the revitalization of the Wildwoods and its tourist economy is largely tied to the success of the Wildwoods Convention Center."

³⁴ Including, but not limited to, the the Greater Wildwood Tourism Improvement & Development Authority ("GWTIDA"), the Greater Wildwood Chamber of Commerce and the Wildwood Business Improvement District ("WBID").



The foregoing clarifications of *2007 Master Plan Principal 5.4.1 C.* notwithstanding, it remains a significant City policy to support GWTIDA and the New Jersey Sports & Exposition Authority in their efforts to attract a Host Hotel for the Convention Center. Within this context, This Reexamination restates and reinforces *2007 Master Plan Objectives 5.4.1 C. i.*³⁵ and *C. ii.*³⁶

By way of interpretation, *2007 Master Plan Objective 5.4.1 C. ii.*³⁶ is intended to include facilities that may have a direct benefit to the Convention Center as well as those that may not have a direct connection but which, due to their very presence, increase the attractiveness of the City as a destination and thereby assist in marketing the Convention Center.

³⁵ "Review and update municipal policies and regulations to ensure that the City, on a municipal level, is supporting the Convention Center."

³⁶ "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."

³⁷ "Wildwood recognizes that its land development patterns often juxtapose incompatible land uses. Specifically, certain commercial and (light) industrial uses

5.3.2 Land Use Policy

- A. While the Planning Board has achieved success in addressing issues articulated in *2007 Master Plan Principal 5.4.2 A.*³⁷ ~ notably by being stricter in the grant of variances that might negatively impact a neighborhood or the community ~ this Principal remains a perpetual goal that will require continued vigilance.

Within this context, This Reexamination updates, restates and reinforces *2007 Master Plan Objectives 5.4.2 A. i. and A. ii.* as perpetual goals as follows:

1. *Objective 5.4.2 A. i.:* Continue to review and support ongoing revisions to the City's Land Use Plan and Land Development Ordinance, which collectively encourage development, regulate development patterns and reinforce the integrity

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."



of the City's residential neighborhoods and commercial districts while respecting the physical environment and making appropriate use of the City's environmental resources.

2. *Objective 5.4.2 A. ii.* Discourage inappropriate and incompatible land uses. Maintain strict standards with respect to the grant of Variance relief.
3. A new *Objective iii.*, recommended to achieve *Principal 5.4.2 A.* is: "Strengthen the City's code enforcement efforts including, as necessary, by increasing staff dedicated to this task".
4. Related to code enforcement, a new *Objective iv.* to "Create a fund, via bond or other mechanism, for the demolition of dilapidated properties", is recommended.

B. While 2007 Master Plan *Principal 5.4.2 B.* and related Objectives supporting growth and development remain valid as adopted, the locations

where Vertical Development is currently permitted may no longer be appropriate in all instances. In addition to specific rezoning recommendations contained in §6.3.4 herein which may impact Vertical Development, This Reexamination recommends that the City reevaluate where such development is currently permitted within the context of the other changes recommended.

Issues related to Redevelopment are addressed in §5.5.2 C. herein.

C. 2007 Master Plan *Objective 5.4.2 B.iii*³⁸

1. In addition to the Redevelopment program instituted in or about 2002 for the Bayside Redevelopment Area³⁹, the City Commission, in September 2012, commenced the statutory process to determine whether or not the City, or any part or parts thereof, met the statutory criteria for *Rehabilitation Area* designation under the *Redevelopment Law*.

³⁸ "Employ the *Local Redevelopment and Housing Law* [N.J.S.A. 40A:12A-1 et seq.] where applicable to achieve these and other municipal objectives."

³⁹ 2007 Comprehensive Master Plan Update §6.8 V. & §13.3.10 herein.



After extensive analysis in accordance with N.J.S.A. 40A:12A-14, the Governing Body, in November 2013,⁴⁰ formally declared the City, in its entirety, to be In Need of Rehabilitation.

2. In or about March 2016, the City adopted a *Redevelopment Plan for the CAFRA-Permitted Beach Area & Boardwalk*. The purpose of the Redevelopment Plan was, in pertinent part, “to build upon the prior planning undertaken by Wildwoods Policymakers⁴¹ and create a variety of active and passive components for the Beach designed, collectively, to create major attractors and support elements that will broaden the Wildwoods’ appeal and expand its market, both during and beyond the traditional tourist season”.

3. Litigation against the Redevelopment Plan was instituted soon after adoption. While the nature of such litigation is beyond the scope of This Reexamination, the City Commission, in September 2016, elected to rescind the Redevelopment Plan⁴².
4. Despite this experience, This Reexamination retains *2007 Master Plan Objective 5.4.2 B.iii* as a priority for the City. Examples of potential Redevelopment Plans under the existing Rehabilitation designation or a new Redevelopment designation include, but need not be limited to:
 - a. A revolving mechanism to negotiate the transfer of City-owned tax lots⁴³ to private builders and/or developers for development (where vacant) or renovation (where improved).

⁴⁰ via Resolution No. 377-11-13 (On file with the City Clerk.)

⁴¹ In the form of a document entitled *Programming & Improvement Plan for the Wildwood Beach (“Beach Plan”)* designed to, as stated in Redevelopment Plan §1.2:

...identify elements that [were] missing from the Wildwood Beach and Boardwalk experience and develop ways to address these deficiencies. The goal was to explore concepts that had not been tried before ~ at least in Wildwood ~ and by so doing to create unique experiences as attractions for the City.

The Beach Plan focused on the Public Beach and Boardwalk Space and how they may better be used to enhance the Wildwood visitor’s experience. The scope of the Plan was limited to improvements and initiatives which could easily and relatively inexpensively be undertaken by the City and one or more private-sector partners

⁴² Via Ordinance No.1060-16 (on file with the City Clerk)

⁴³ Presently-owned or newly-acquired via tax title lien foreclosure, private donation or other means.



Such a Redevelopment Plan could permit development on lots which are undersized according to the City's Zoning requirements but large enough to support construction, thus eliminating the need for variance relief and thereby increasing the value, marketability and post-sale ratable potential for these properties.

While the location of certain of these lots would likely result in the construction of single-family homes, others may be appropriate for mixed-use commercial or other types of development.

- b. A revolving mechanism to make City-owned lots⁴³ available to targeted purchasers⁴⁴ at below market prices or under below market financing.
- c. A program to demolish, dilapidated and/or unsafe properties, which may be funded via bond or other mechanism as recommended in §5.3.2 A.4. herein.

- d. A mechanism to support the City's efforts to rehabilitate the Pacific Avenue commercial core and other downtown commercial districts as detailed in §13.3.2 B.8 and elsewhere in This Reexamination.
- e. A mechanism to address the split-Block zoning⁴⁵ and challenging geometry of the Blocks bounded by the Boardwalk, Schellenger Avenue, Atlantic Avenue and Oak Avenue. These are the only Boardwalk-frontage blocks in the City that extend more than 200' west from the Boardwalk and thereby have meaningful depth for development purposes. The current zoning scheme and the fact that the lands are split by Cedar Avenue ~ thereby creating 2 deep-but-narrow Blocks, has been identified as factors inhibiting the unified revitalization of this area.

At Publication, these Blocks ~ which historically had been a single Lot hosting a

⁴⁴ City employees, households qualifying under affordable income priorities or other entities whose participation would advance the City's Public Policy goals.

⁴⁵ Boardwalk Amusement and Tourist / Entertainment Zoning Districts



vibrant (landside) amusement “pier” ~ contain a mix of active waterpark and retail uses, a go-cart track, a vacant (boarded) building and surface parking. A Redevelopment Plan could establish uses and building controls tailored to this unique section of the City and thereby maximize the developability of these lands to achieve the goals and objectives stated throughout This Reexamination.

- f. A mechanism to achieve the revisions to *2007 Master Plan Objective 5.4.3 A. ii* recommended by This Reexamination (§5.5.3 A.2 herein) by instituting incentive programs designed to eliminate rooming-style housing.
- g. A mechanism for the creation of dormitory-style housing for seasonal (J-1) workers as recommended in §13.3.3 D. herein.

- D. While the Planning Board has seen some success in achieving *2007 Master Plan Principal 5.4.2 C.*⁴⁶ by encouraging developers to design buildings with more variety and interest, such success does not extend to development approved administratively (i.e., where Board action is not required).

As expressed in *2007 Principal 5.4.2 C.*, the City's power to compel better design is somewhat limited, especially when relief from Zoning regulations (i.e., variances) is not required.

2007 Master Plan Objective 5.4.2 C i. recommends establishing specific Architectural Design Standards to promote a desirable visual environment and ensure the continued visual integrity of the commercial and residential sections of the City. This Reexamination restates this Objective, and expands the intent so that such Standards be enforceable by the Zoning Officer.

⁴⁶ “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 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.



E. Post-Sandy Principals & Objectives

The 2007 Comprehensive Master Plan Update was adopted prior to Hurricane Irene (August 2011) and Superstorm Sandy (October 2012). While the 2007 Statement did include a recognition of sea-level rise,⁴⁷ it did so within the context of climate change, global warming and greenhouse gas emissions, and not as part of the Resiliency policies instituted by FEMA and State Agencies in the aftermath of these storms.⁴⁸

This Reexamination adds the following *Principal* and *Objectives* to the City's Land Use Policy.

1. *Principal*: Wildwood recognizes that:

- a. Despite its extremely wide beach which protects against storm surge, it continues to be vulnerable to flooding and other impacts of extreme weather events and sea-level rise.

- b. Federal and State requirements related to sustainability in land use and development have substantially changed since 2012. Modifications to local policies and regulations is required to ensure compliance with these requirements.

- c. The severity and frequency of severe storm events is projected to increase over time and that an uncertain amount of sea-level rise is expected⁴⁹.

- i. *Objective*: Work with the U.S. Army Corps of Engineers and NJDEP to ensure that the design of the dune system does not negatively impact the City's ability to utilize the Beach for recreation and economic development.
- ii. *Objective*: Review the vulnerabilities of existing municipal infrastructure and update

⁴⁷ §5.4.5 A., §5.4.7 D., §5.5 C., §12.1 & §12.4 of the 2007 Comprehensive Master Plan Update.

⁴⁸ Including, but not limited to, the creation of protective sand dunes along the length of the City's beachfront (§12.3.2 C. herein).

⁴⁹ U.S. Global Change Research Program. *Global Climate Change Impacts in the United States*. s.l.: Cambridge University Press, 2009. ISBN 978-0-521-14407-0.



policies to ensure that the City is taking steps to protect its systems ~ especially its critical infrastructure ~ from rising sea levels and significant storm events.

- iii. *Objective*: Review and update municipal policies and regulations to ensure that the City is permitting, promoting and requiring (appropriate) measures to protect private development from rising sea levels and significant storm events.

F. Additional details related to Land Use are addressed in §6.0 herein.

5.3.3 Housing Policy

A. This Reexamination restates and reinforces 2007 *Master Plan Principal 5.4.3 A.*⁵⁰ as a perpetual policy of the City.

⁵⁰ "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."

⁵¹ "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."

1. *Objective 5.4.3 A. i.* is modified to state "Strengthen the City's code enforcement efforts including, as necessary, by increasing staff dedicated to this task."
2. *Objective 5.4.3 A. ii.*⁵¹ is effectively achieved by the City's Zoning Ordinance⁵². This Objective is modified to recommend the City institute incentive programs designed to eliminate rooming-style housing.
3. *Objectives 5.4.3 A. iii. and iv.* regarding regulation of development patterns and reinforcing the integrity of the City's residential areas remain valid as adapted.
4. While the City has seen success in reducing residential densities in the R-1 and R-2 Zoning Districts, *Objective 5.4.3 A. v.*⁵³ remains a perpetual goal that will require continued attention by the City.

⁵² When illegal conversions are discovered, a notice of violation against the Zoning Ordinance is issued and deconversion and restoration to a pre-altered state is required. Failure to comply results in a summons for municipal court being issued.

⁵³ "Maintain the City's efforts to reduce Residential Density in its R-1 and R-2 Zoning Districts to appropriate levels."



B. 2007 Master Plan Principal 5.4.3 B.⁵⁴

1. While the City recognizes that it continues to have a Constitutional obligation to provide a realistic opportunity for affordable housing in accordance with the New Jersey Fair Housing Act⁵⁵ and the various court decisions collectively known as the 'Mount Laurel decisions', events have overtaken the recommendation of 2007 Master Plan Principal 5.4.3 B that the City defer a Housing Plan Element and Fair Share Plan "until COAH's new rules are adopted". Specifically, as a result of a Civil Action instituted in January 2008⁵⁶, the City is under a December 2012 Consent Order related to Affordable Housing issues. This Order provides, in pertinent part:

3. In view of the facts that Wildwood was not assigned a Prior Round obligation, that Wildwood approved affordable special needs units towards a future fair share obligation, and that Wildwood has

a substantial number of year-round residents who are lower-income, [Wildwood] shall have no further obligation to engage in Third Round (post-1999) fair share housing planning or adopt a Housing Element and Fair Share Plan that addresses Third Round (post-1999) obligations until such time as the standards with which [Wildwood] must comply have been established.⁵⁷

7. The City shall remain immune from exclusionary zoning challenges and builder's remedy suits until the time for submission of a Third Round Compliance Plan, if any, is established by regulation, statute or decision of a court with appropriate jurisdiction, provided that immunity will be extended upon the filing by the City of a duly adopted and endorsed Housing Element and Fair Share Plan for the Third Round for such time as COAH or the Court, with the input of its Master, may deem appropriate.⁵⁷

⁵⁴ "Wildwood recognizes the need for affordable housing in the City, including housing targeted toward the needs of its employee base". This Principal addresses Affordable Housing within the context of the [then] status of the New Jersey Council on Affordable Housing ("COAH")."

⁵⁵ N.J.S.A. 52:27D-301 et seq.

⁵⁶ Mount Olive Community Development Corporation, vs. City of Wildwood, Planning Board of City of Wildwood, and Zoning Board of Adjustment of the City of Wildwood.

⁵⁷ [emphasis added]



Accordingly, the City is relieved of its obligation to prepare and adopt a Housing Element and Fair Share Plan as part of This Reexamination.

2. In July 2013, the City adopted an Ordinance⁵⁸ expanding the [then-existing] Inclusionary Housing Overlay Zone and establishing a Workforce Housing Overlay Zone,⁵⁹ to provide for lands within the City which may be necessary and appropriate for development of low and moderate income housing.
3. Also in July 2013, the City adopted an Ordinance⁶⁰ establishing standards for the collection, maintenance and expenditure of the development fees; thereby creating a dedicated revenue source to be used for the sole purpose

of providing low- and moderate-income housing in the City. Under this Ordinance:

- a. Residential developers⁶¹ are required to pay a fee of 1.5% of the equalized assessed value of the development, provided no increased density is permitted. When an increase in residential density is approved via ('d') variance or other means, a 6% fee is required.

Residential development fees are imposed when an existing structure undergoes a change to a more intense use, is demolished and replaced, or is expanded, if the expansion is not otherwise exempt from the development fee requirement. The development fee is calculated on the increase in the equalized assessed value of the improved structure.

⁵⁸ Ordinance No. 971-13 (on file with the City Clerk).

⁵⁹ More fully detailed in §6.3.3 A. & §6.3.4 T. herein.

⁶⁰ Ordinance No. 972-13 (on file with the City Clerk).

⁶¹ The following are exempt from the development fee requirement:

Affordable housing developments, developments where the developer is providing for construction of affordable units elsewhere in the City; and developments where the developer has made a payment in lieu of on-site construction of affordable units.

Developments that have received Preliminary or Final Site Plan approval or a Zoning and/or Building Permit prior to the adoption of the Ordinance (unless the developer seeks a substantial change in the approval)

Owner-occupied residential structures demolished and replaced as a result of a fire, flood, or natural disaster.



- b. Non-residential developers⁶² are required to pay a fee equal to 2.5% of the equalized assessed value of the land and improvements for all new non-residential construction on an unimproved lot or lots.

Except for exempted developments⁶² non-residential developers are also required to pay a fee equal to 2.5% of the increase in equalized assessed value resulting from any additions to existing structures to be used for non-residential purposes.

Non-residential development fees shall be imposed when an existing structure is demolished and replaced.⁶³ The development fee is calculated on the

difference between the equalized assessed value of the pre-existing land and improvement and the equalized assessed value of the newly improved structure (i.e. land and improvements at the time final certificate of occupancy is issued).

4. June 2017, the City adopted a Resolution⁶⁴ establishing an Affordable Housing Trust Fund Spending Plan wherein the fee collected by the City can be used to implement and fund a residential rehabilitation program for income eligible homeowners. This Plan was approved by the Court in or about August 2017.
5. Additional details related to Housing are addressed in §7.0 herein.

⁶² The non-residential portion of a mixed-use inclusionary or market rate development shall be subject to the 2.5% development fee, unless otherwise exempted below.

The 2.5% fee shall not apply to an increase in equalized assessed value resulting from alterations, change in use within an existing footprint, reconstruction, renovations and repairs.

Non-residential developments shall be exempt from the payment of the 2.5% fee in accordance with the exemptions required pursuant to P.L. 2008, c.46,...

A developer of a non-residential development exempted from the 2.5% fee pursuant to P.L.2008, c.46 shall be subject to it at such time the basis for the exemption no longer applies,...

If a properly which was exempted from the collection of the 2.5% fee thereafter ceases to be exempt from property taxation, the owner of the property shall remit the fees required within 45 days of the termination of the property tax exemption. Unpaid non-residential development fees under these circumstances may be enforceable by the City as a lien against the real property of the owner.

⁶³ Pursuant to P.L.2009, c.90 a11d P .L.2011, c. 122, the non-residential development fee is suspended for all non-residential projects that received Preliminary or Final Site Plan approval between July 17, 2008 and July 1, 2013, provided that a permit for the construction of the building has been issued prior to January 1, 2015.

⁶⁴ Resolution No. 198-6-17 (on file with the City Clerk).



5.3.4 Circulation Policy

A. *2007 Master Plan Principal 5.4.3 A.* (recognizing that the City's street system is inadequate to accommodate the traffic generated by its tourist economy) remains valid as adopted.

1. While some progress has been made regarding *Objective 5.4.3 A. i.*, to develop a Citywide (island-wide) system of pathfinder signage, continued effort toward a comprehensive signage system is recommended.
2. *2007 Master Plan Objective 5.4.3 A. ii.* (recommending an analysis to determine the feasibility of increasing the City's one-way paired street) remains valid as adopted.

B. While *2007 Master Plan Principal 5.4.3 B.* (recognizing that the City's street system will be severely tested should evacuation be required)

remains valid as adopted, the issue of evacuation planning has become more of a priority in the Post-Sandy environment. The *Objectives* under this *Principal*⁶⁵ remain perpetual goals that will require continued attention by the City.

C. *2007 Master Plan Principal 5.4.3 C.* and related *Objectives* (regarding use of the Boardwalk as a transportation route) remain valid as adopted.

1. As recommended by *2007 Master Plan Objective 5.4.3 C. ii.*, Trolley service has been instituted as an off-Boardwalk routes as a means of Island-wide mass transit. This Reexamination recommends that an expansion of this service be evaluated.
2. As recommended by *2007 Master Plan Objective 5.4.3 C. iii.* discounted tickets for the Tram Car service are available for purchase.

⁶⁵ i. Maintaining and updating the Emergency Management Plan
ii. Coordinating with State, County and others to enhance evacuation capabilities.
iii. Evaluating "storm-proofing" of high-rise developments and sheltering in place".
iv. Incorporating coastal hazard mitigation planning into land use planning and building designs approval process.



D. *2007 Master Plan Principal 5.4.3 D.* (recognizing that the City's parking inventory is inadequate to satisfy the demand generated by its tourist economy) and *Objective 5.4.3.D i.* (recommending a City-wide parking strategy) remain valid as adopted.

1. While *2007 Master Plan Objective 5.4.3 D. ii.* (recommending the continued use of governmentally-owned land in strategic sections of the City⁶⁶ for public parking) remains valid, the Cedar Avenue lot is no longer City-owned and is therefore not available for parking.
2. While the concept of structured parking garages articulated in *Objective 5.4.3 D. ii.* remains valid, This Reexamination recognizes that the cost of such structures is beyond the ability of the City to finance. It is therefore recommended that the City look to partner with other public and/or private entities for the development of such garages.

3. This Reexamination recognizes that on-Beach public parking has been instituted by the City for the 2017 tourism season as a means to both increase parking supply and generate municipal revenue.

At Publication, it was too early to determine the success of this program. It is recommended that the City monitor the impact of Beach parking as a means of addressing the City's parking situation.

4. *2007 Master Plan Objective 5.4.3 D. iii.* (recommending expanding the Tram Car service or instituting a parallel service for off-Boardwalk routes) has been rendered unnecessary by the Trolley services as detailed in §5.5.4 C.1 herein.
5. The City explored the concept of establishing a municipal Parking Authority or Parking Utility for operation of the parking structures as recommended by *2007 Master Plan Objective §5.4.3 D. iv.* Such concept was found not to be feasible at that time.

⁶⁶ including the surface lots between the Convention Center and Rio Grande Avenue and the City-owned lot on Cedar Avenue.



This Reexamination recommends that the City revisit this issue when economic conditions appear more attractive.

6. *Objective 5.4.3 D. iv.* included a recommendation to absorb the operation of the Wildwood Tram Car service into such an Authority or Utility. The Tram service is successfully operated by the Wildwood Boardwalk Special Improvement District. This Reexamination eliminates such recommendation.
7. In order to fund the parking structures, *2007 Master Plan Objective 5.4.3 D. v.* recommended that the City 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.

A Parking Authority or Parking Utility is a statutory prerequisite for imposing such “in-lieu-of” fees. In conjunction with recommendation §5.5.4 D.5 herein, This Reexamination

recommends that the City revisit this issue when economic conditions appear more attractive.

- E. Additional details related to Circulation are addressed in §8.0 herein.

5.3.5 Utilities & Infrastructure Policy

- A. *2007 Master Plan Principal 5.4.5 A.* (recognizing that the age, condition and capacity of the City’s infrastructure may not be adequate to service Vertical Development) remains valid as adopted.
- B. While a formal Capital Improvement Plan under N.J.S.A. 40:55D-29 & 30 (to include subsurface utilities under City control) as recommended by *2007 Master Plan Objective 5.4.5 A. i.* was not prepared:
 1. In 2010, the City undertook both a Storm Sewer Master Plan and a Sanitary Sewer Master Plan to guide improvements. An Inflow / Infiltration Study was conducted as part of the Sanitary Sewer Master Plan to determine where stormwater was seeping into the Sanitary system. These studies were used as the basis



for the City's \$12.4 million Flood Hazard Risk Reduction & Resiliency Grant (§9.3.5 herein).

2. A Storm Sewer Ordinance,⁶⁷ regulating on-site and off-site storm water discharge for new development, in conjunction with NJDEP's Storm Water Management (MS4) Rules,⁶⁸ was adopted in February 2006.
3. Ronald Grocket, General Manager of the Wildwood Water Utility, reports that analyses of and upgrades to the City's potable water distribution system are continual. Significant recent projects include an approximately \$2 million supply main replacement under the bay between Wildwood and Shawcrest Avenues and an approximately \$1 million water main installation on Arctic Avenue.

This Reexamination renews the recommendation to create a Capital Improvement Plan under N.J.S.A. 40:55D-29 & 30.

- C. Regulations requiring developers to undertake infrastructure improvements (including "downstream" sanitary sewer) or make a "fair share" contribution therefor were not enacted as recommended by *2007 Master Plan Objective 5.4.5 A. ii*. This Reexamination renews this recommendation.
- D. Regulations requiring developers to reconstruct pavements, curbs and gutters surrounding their facilities and resurface all adjacent roadways to the centerline of the street as part of a construction project were not enacted as recommended by *2007 Master Plan Objective 5.4.5 A. iii*. This Reexamination renews this recommendation, and clarifies that sidewalks be included in the items to be reconstructed.
- E. Recommendations to evaluate upgrades to the storm drainage system and evaluate tidal flooding problems articulated in *2007 Master Plan Objective 5.4.5 A. iv* were addressed by the Storm Sewer Master Plan referenced in §9.3.3 herein).

⁶⁷ Ordinance No. 666-06 (on file with the City Clerk).

⁶⁸ N.J.A.C. 7:8-1.2 et, seq. (as amended).



F. While the recommendation to maintain, repair and replace stormwater facilities upon deterioration articulated in *2007 Master Plan Objective 5.4.5 A. iv.* will partially be addressed by the \$12.4 million Flood Hazard Risk Reduction & Resiliency project funded by NJDEP (§9.3.5 herein), this recommendation remains a perpetual goal that will require continued attention by the City.

G. While the City continues its periodic inspection and repair / replacement of bulkheads on municipally-owned (bayside) properties,⁶⁹ the inspection and evaluation of bulkheading Citywide (and repair or replace as necessary) recommended in *2007 Master Plan Objective 5.4.5 A. iv.* was not undertaken.⁷⁰ This Reexamination renews this recommendation, and further recommends that the Planning Board require the replacement of all deteriorated bulkheads as a condition of approval for all waterfront lots.

H. *2007 Master Plan Objective 5.4.5 A. v.* (recommending that the City work with private utility providers⁷¹ to upgrade the City's infrastructure systems) was partially addressed by:

1. South Jersey Gas, which, in 2015, began a multi-year “storm hardening” project whereby all Low Pressure Gas distribution lines in the City are converted to High Pressure Gas (streets disturbed by such improvements are paved). At Publication, approximately 50% of the City had been converted. Project completion (full conversion) is expected by 2020.
2. Atlantic City Electric which, in 2016/2017, undertook a major upgrade of its existing substation on the block bounded by Oak, Susquehanna and Wildwood Avenues. This project included the addition / refurbishment of transformers, new switchgear housing and site improvements.

⁶⁹ Where properties include storm sewer outfall pipes, “flex-valves” durable rubber “duck-bill flex-valves” are installed to protect against tidal backup into the storm drainage system(s).

Since the 2007 Master Plan, the City completed the replacement of street-end bulkheads from Spicer to Lincoln Avenues, as well as from Magnolia to Juniper Avenues. While additional street-ends may have been addressed, these are the only locations This Reexamination was able to confirm.

⁷⁰ Difficulty remains in replacing bulkheads on larger waterfront lots, especially privately-owned lots, due to cost (recent projects report prices in the range of \$800 - \$1,000 per linear foot).

⁷¹ Electric, gas, communications, etc.



It is believed that other private infrastructure in the City is adequate.⁷²

- I. 2007 Master Plan Objective 5.4.5 A. vi. (recognizing sea-level rise) remains valid as adopted.
- J. Additional details related to Utility and Infrastructure Policy are addressed in §9.0 herein.

5.3.6 Community Facilities, Open Space & Recreation Policy

- A. 2007 Master Plan *Principal* 5.4.6 A. (recognizing the importance of active and passive recreation to the City's residents and visitors) remains valid as adopted.
 - 1. While the City has seen some success in achieving 2007 Master Plan *Objective* 5.4.6 A. i.⁷³ by introducing large-scale concerts and other traditional⁷⁴ and what might be viewed as non-traditional⁷⁵ uses to the Beach, the wide, open expanse remains an underutilized resource.

This Reexamination therefore recasts this *Objective* in multiple parts as follows:

- a. *Principal*: Maximize the use of the City's wide Beach for active and passive recreation and as a tool for economic development.
 - i. *Objective*: Promote activities which will enhance public access to the Beach and water.
 - ii. *Objective*: Respect and avoid disruption of existing environmentally-sensitive lands.
 - iii. *Objective*: Utilize the Beach to attract visitors of varied ages and interests by way of more ~ and more-varied ~ offerings in order to enhance the Wildwood visitor's experience and satisfy the desires of an increasingly sophisticated vacationing public.

⁷² The City's water distribution system is not privately owned. Accordingly, reference to such system is not appropriate to this Objective.

⁷³ "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."

⁷⁴ Cabanas, food service, kite-flying & sporting festivals.

⁷⁵ Beach parking; establishment of Dog Beach (originally located at Poplar Avenue but proved so successful that it was relocated to Glenwood Avenue); Race of Gentlemen: (an antique-car race that pays homage to America's hot-rod history).



- iv. *Objective:* Explore concepts that have not been tried before ~ at least in Wildwood ~ and by so doing to create unique experiences as attractions for the City.
- v. *Objective:* In 2012, the Planning Board adopted an unnumbered Resolution entitled *Interpreting Permitted Uses in B-Beach Zoning District*⁷⁶ in anticipation of the City entering into an agreement with a concessionaire for beach programming. The Board determined that many, if not all, of the uses proposed were subsumed within the various broad categories of uses permitted on the Beach under the Land Development Ordinance.

While this interpretation remains in effect, This Reexamination recommends that the City modify existing and/or establish new regulations governing land use and physical improvements on the Beach in order to achieve these Principals and Objectives.

- vi. *Objective:* Develop utility and easement controls which will promote the efficient and effective provision of necessary infrastructure and related services to the uses envisioned.
 - vii. *Objective:* Coordinate these Objectives with Relevant Permitting Agencies to ensure that State and local policies and programs support the use of the Beach as envisioned while respecting the traditional Beach environment.
- 2. 2007 Master Plan *Objective 5.4.6 A. ii.* (recommending acquisition of the privately-owned lots on the east side of the boardwalk for the City's public beach system) remains valid as adopted.
 - B. 2007 Master Plan *Principal 5.4.6 B.* regarding the age and adequacy of the City's educational physical plant (schools) is no longer valid. While enrollment is steady, facilities continue to age and more space is needed for educational purposes. As a result, and in

⁷⁶ on file with the Board Secretary



a controversial move, the City's Board of Education has been forced to utilize facilities in neighboring North Wildwood⁷⁷ for additional classroom space.

1. *2007 Master Plan Objective 5.4.6 B. i.*, (recommending that the City work with the Board of Education to address physical plant issues) remains valid as adopted.
2. *2007 Master Plan Objective 5.4.6 B. ii.*, (recommending that the City explore the adaptive reuse of buildings and lands no longer required by the Board of Education) is no longer valid.

C. With the adoption of the *2007 Comprehensive Master Plan Update* and the subsequent actions designed to effectuate the Master Plan, *2007 Master Plan Principal 5.4.6 C.* (suggesting that the City's planning and development-related policies have not been able to keep pace with the rapid changes facing the municipality) is no longer valid. However, *2007 Master Plan Objective 5.4.6 C.* to update the City's Open Space & Recreation Inventory ("ROSI")

to reflect current conditions remains a perpetual goal that will require continued attention by the City.

- D. While Wildwood's recreational *facilities* meet the needs of the City's resident and visitor populations, This Reexamination finds that recreational programming is generally targeted to youth. It is therefore recommended that the City's Recreation staff review programming with an eye toward Senior Citizens and other segments of the population.
- E. Additional details related to Community Facilities, Open Space and Recreation are addressed in §10.0 and §11.0 herein.

5.3.7 Conservation Policy

- A. With the exception of:
 - updating the reference to the 2005 Land Use Plan and Land development Ordinance in *2007 Master Plan Objective 5.4.7 A. i.*;
 - recognizing the NJDEP Beach Dune project currently in the planning stages (§12.3.2 C. herein); and

⁷⁷ Specifically, St. Simeons By-The-Sea Church.



- expanding the conversation of sea-level rise beyond climate change to include storm surge and resiliency (§6.3.1, §8.3.13, §9.3.5 & §14.3.6 herein);

all Principals and Objectives articulated in 2007 Master Plan §5.4.7 (Conservation Policy) remain valid as adopted.

- B. Additional details related to Conservation are addressed in §12.0 herein.

5.3.8 Economic Policy

- A. 2007 Master Plan Principal 5.4.8 A. (recognizing the importance of tourism, including environmental tourism, to the local economy and the need to update tourist infrastructure), and companion Objectives 5.4.8 A. i. (supporting physical and programmatic elements designed to enhance the visitors' experience) and 5.4.8 A. ii. (expanding the tourist season) remain valid as adopted.
- B. 2007 Master Plan Principal 5.4.8 B. (recognizing the importance of amenities such as accommodations,

restaurants, entertainment facilities and shopping to the success of the Convention Center), and companion Objective 5.4.8 B. i. (providing amenities which will aid in attracting larger and longer-running conventions and trade shows) and Objective 5.4.8 A. ii. (facilitating modern hotels with amenities as are normal and customary to Convention Center Host hotels) remain valid as adopted.

- C. 2007 Master Plan Principal 5.4.8 C. (recognizing that the need for convenient visitor parking) remains valid as adopted. Companion Objective 5.4.8 C. i. (recommending centralized public parking structures and public transit [shuttle] services) are addressed in §8.3.6, §8.3.9 A.3 and §13.3.7 herein).
- D. 2007 Master Plan Principal 5.4.8 D. (recognizing that the City's tourist-related and other offerings are constrained by a seasonal economy which may render the type and style of tourism attractors demanded by modern vacationers unfinanceable), and companion Objective 5.4.8 D. i. (instituting Master Plan recommendations to expand from a seasonal resort to a year round vacation



destination) and *Objective 5.4.8 C. ii.* (utilize amenities created to support the Convention Center as a catalyst for additional economic development) remain valid as adopted.

E. *2007 Master Plan Principal 5.4.8 E.* (recognizing that the City's 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) remain valid as adopted.

1. *2007 Master Plan Objective 5.4.8 E. i.* (recommending that the Land Use Plan and Land Development Ordinance⁷⁸ be maintained), remains valid as adopted.

2. *2007 Master Plan Objective 5.4.8 E. ii.* (recommending that the Land Use Plan and Land Development Ordinance be modified to be consistent with direction recommended by NJDEP as a basis for permitting Vertical Development⁷⁹) was achieved by the adoption of the 2007 Master

Plan, the 2008 Zoning Map and the 2008 revisions to the Land Development Ordinance.

Since adoption of the 2007 Master Plan, the 2008 Zoning Map and the 2008 revisions to the Land Development Ordinance, it has become apparent that certain provisions unrelated to vertical development worked to inhibit other City initiatives ~ specifically, but not exclusively, the use of the Beach as a tool for economic development as detailed in §6.3.4 N. and §13.3.8 herein. Further, this office and City officials familiar with the Ordinance report that various provisions are vague, internally inconsistent and, in certain cases, work at cross-purposes with the intent of the Zones they are intended to support.

This Reexamination therefore recommends that the City review the entirety of the Land Development Ordinance and revise / eliminate provisions that do not support or advance the

⁷⁸ which are designed, in part, to generate ratables, maximize long-term tax stability and extend the tourist season from its current three (3) month economy to one which attracts visitors year-round)

⁷⁹ thereby maximizing the City's ratable base and providing for long-term tax stability.



2007 Comprehensive Master Plan Update, as revised through This Reexamination.

3. *2007 Master Plan Objective 5.4.8 E. iii.* (to utilize the Redevelopment project then planned for the Bayside Redevelopment Area to develop a new customer-base and provide a market for amenities not currently existing in the City) remains valid as adopted.

4. In furtherance of *2007 Master Plan Objective 5.4.8 E. iv.* (to employ creative tools and financing to provide incentives to attract ratables⁸⁰), the City:

- Adopted a 5-year Tax Abatement / Exemption Ordinance in 2012:

- For Commercial Projects

Phase-in over a 5-year period, any increase in real estate taxes from improvements to existing facilities or from new development. The developer is assessed \$0.00 in the 1st year.

Assessments increase by 20% of the value each year until the full assessment is reached.

- For New Residential Construction

Newly constructed Residential and Condominium projects are eligible for a 30% exemption from the full assessed value of the buildings. At the conclusion of 5 years, the property will be assessed at full value.

- Improvements to Structures older than 25 Years are eligible for an exemption of the 1st \$25,000 in added value.

Property owners, developers or purchasers may apply to the City's Tax Assessor for the exemption within 30 days of the issuance of a Certificate of Occupancy / Approval.

This Ordinance was renewed in July 2017.

- Designated the entire City as an Area In Need of Rehabilitation⁸¹ under the *Local Redevelopment & Housing Law*.

⁸⁰ E.g., The New Jersey *Local Redevelopment and Housing Law*, Tax Abatement and Payment In Lieu of Taxes (PILOT) programs.

⁸¹ via Resolution No. 377-11-13, adopted in November 2013 (On file with the City Clerk.)



This Reexamination recommends the continued use of these and other creative tools and financing to advance the Principals, Objectives and recommendations contained both in the 2007 Master Plan and This Reexamination.

5. While the City has seen some success in consolidating municipal functions as recommended by *2007 Master Plan Objective 5.4.8 E. v.*,⁸² this Objective remains valid as a means to centralized facilities, provide for efficiency of functions and free existing City-owned land for more productive use.
6. While the City has not outsourced municipal operations as recommended in *2007 Master Plan Objective 5.4.8 E. vi.*, it has achieved some success under this *Objective* by entering into a Shared Services Agreement with West Wildwood for Fire and Construction Official services. This Objective remains valid as a

means to provide for more efficient, cost effective municipal operations.

7. *2007 Master Plan Objective 5.4.8 E. vii.* (recommending the City investigate grant funding for studies related to consolidating municipal functions and outsourcing operations) remains valid, although This Reexamination expands the Objective to include exploration of additional Shared Services Agreements with other governmental entities, including nearby municipalities and Boards of Education.
- F. The *2007 Master Plan* reported the City's 2006 Unemployment Rate as 17.2%⁸³ which was characterized by *2007 Master Plan Objective 5.4.8 F.* as being "unacceptably high". For This Reexamination, Triad Associates, the City's Grants Consultant, reported that Wildwood's annual average unemployment rate for 2016 was 18.8%⁸⁴ ~ a rate which remains unacceptable.⁸⁵

⁸² Including a 2017 bond issue for a new Water Utility / Public Works facility on land generally bounded by Park Boulevard, Oak Avenue and Cedar Avenue.

⁸³ New Jersey Department of Labor, Bureau of Labor Force Statistics.

⁸⁴ New Jersey Department of Labor & Workforce Development.

⁸⁵ The (2011-2015) 5-Year Estimate by the US Census Bureau places the City's Civilian Unemployment Rate at 21.6%. (factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_15_5YR_DP03&prodType=table)



All Objectives articulated in *2007 Master Plan Principal 5.4.8 F.* remain valid as adopted.

G. *2007 Master Plan Principal 5.4.8 G.* (recognizing the need to revitalize the City's physical appearance as a component to restoring its image and maximizing its economy) remains valid as adopted.

H. *Objective 5.4.8. G. i.* is modified to state "*Strengthen the City's code enforcement efforts including, as necessary, by increasing staff dedicated to this task.*"

I. *2007 Master Plan Principal 5.4.8 G.* and companion *Objective 5.4.8 G. i.* (recommending use of unique design elements to create a 'brand' identity for the City, including but not limited to the Doo-Wop / Jetsonian theme for street signage and other public elements) remain valid.

J. At time of adoption of the 2007 Comprehensive Master Plan Update, a joint committee of Wildwood and North Wildwood representatives were undertaking an analysis of the physical environment of the Boardwalk. The goal of this project was to provide

recommendations for improvements which would help create a more attractive and visually unified Sense of Place for this pedestrian-oriented commercial district.

The result was a "Pattern Book" entitled *Design Guidelines for the Wildwoods Boardwalk*, which illustrated historic and other building design elements which provide a positive image for the Boardwalk and were to be encouraged as well as those elements which detract from such image and were to be discouraged.

2007 Master Plan Objective 5.4.8 G. ii. recommended that the City "*review and seriously consider adoption and maximizing the use of the Design Guidelines... as a policy tool to 'encourage' and 'discourage' architectural design elements for Boardwalk development.*" The Guidelines were adopted by the Wildwood Planning Board and City Commission shortly after its July 2008 publication.

K. *2007 Master Plan Principal 5.4.8 I.* recognizes the Wildwoods Urban Enterprise Zone, the Wildwood Business Improvement District ("WBID"), Main Street Wildwood and the Wildwood's Boardwalk



Special Improvement District (“WSID”) as organizations instituted over the years to aid and assist in the revitalization of different segments of the Island. Companion *Objectives i. through iv.* supported the policies and programs of each organization in their individual missions.

1. Due to changes in State policy, the activities of Urban Enterprise Zones Statewide have been curtailed. As a result, the Wildwood Urban Enterprise Zone is no longer active. It is hoped that the change in the State administration in January 2018 will permit the WW UEZ to be reinstated.
2. Main Street Wildwood is no longer active. It is hoped that changes in conditions prompted by This Reexamination will permit the organization to be reinstated.
3. *2007 Master Plan Objective 5.4.8 I. ii.* (supporting the policies and programs of the WBID) and *Objective 5.4.8 I. iv.* (supporting the policies and programs of the WSID) remain valid.

4. This Reexamination recommends as a new Objective to “Support the policies and programs of all entities in their mission to assist in the social, physical and economic revitalization of the City”.

L. Additional details related to Economic issues are addressed in §13.0 herein.

5.3.9 Historic Preservation Policy

A. *2007 Master Plan Principal 5.4.9 A.*, recognizes that:

- much of the City’s rich history as a seaside resort remains in the form of historic architecture located throughout the municipality and 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; and
- the ongoing challenge facing Wildwood is to continue to protect its traditional and non-traditional historic architecture in the face of development pressure.



This *Principal* remains valid as adopted.

1. 2007 Master Plan Objective 5.4.9 A. i., (recommending that the City establish policies designed to protect its traditional and non-traditional historic architecture) remains valid as adopted.
2. 2007 Master Plan Objective 5.4.9 A. ii., is modified to state “*Strengthen the City’s code enforcement efforts to protect and preserve existing historic architecture (as well as all buildings in the City) including, as necessary, by increasing staff dedicated to this task.*”
3. Both the Wildwood Historic Preservation Commission and the Doo-Wop Preservation League, which were active in their respective spheres at the time of the 2007 Master Plan, are no longer active historic preservation participants. Accordingly, the 1st component of 2007 Master Plan Objective 5.4.9 A. iii. (support these organizations in their goal to protect and

preserve existing historic architecture where possible and practical) is no longer valid.

While inactive, the Historic Preservation Commission continues to exist under City Ordinance and the Doo-Wop Preservation League remains as a booster for all things Doo-Wop. Accordingly, the 2nd component of Objective 5.4.9 A. iii. (review and, where necessary, update the roles of these entities to better support the City’s Planning Board and Zoning Board⁸⁶ in their development approval processes) remains valid.

This Reexamination recommends that the 3rd component of Objective 5.4.9 A. iii. (all developments submitted for Planning or Zoning Board consideration within the designated Historic Districts shall notice the application’s submittal to the Wildwood Historic Preservation Commission by certified mail) be held in abeyance until the role of the Commission is updated).

⁸⁶ This Reexamination notes that the City eliminated its separate Planning and Zoning Boards in favor of a combined Planning Board in 2012.



4. 2007 Master Plan Objective 5.4.9 A. iv.
recommends that the City:

Delete from the ... 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.

While it is believed that the City eliminated the Historic District designation(s), the historic structures themselves remain. Accordingly, this Reexamination restates the recommendation as follows:

Commission a new historic property survey by a professional Architectural Historian as a means to catalogue remaining historic architecture in the City. Pending the results of such analysis, consider reinstating one or more Historic Districts as appropriate.

5. 2007 Master Plan Objective 5.4.9 A. v.
(recommending Architectural Design Standards to promote a desirable visual environment and ensure the visual integrity of the non-historic commercial and residential sections of the City) remains valid as adopted.

- B. 2007 Master Plan Principal 5.4.9 B. (recognizing that the City's architectural fabric provides an identity for the Community and that design elements unique to the Wildwoods create a "brand" for the tourist-oriented sections of the City) remains valid as adopted.

1. 2007 Master Plan Objective 5.4.9 B. i.
(encouraging designs reflective of the City's architecture⁸⁷ in new construction or renovations) and Objective 5.4.9 B. ii. (discouraging unremarkable and undifferentiated ["box-like", cookie-cutter] architecture, discouraging Exterior Insulation Finish Systems, smooth-faced concrete block and stucco or stucco-like products unless treated to provide architectural interest,

⁸⁷ Traditional Shingle-style, seashore Victorian, turn-of-the-century [1900] seashore cottages OR non-traditional Doo Wop / Jetsonian.



and prohibiting Barnboard (T-111) and pre-fabricated steel panels) remain valid as adopted.

2. *2007 Master Plan Objective 5.4.9 B. iii.* (recommending unique design elements for street signage and other public elements where appropriate) remains valid (although with the demise of the Main Street program [§5.5.8 K. herein], seeking guidance from Main Street representatives is no longer possible.
3. *2007 Master Plan Objective 5.4.9 B. iv. regarding use of the Design Guidelines for the Wildwoods Boardwalk* is addressed in §5.5.8 J. herein.

C. Additional details related to Historic Preservation are addressed in §14.0 herein.

5.4 Municipal Vision Statement

§5.0 of the *2007 Comprehensive Master Plan Update* addressed the Objectives, Principles, Assumptions, Policies and Standards upon which the constituent proposals for the physical, economic and social

development of Wildwood were based. While detailed and far-ranging, the 2007 *Principals* and *Objectives* ~ as operationalized in the individual Master Plan Elements that followed ~ were distilled into a Vision Statement for the City that articulated 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 balanced 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. After review of the priorities and conditions facing the City at Publication, This Reexamination finds that the Vision articulated in 2007 remains unchanged, with the sole exception of paragraph D. addressing [then] Governor Corzine's Executive Order entitled the "Global Warming Response Act." While the City continues to be concerned about sea-level rise, the issue extends beyond Climate Change to include storm surge and resiliency. Such issues are addressed elsewhere in This Reexamination and are not viewed as appropriate to a Vision Statement. Paragraph D. is therefore eliminated.



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:

- A. 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.

- B. 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.

- C. 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.



6.0 LAND USE PLAN ELEMENT

6.1 Municipal Land Use Law

The *Municipal Land Use Law*⁸⁸ requires that a municipal Master Plan include a Land Use Plan Element:

- addressing its relationship to the Statement of Objectives, Principles, Assumptions, Policies & Standards, other master plan elements, and natural conditions (topography, soil conditions, water supply, drainage, flood plain areas, marshes, and woodlands);
- 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;
- showing the existing and proposed location of any airports and the boundaries of any airport safety zones pursuant to the "Air Safety and Zoning Act of 1983" (N.J.A.C. 6:1-80 et seq.); and

- including a statement of the standards of population density and development intensity recommended for the municipality.

6.2 2007 Comprehensive Master Plan Update

The 2007 Land Use Plan Element addressed each of the items via a:

- Statement of Objectives, Principles, Assumptions, Policies & Standards (2007 Master Plan §5.0);
- Land Use Plan Element (2007 Master Plan §6.0);
- Housing Plan Element (2007 Master Plan §7.0);
- Circulation Plan Element (2007 Master Plan §8.0);
- Utility Plan Element (2007 Master Plan §9.0);
- Community Facilities Plan Element (2007 Master Plan §10.0);
- Open Space & Recreation Plan Element (2007 Master Plan §11.0);

⁸⁸ N.J.S.A. 40:55D-28(b)(2)



- Conservation Plan Element (2007 Master Plan §12.0);
- Economic Plan Element (2007 Master Plan §13.0); and
- Historic Preservation Element (2007 Master Plan §14.0).

As required by the *Municipal Land Use Law*, the 2007 Land Use Plan Element provided an in-depth analysis of the City's Natural Conditions (Topography, Soils, Water Supply, Drainage, Flood Plains, Marshes, Woodlands & Agriculture and Flora & Fauna) and Land Use Conditions (Existing Land Uses & Patterns, Residential Zoning Districts, Commercial Zoning Districts, Specialty Zoning Districts and Proposed Zoning District).

6.3 This Reexamination

With the exception of the following, issues identified in the 2007 Master Plan Update related to Land Use in Wildwood and its relationship to the various Master Plan Elements remain unchanged.

6.3.1 Natural Conditions

While the Natural Conditions⁸⁹ of a municipality would typically not be expected to change in a 10-year period between the creation of a Master Plan and its first Reexamination, the impacts of Hurricane Irene (August 2011) and Superstorm Sandy (October 2012) have caused Federal, State and local officials to rethink their traditional approaches to sustainability and resiliency. Accordingly:

A. Topography

§6.6.1 of the 2007 Master Plan Update referenced the topography of the City as being “relatively flat”, and credited “the City’s wide beaches [as serving to] protect the built environment from tidal events.

While the topography of the City has not changed and the beaches have retained their width ~ and have actually gotten wider in some locations,⁹⁰ post-Sandy mapping utilizing LIDAR surveying

⁸⁹ Topography, Soils, Water Supply, Drainage, Flood Plain Areas, Marshes Woodlands & Agriculture and Flora & Fauna.

⁹⁰ The April 2017 Survey of the Beach accompanying the City’s application to renew its CAFRA Beach Permit found the width of the Beach (between the Boardwalk and the High Tide Line) to range (generally) from 1,100’ to 1,470’.



technology⁹¹ reveals that the elevation of the developable sections of the City ranges from elevation -3' at the bay adjacent to the George Redding Bridge to 31' at the base of the Bridge.

As a practical matter, elevations for the developable section of the City range from 3' generally west of Park Boulevard to 11' at select spot elevations. These areas are depicted on Exhibit 6.A to This Reexamination. An in-depth discussion of the impact of the City's relatively low elevation follows.

B. Floodplain Areas

1. In or around 1983, the Federal Emergency Management Agency ("FEMA") published Flood Insurance Rate Maps ("FIRMs") designating Flood Zones and flood risks for municipalities nationwide. The purpose of the FIRMs / Flood Zones was, in pertinent part, to establish Base Flood Elevations ("BFEs") for at-risk portions of a community.⁹²

Floodplain Areas (a.k.a. Flood Zones) are classified by the elevation of the "base flood" in relation to the elevation of the ground.

BFEs are defined⁹³ as "the computed elevation to which floodwater is anticipated to rise during the base flood". As the regulatory requirement for the elevation or flood-proofing of structures, BFEs are used to determine the required elevation of new buildings (and substantial renovations) in the floodplain.

The relationship between the BFE and a structure's First Floor Elevation determines the flood insurance premium for that structure.

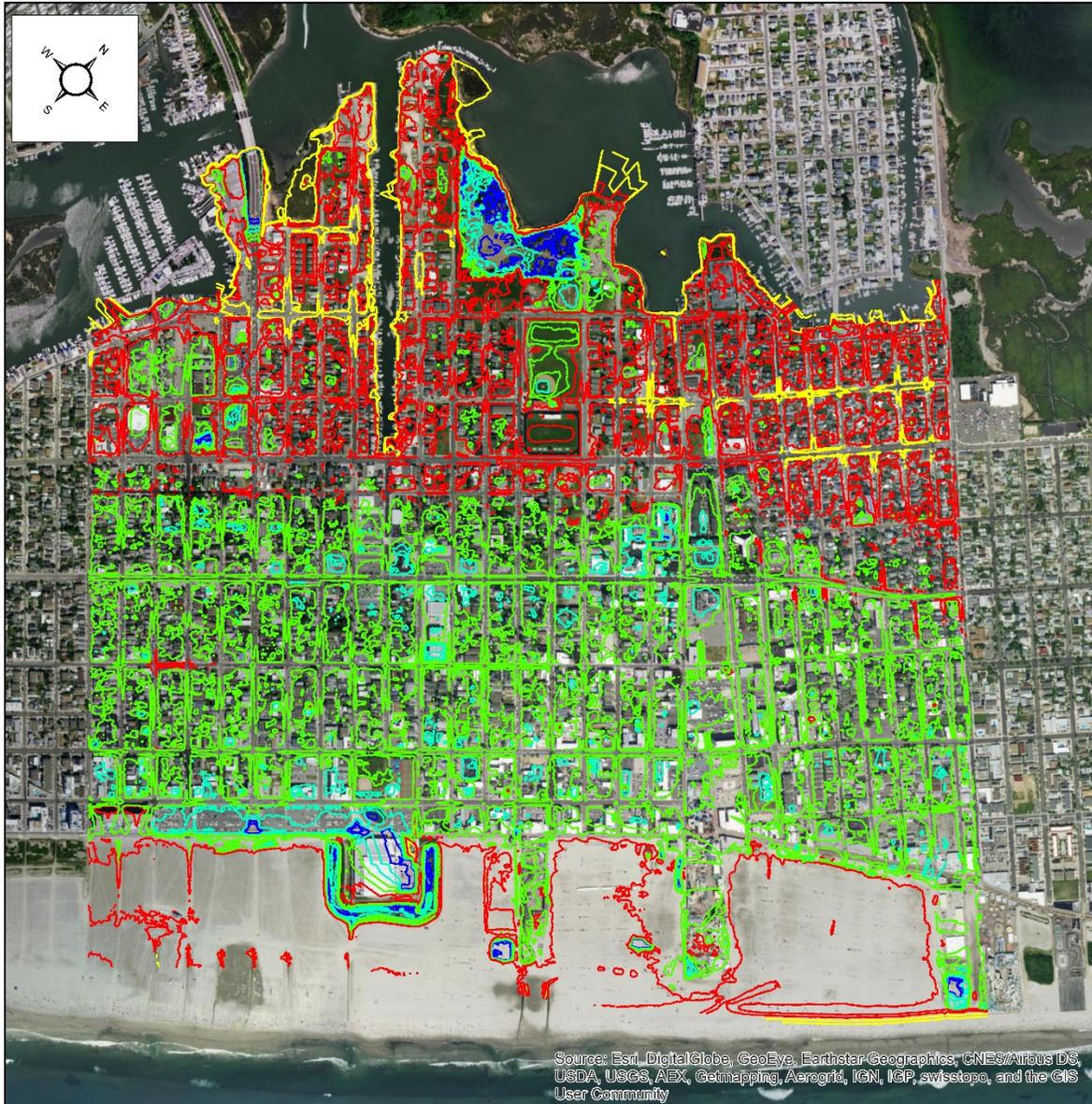
⁹¹ measures distance by illuminating a target with a laser.

⁹² www.fema.gov/media-library-data/20130726-1755-25045-0634/ngvd_navd.pdf

⁹³ www.fema.gov/base-flood-elevation



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CITY OF WILDWOOD

EXHIBIT 6.A
SELECT 2' CONTOUR MAP

ELEVATIONS

- 2' - 3'
- 4' - 5'
- 6' - 7'
- 8' - 9'
- 10;' - 11'

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

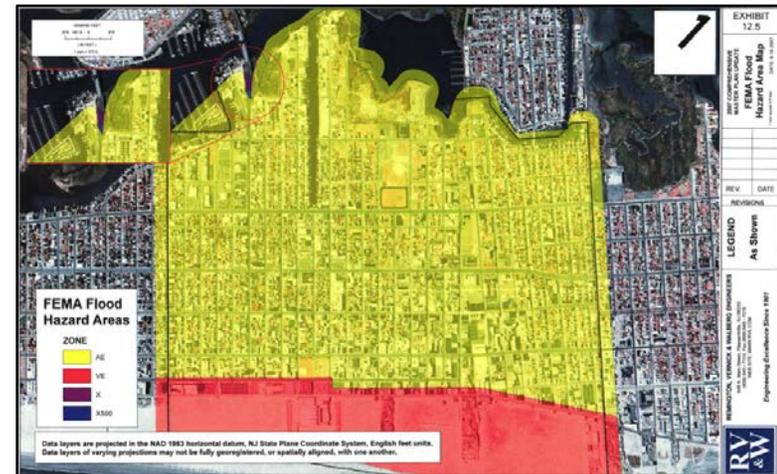




2. §6.6.5 of the 2007 Master Plan Update noted that Flood Zones for the City of Wildwood were represented on FEMA Flood Insurance Rate Map (FIRM) Community Panel No. 345329-0001-C (amended to February 16, 1996), which classified the various lands within the City as:

- *AE Zone: Area inundated by 1% annual chance of flooding.*
- *VE Zone: Area inundated by 1% annual chance flooding with velocity hazard (wave action).*
- *X Zone: An area that is determined to be outside the 1% and 0.2% annual chance floodplains.*
- *X500 Zone: An area inundated by 0.2% annual chance flooding; an area inundated by 1% annual chance flooding with average depths of less than 1' or with drainage areas less than 1 square mile; or an area protected by levees from 1% annual chance flooding.*

Community Panel No. 345329-0001-C was represented in the *2007 Comprehensive Master Plan Update* as Exhibit 12.5.



As noted, Community Panel No. 345329-0001-C was last amended February 16, 1996. Prior to Superstorm Sandy (October 2012), FEMA was in the process of compiling the necessary data to update the FIRM maps nationwide, and was scheduling mid-2013 as the date when the new FIRMS were to be finalized. With the occurrence of Sandy, FEMA accelerated its updating process by issuing what it described as “near-term Advisory Base Flood Elevation” (“ABFE”) Maps.

The ABFE Maps were intended to guide communities during the rebuilding process as well as designers and contractors undertaking



new construction until the updated FIRMs and related regulations were formally adopted. The ABFEs reflected higher minimum First Floor Elevation requirements than established by the FIRMs, and expanded Flood Hazard Zones beyond those shown on the FIRMs. While advisory in nature, the ABFEs and related advisory regulations were to be used by FEMA to determine flood insurance rates under its National Flood Insurance Program (“NFIP”).

On January 24, 2013, reacting to the uncertainty surrounding the “advisory” nature of the ABFEs and desiring to reduce impediments to rebuilding after Sandy, NJDEP adopted emergency amendments (Rules) to the New Jersey Flood Hazard Area Control Act.⁹⁴ In summary, the Emergency Rules established requirements and more efficient approval procedures for constructing, reconstructing, relocating and elevating structures in Flood Hazard Areas, and to otherwise flood-proof buildings to avoid and reduce the type and severity of flood damage experienced by Sandy.

In pertinent part, the Emergency Rules:

- Adopted the ABFE-mapped Flood Hazard Areas (i.e., ‘A’ and ‘V’ Zones);
- Adopted the ABFE minimum elevation requirements for new and reconstructed buildings; and
- Enact building regulations designed to insure consistency between NJDEP standards for elevating buildings in Flood Hazard Areas and the building standards of the Uniform Construction Code⁹⁵ promulgated by NJDCA.

Over time, FEMA issued a number of updated map sets under various titles. The most recent update ~ entitled “Revised Preliminary Flood Insurance Rate Maps” (“PFIRMs”) ~ were released for Cape May County in January 2015. These maps address areas in the vicinity of the transitions between VE and AE Zones where building footprints supplied by NJDEP prompted a more detailed, site-specific analysis than was previously performed. In certain

⁹⁴ N.J.A.C. 7:13

⁹⁵ N.J.A.C. 5:23



locations, the analysis resulted in a shift in the VE / AE Zone transition line. The Revised PFIRMs also depicted other flood hazard changes resulting from feedback and additional data on the preliminary mapping from communities and the public.⁹⁶

The PFIRMs for Wildwood became official (new) FIRMs in October 5, 2017.

3. As depicted on Exhibit 6.B to This Reexamination,⁹⁷ with the exception of certain notable pockets of land, Wildwood is located in one of several FEMA-defined “Special Flood Hazard Areas”, which are areas subject to inundation by the 1% annual chance (a.k.a. 100-year or Base) Flood.⁹⁸ Specifically:

- The vast majority of the developed / developable lands in the City are located in an ‘AE’ Zone, with BFEs ranging from elevations 8’ to 10’.

- Lands oceanward of the Boardwalk and the waterfront areas generally south of Rio Grande Avenue and west of Susquehanna Avenue are classified as a ‘VE’ Zone, with BFEs of elevation 10’, 11’ and 12’.
- A limited ‘A’ Zone with a BFE of elevation 9’ is located in the Bayside Redevelopment Area.
- Limited ‘X Zone’ lands (characterized as areas of 0.2% annual chance flood; areas of 1% annual chance flood with average depths of less than 1’ or with drainage areas less than 1 square mile; and areas protected by levees from 1% annual chance flood) are located in the Bayside Redevelopment Area and across the Boardwalk from the Convention Center.

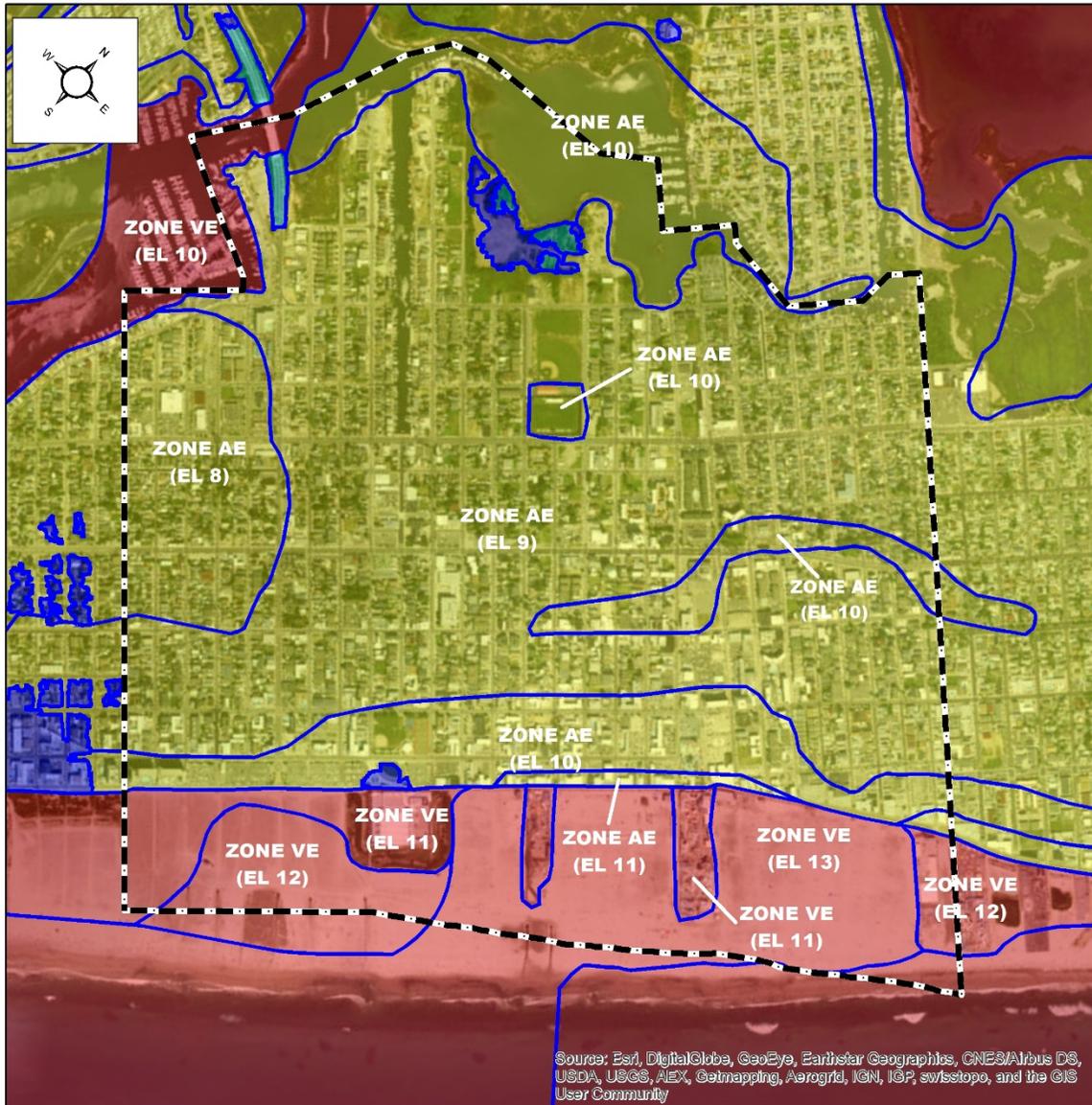
⁹⁶ www.region2coastal.com/abfe-map-updates

⁹⁷ Compilation of Revised PFIRM Panels 34009C0302F & 34009C0306F (1/30/2015)

⁹⁸ Such an event is the flood that has a 1% chance of being equaled or exceeded in any given year. Base Flood Elevations (“BFE”s) are calculated to reflect the water-surface elevation of the 1% annual chance flood.



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EXHIBIT 6.B
FLOOD INSURANCE RATE MAPS
(adopted October 5, 2017)

(Compilation of FIRM Panels
34009C0302F & 34009C0306F)

-  0.2% ANNUAL CHANCE OF FLOOD HAZARD
-  A ZONE
-  AE ZONE
-  AO ZONE
-  VE ZONE
-  X ZONE

Source: www.region2coastal.com/view-flood-maps-data/view-preliminary-flood-map-data/

Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community





Both the 1996 and the newly-adopted FIRMs reveal that the entire City is vulnerable to coastal flooding.⁹⁹ The existing flood risk is compounded by sea-level rise, which has seen a documented increase of approximately 16” during the 20th Century along the New Jersey Coast.¹⁰⁰

In the aftermath of Sandy, governmental entities at all levels ~ but most notably at the municipal level ~ have struggled to balance the often competing priorities of public safety, protection of property and the need to maintain affordable construction costs. In order to assist municipalities, FEMA, NJDEP and County governments have undertaken analyses to determine the best course of action for each locality.

4. In 2016, in partnership with the 16 of the County’s municipalities (including the City of Wildwood), Cape May County updated its 2010 Multi-Jurisdictional Hazard Mitigation Plan (“HMP”) ¹⁰¹. Pertinent to This Reexamination, the HMP reviewed the effects of Climate Change and its impacts on sea-level rise in general, and the impact on Wildwood in particular. As detailed in the HMP:¹⁰²

...sea level rise can amplify factors that currently contribute to coastal flooding: high tides, storm surge, high waves, and high runoff from rivers and creeks...

...As sea level rise occurs, storm overwash will become more likely.

⁹⁹ It is important to note that the measuring conventions used by FEMA to calculate flood risk changed between the 1996 FIRMs and the 2015 Revised PFIRMs. The 1996 Maps utilized the National Geodetic Vertical Datum of 1929 (“NGVD 1929 Datum”) while the Revised PFIRMS utilize the North American Vertical Datum of 1988 (“NAVD 1988 Datum”).

“Datum” are systems used by surveyors and engineers as a common reference point for measuring elevations. In 1929, the National Geodetic Survey (the governmental agency responsible for mapping the Country) established a network of 26 tidal gauges in the United States and Canada and prepared maps with elevations based on “Mean Sea Level Datum of 1929” (renamed the National Geodetic Vertical Datum of 1929” in the 1970s). NGVD 29 has been used for most of the 20th Century, but was replaced by the more accurate NAVD 88 in the early-1990s.

(www.fema.gov/media-library-data/20130726-1755-25045-0634/ngvd_navd.pdf)

The conversion factor between these datum varies by location. A general formula for Wildwood is NAVD 1988 = NGVD 1929 – 1.3.

¹⁰⁰ Kenneth G. Miller, Robert E. Kopp, James V. Browning, and Benjamin P. Horton. *Sea-level rise in New Jersey fact sheet*. s.l. : Rutgers University - Department of Earth and Planetary Sciences - Institute of Marine and Coastal Sciences.

¹⁰¹ On file with the City Clerk & Cape May County Clerk.

The full Hazard Mitigation Plan can be access at www.capemaycountyhmp.com/Pages/docs_review.aspx.

¹⁰² §5.4.1-3 (internal citations omitted)



...Barrier islands are subject to inlet formation by storms. If the storm surge produces channels that extend below sea level, an inlet may persist after the storm. The combination of rising sea level and stronger storms can create the potential to accelerate shoreline retreat in many locations. Assessments of shoreline change on barrier islands have shown that barrier island narrowing has been observed on some islands over the last 100 years.

...Changes in sea level rise can lead to conditions where a barrier system becomes less stable and crosses a geomorphic threshold; making the potential for rapid barrier-island migration or segmentation / disintegration high. Unstable barriers may be defined by rapid landward recession of the ocean shoreline, decrease in barrier width and height, increased overwashing during storms, increased barrier breaching and inlet formation, or chronic loss of beach and dune sand volume. With the rates of sea level rise and climate

change, it is very likely that these conditions will worsen.

...Natural ecosystems may be impacted by warmer temperatures and associated changes in the water cycle. The changes could lead to loss of critical habitat and further stresses on some threatened and endangered species.

The extent (or severity) of climate change and sea level rise may pose a significant threat to the people, homes, businesses, and infrastructure of Cape May County.

- a. The following excerpt from HMP Table 5.4.1-1 predicts the impact of sea level rise on Wildwood's 1.7 square mile area:

PROJECTED SEA-LEVEL RISE	% OF TOTAL AREA IMPACTED
MHHW ¹⁰³ +1'	10.6%
MHHW +2'	21.4%
MHHW +3'	47.6%
MHHW +6'	97.0%

¹⁰³ The average of the higher high water height of each tidal day observed over the National Tidal Datum Epoch.



- b. The following excerpt from HMP Table 5.4.1-3 illustrates Mean Sea Level trends from 2008 to 2014 at the Cape May tide gauge station:

YEAR	MEAN TIDE MEASUREMENT
2008	0.157
2009	0.166
2010	0.175
2011	0.178
2012	0.183
2013	0.181
2014	0.182

- c. The following excerpt from HMP Table 5.4.1-5 projects the estimated percentage of Wildwood's 5,325 residents located in what is termed "Sea-Level Rise Inundation Zones":

PROJECTED SEA-LEVEL RISE	POPULATION IMPACTED	% OF TOTAL POPULATION
MHHW + 1'	26	<1
MHHW + 2'	64	1.2%
MHHW + 3'	1,367	25.7%
MHHW + 6'	5,279	99.1%

- d. The following excerpt from HMP Table 5.4.1-6 projects the estimated percentage of Wildwood's 4,202 buildings located in "Sea-Level Rise Inundation Zones".

PROJECTED SEA-LEVEL RISE	POPULATION IMPACTED	% OF TOTAL POPULATION
MHHW + 1'	61	1.5%
MHHW + 2'	452	10.8%
MHHW + 3'	1,567	37.3%
MHHW + 6'	4,168	99.2%

- e. The HMP¹⁰⁴ predicts that sea-level rise may impact critical facilities (defined as emergency and utility facilities) and Places of Interest (defined as heavily-visited tourist sites such as museums, memorials and historic landmarks).

The following excerpt from HMP Table 5.4.1-8 through Table 5.4.1-11 summarize critical facilities in Wildwood that are located in "Sea-Level Rise Inundation Zones".

¹⁰⁴ §5.4.1-16 to 19

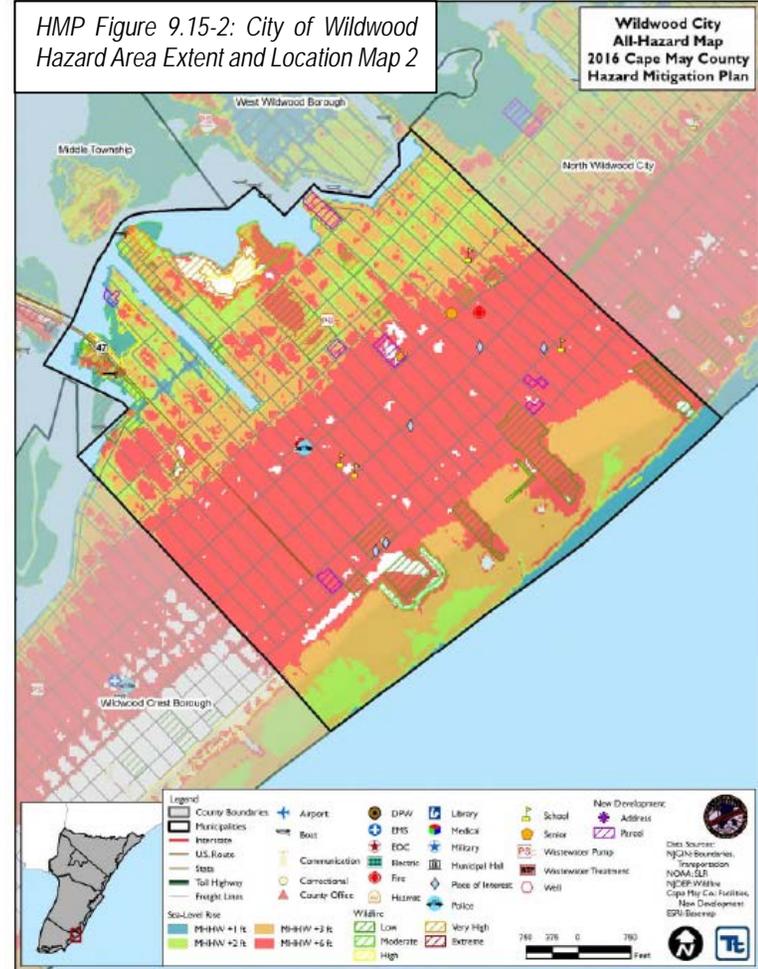
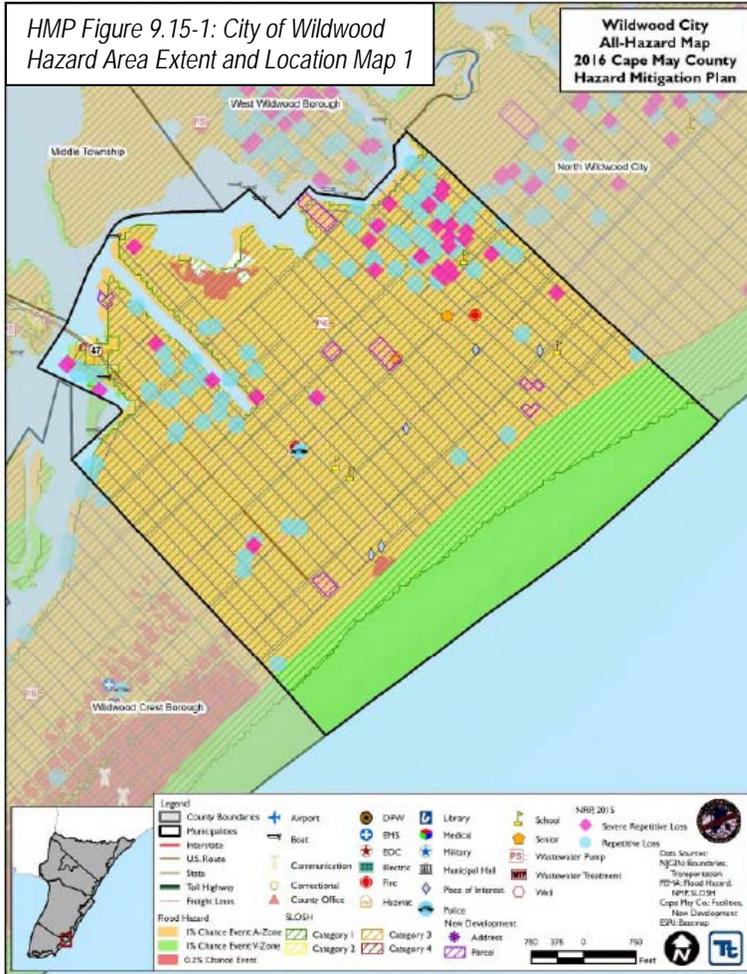


FACILITY	MHHW + 1'	MHHW + 2'	MHHW + 3'	MHHW + 6'
Airport				
Communication				
County Office				
EMS				
Emergency Operations Center				
Fire Station				1
Library				
Marina	2	2	3	3
City Hall				
Place of Interest				1
Police Station				
School				1
Senior Facility				2
Well				
Wastewater Pump			1	1
Wastewater Treatment				

FACILITY	
EMS	1
Fire Station	2
Marina	3
City Hall	1
Place Of Interest	5
Police Station	1
School	4
Senior Facility	2
Wastewater Pump	1

f. The following excerpt from HMP Table 9.15-5 summarizes critical facilities in Wildwood that are located in the 1% Annual Chance Flood Zone.

g. The foregoing tables are graphically represented in:





- h. HMP §9.15 addresses issues and recommendations specific to Wildwood. After identifying and evaluating the various Hazard Risks and Vulnerabilities facing the City¹⁰⁵ (the HMP noted that the entire City is located within the 1% Annual Chance Flood Zone), the HMP reviewed the status of City's Past Mitigation Initiatives¹⁰⁶ and developed a set of 28 Proposed Hazard Mitigation Initiatives.¹⁰⁷

HMP Table 9-15-13 prioritizes the 28 Proposed Initiatives as High (5), Medium-High (4) and Medium (19). The HMP was adopted by the City via Resolution No. 231-7-16 on July 7, 2016.¹⁰⁸ This Reexamination incorporates the Proposed Initiatives, as prioritized in the HMP, as recommendations to the City.

¹⁰⁵ HMP Table 9.15-3

¹⁰⁶ HMP §9.15-6 & Table 9.15-11.

¹⁰⁷ HMP Table 9.15-12.

¹⁰⁸ On file with the City Clerk.

¹⁰⁹ Ordinance No 1087-17 (On file with the City Clerk).

¹¹⁰ §2.24 herein

6.3.2 Floodplain Management

At Publication of This Reexamination, Floodplain Management efforts undertaken by the City include:

- A. Adoption of a revised Flood Damage and Prevention Ordinance,¹⁰⁹ requiring that all new construction and Substantial Improvements¹¹⁰ located in FEMA 'A' Zones (§6.3.1 B.2 & B.3 herein) have their lowest finished floor at (minimum) BFE + 2' (freeboard). In FEMA 'V' Zones, the lowest structural member must be at (minimum) BFE + 2' (freeboard). Mechanical equipment such as furnaces and hot water heaters must also be at these levels.¹¹¹
- B. Became a certified Federal Community Rating System ("CRS") municipality in July 2016. Under the CRS program, property owners receive flood

¹¹¹ While the City of Wildwood is generally flat, different properties will have slightly different elevations based their relative locations from a fixed benchmark, curvature of the earth and other variables. Such variations in elevation may not be visible to the naked eye, but will become evident when measured to the hundredth (0.00) of a decimal as required by FEMA.

An Elevation Certification, prepared by a New Jersey Licensed Land Surveyor, is required to confirm the precise elevation of a property.



insurance premium discounts at various thresholds depending on the level of flood mitigation and other efforts undertaken by their municipality. Activities undertaken by Wildwood in support of CRS certification include¹¹²:

1. Elevation Certificates: The Wildwood Construction Official and Floodplain Administrator review and maintain all Elevation Certificates for new and substantially improved buildings.
2. Map Information Service: The City furnishes inquirers with basic flood zone information from the City's latest Flood Insurance Rate Map. The City also furnishes additional FIRM information, historical flood information and natural floodplain functions. Such information is publicized annually and records are maintained.
3. Outreach Projects: Informational documents are made available annually to the public. General outreach includes signage and a community-wide newsletter. Targeted outreach includes a flyer and letter to floodplain residents.
4. Hazard Disclosure: The City follows State regulations requiring disclosure of flood hazards.
5. Flood Protection Information: The City ensures that documents relating to floodplain management are available in the reference section of the Cape May County Public Library. Floodplain information displayed on the City's website.
6. Flood Protection Assistance: The City offers one-on-one advice regarding property protection and makes site visits before providing such advice. Advice is also offered regarding financial assistance.
7. Floodplain Mapping: the City conducts and adopts flood studies for areas not included on the FIRMs and areas that exceed minimum mapping standards.

¹¹² NFIP / CRS Verification Report. NFIP Number: 345329 (5/15/2017).
Items in bold have been implemented since 2015.



8. Open Space Preservation: The City has preserved approximately 27% of its Special Flood Hazard Area lands as open space; and by so doing protects open space with deed restrictions and preserves open space land in a natural state.
9. Higher Regulatory Standards: The City enforces regulations that require **freeboard for new construction and substantial improvement**, local drainage protection, and **coastal A Zone structures to meet building and enclosure criteria**. The City also enforces building codes, has a Building Code Effectiveness Grading Schedule Classification of 5/5, meets State-mandated regulatory standards, and administers related regulations.
10. Flood Data Maintenance: The City maintains and uses digitized maps in its day-to-day management of the floodplain.
11. Stormwater Management: The City enforces regulations for stormwater management, soil and erosion control, and water quality.

12. Floodplain Management Planning: **The City has adopted and implemented the May 24, 2016 Cape May County Hazard Mitigation Plan** (§6.3.1 B.4 herein).

13. Drainage System Maintenance: A portion of the City's drainage system is inspected regularly throughout the year and maintenance is performed as needed. A listing of problem sites that are inspected more frequently is maintained. The City enforces a regulation prohibiting dumping in the drainage system.

14. Flood Warning & Response: The City provides timely identification of impending flood threats, disseminates warning to appropriate floodplain residents, and coordinates flood response activities.

Wildwood is currently a CRS Class 6 community whereby property owners receive a 20% discount on their flood insurance premiums. Based on the **(bolded)** floodplain management activities implemented since 2015, the City expects its rating



to increase to Class 5, with a discount of 25% upon the next (May 2018) CRS Verification Inspection.

C. Recommendations

This Reexamination recommends that the City:

1. Continue to monitor the FEMA rulemaking process for updated flood elevation information and update local regulations if and when appropriate.
2. On an ongoing basis, consult the various web-based and other published resources to maintain its awareness regarding current risks and measures that can be taken to protect against sea-level rise and large storm events, and to obtain current guidance regarding FEMA's National Flood Insurance Program, Community Rating System processes and other related information.

Such resources include, but need not be limited to *Getting to Resilience ~ A Community Planning Evaluation Tool*.¹¹³

Additional resources may be found in a May 2016 report prepared by the Jacques Cousteau National Estuarine Research Reserve entitled *Margate City – "Getting to Resilience" Recommendations Report*. While prepared for an Atlantic County community, many of the observations and recommendations made by this internationally renowned institution are transferrable, and may provide insight and guidance for Wildwood Policymakers regarding ways that the City might improve resilience and preparedness.

3. In order to address aesthetic concerns raised in the 2007 Master Plan Update and reaffirmed by This Reexamination, consider prohibiting buildings with exposed piles and/or requiring such piles to be screen by appropriate architectural materials.
4. Support the protective dune system under design by the U.S. Army Corps of Engineers and NJDEP (§12.3.2 C. herein).

¹¹³ www.prepareyourcommunitynj.org/



6.3.3 Land Use

A. Planning theory advises that a sound Zone Plan will provide for a rational arrangement of land uses in such a manner as to promote the health, safety, morals and general welfare of a community. The *Municipal Land Use Law* provides that Zoning lines “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 land. The regulations in the zoning ordinance shall be uniform throughout each district for each class or kind of buildings or other structure or uses of land...”¹¹⁴

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.

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 the overcrowding of neighborhoods.

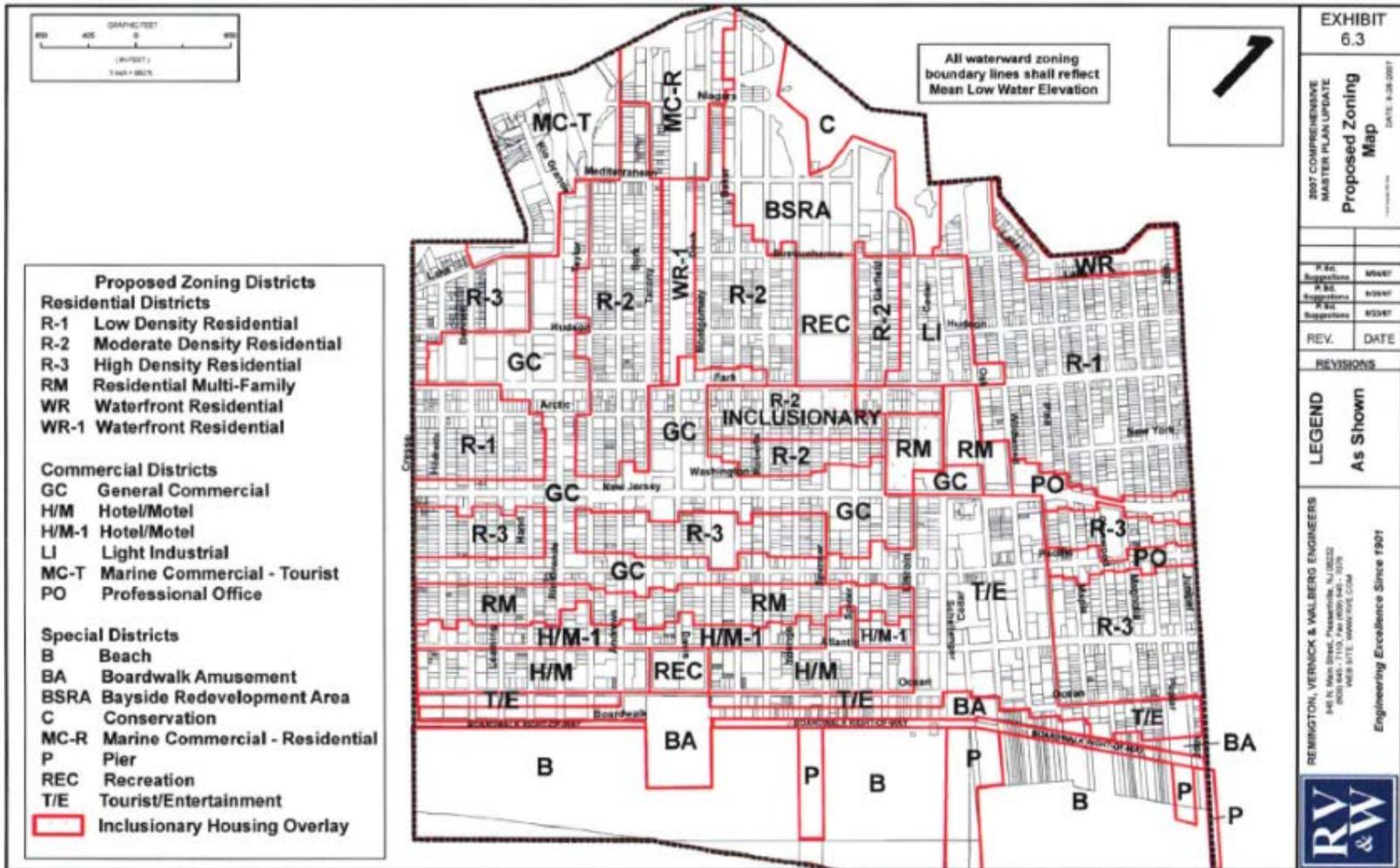
The City has, over the years and through various Master Planning efforts, attempted to establish a more effective Zone Plan by:

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

Such efforts resulted in the following Zone Plan for the City, adopted in April 2008.¹¹⁵

¹¹⁴ N.J.S.A. 40:55D-62.

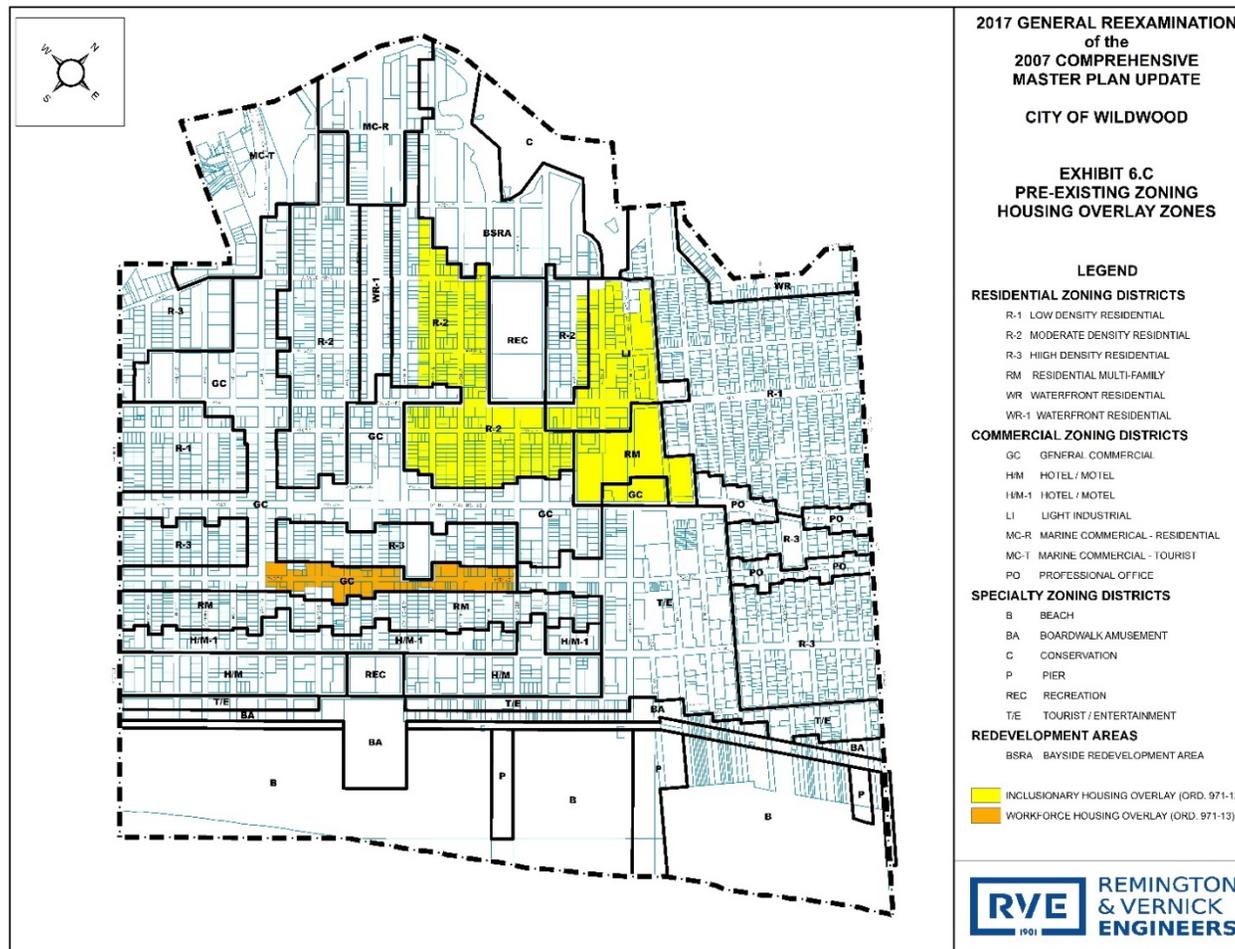
¹¹⁵ via Ordinance No. 728-08.





As a result of the Civil Action detailed in §5.3.3 B. herein, the City amended its Zone Plan to expand the Inclusionary Housing Overlay Zone and add a Workforce Housing Overlay Zone (Exhibit 6.C to

This Reexamination).¹¹⁶ Unfortunately, the City's Zoning Map was never amended to address these modifications.



¹¹⁶ via Ordinance No. 971-13, adopted July 2013.



B. As was typical for municipalities that predate computers, Wildwood's municipal Tax Maps were originally hand-drawn, with accuracy limited to the scale achievable to the Surveyors (if properties were surveyed) and drafters of the day.

With the advent of computer aided drafting programs, accuracy increased. However, rather than creating entirely new Tax Maps with the new technology, municipalities such as Wildwood, for budgetary reasons, elected to have their cartographers electronically trace the hand-drawn maps, with corrections deferred until changes in individual Lot geometry (via subdivisions and/or consolidations) were approved by the municipality. As a result of this Lot-by-Lot process, increases in map accuracy municipality-wide has been accomplished over time.

Additionally, as mapping technology became more accurate, the precision of the maps increased.

Remington & Vernick Engineers ("RVE") maintains the official Tax Maps for the City, which are updated (typically) annually to reflect changes in Lot geometry. In addition to changes due to subdivisions and consolidations, the maps are corrected when property surveys, deeds or other sources reveal errors in geometry.

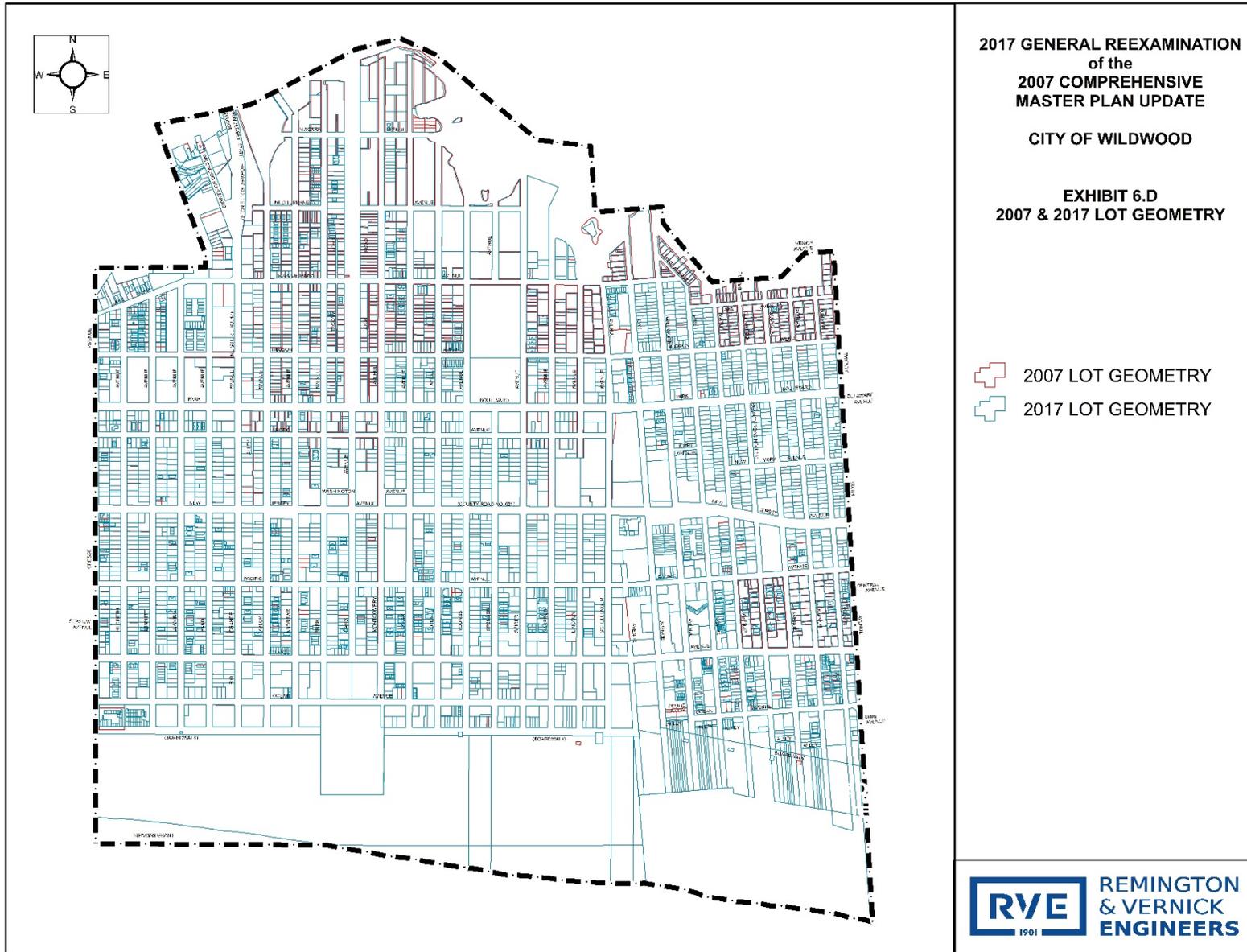
A comparison of the parcel mapping used to create the City's current Zoning Map¹¹⁷ and the new parcel mapping used for This Reexamination finds discrepancies between the 2007 and 2017 Lot geometry (Exhibit 6.D to This Reexamination).

This Reexamination employs the most current Lot geometry available.

¹¹⁷ adopted in April 2008 via Ordinance No. 728-08.



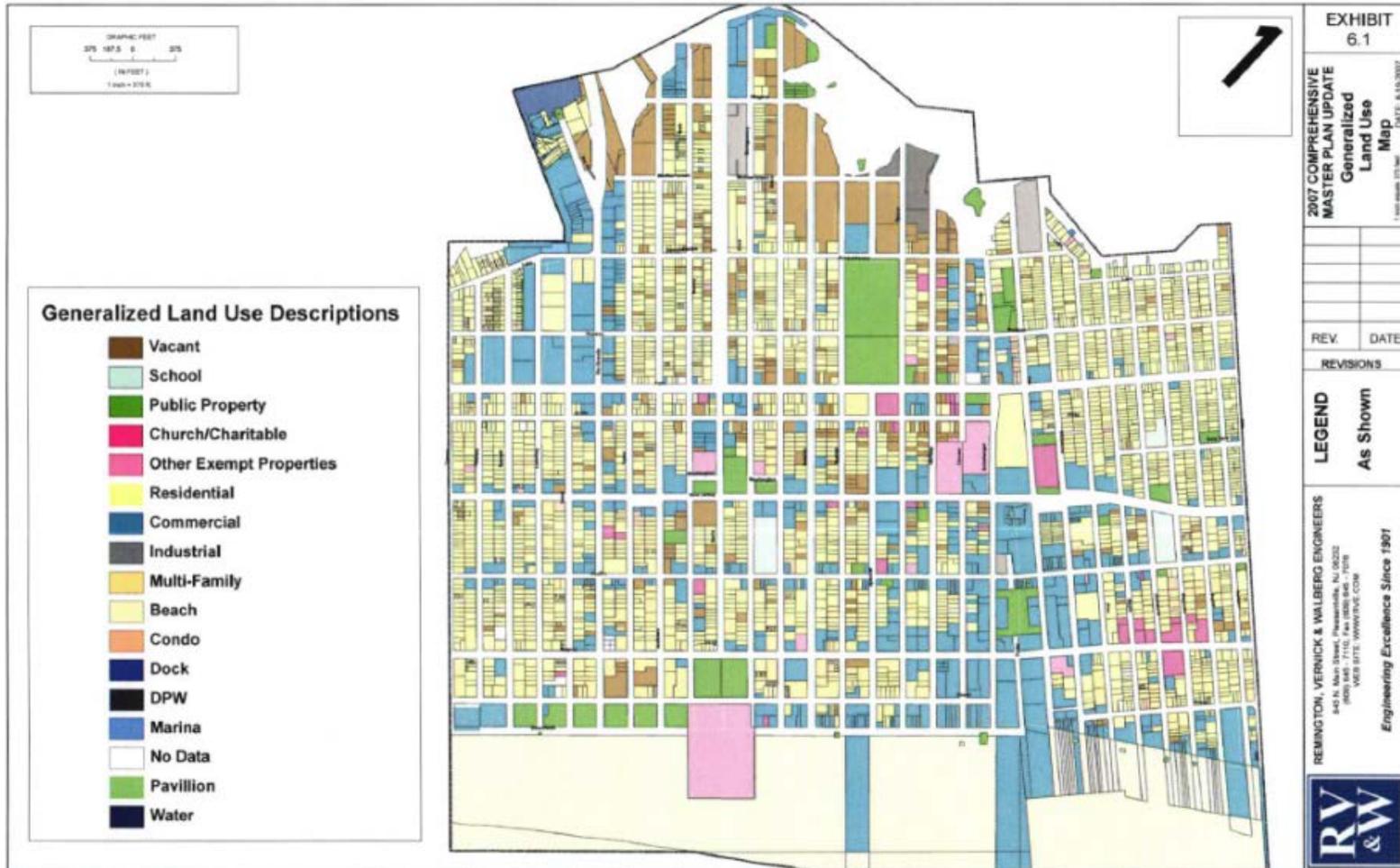
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C. The 2007 Master Plan Update undertook an extensive review of the [then] existing land uses in the

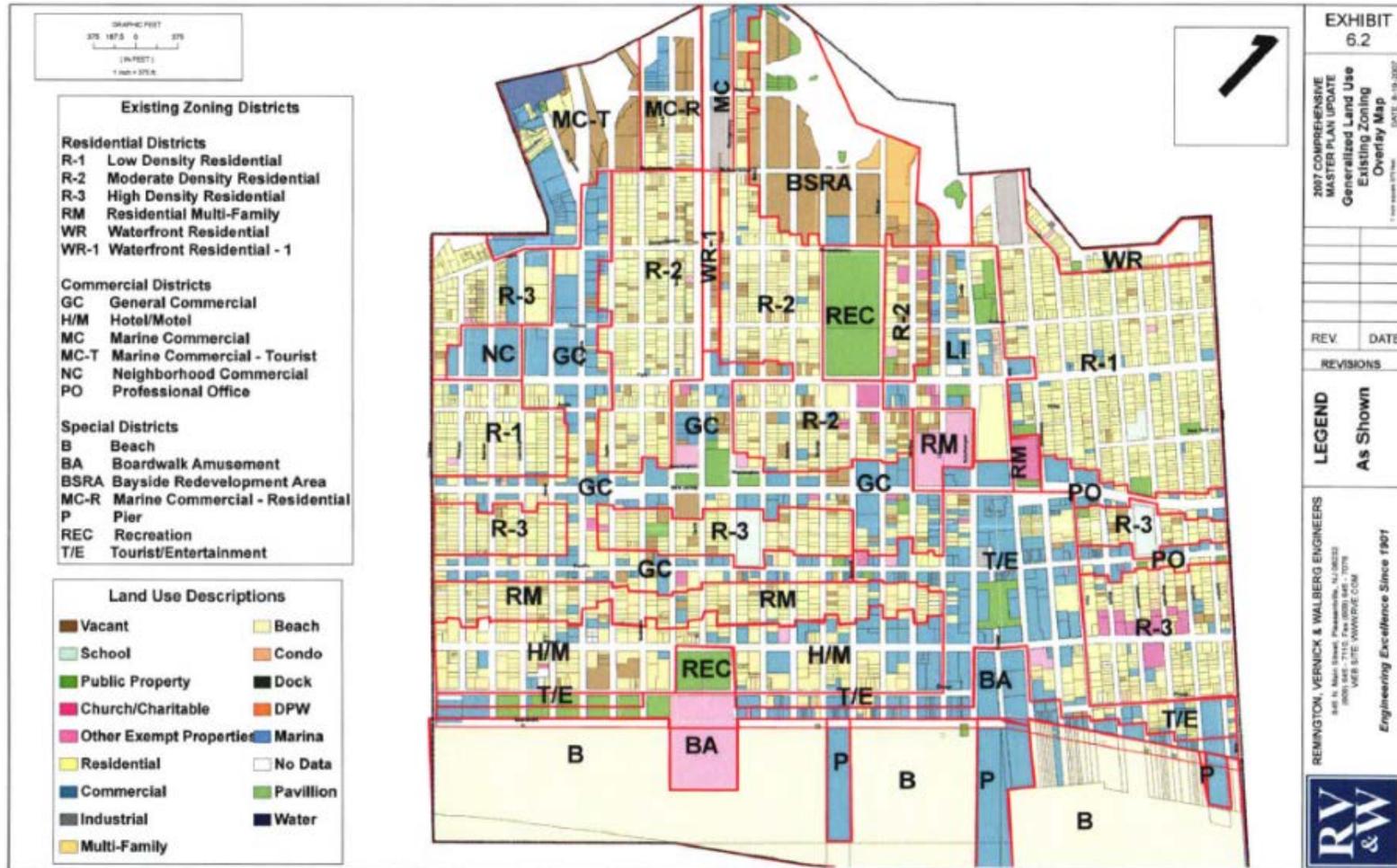
City, which were mapped as (2007 Master Plan Exhibit 6.1 (Generalized Land Use Map).





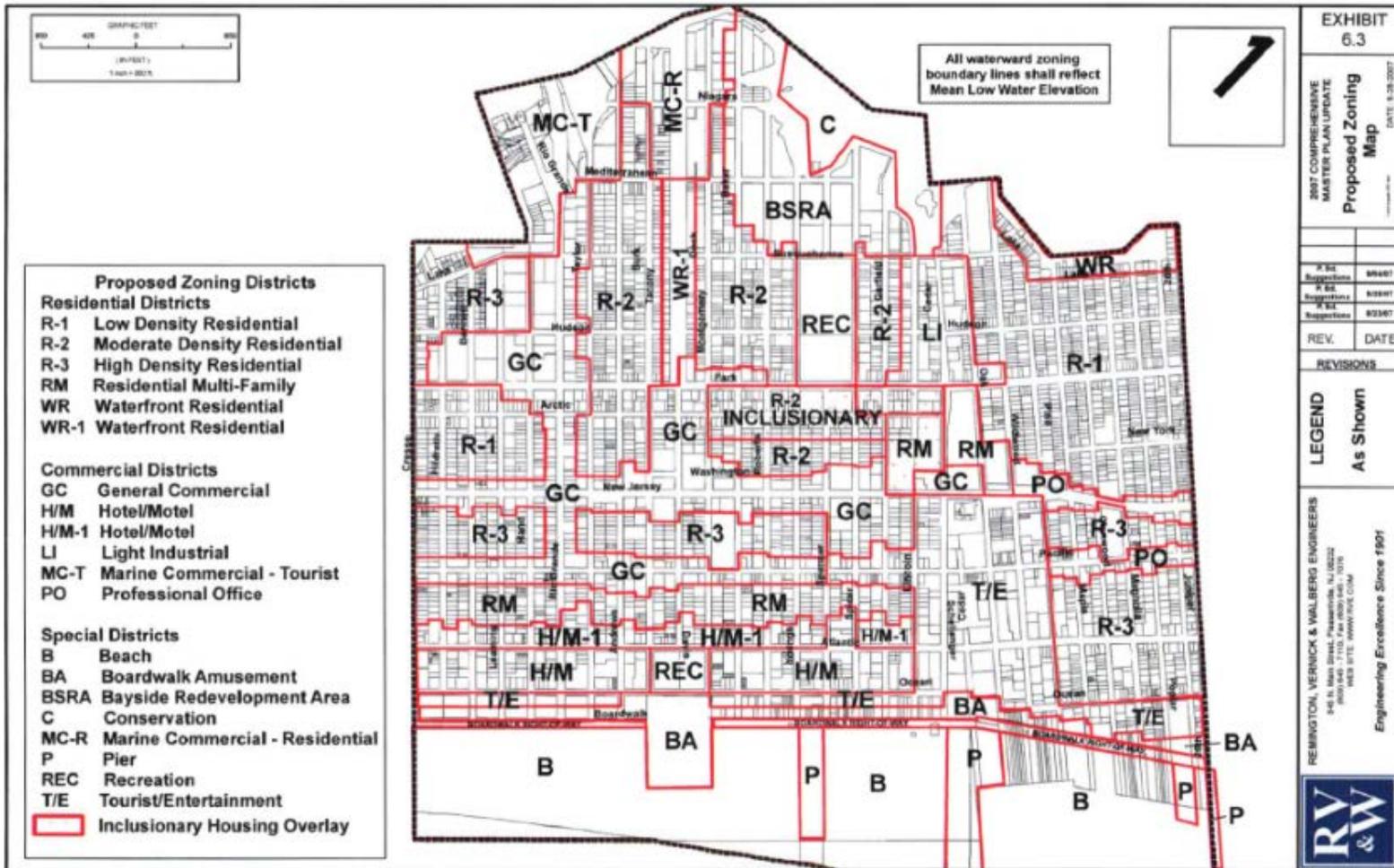
The 2007 Master Plan Update then overlaid the [then] existing Zoning District boundary lines on the Generalized Land Use Map to determine where land

uses conformed with Zoning. This was depicted on 2007 Master Plan Exhibit 6.2 (Generalized Land Use Existing Zoning Overlay Map).





This analysis resulted in 2007 Master Plan Exhibit 6.3 (Proposed Zoning Map), which was adopted in April 2008¹¹⁸ as the City's Zoning Map.



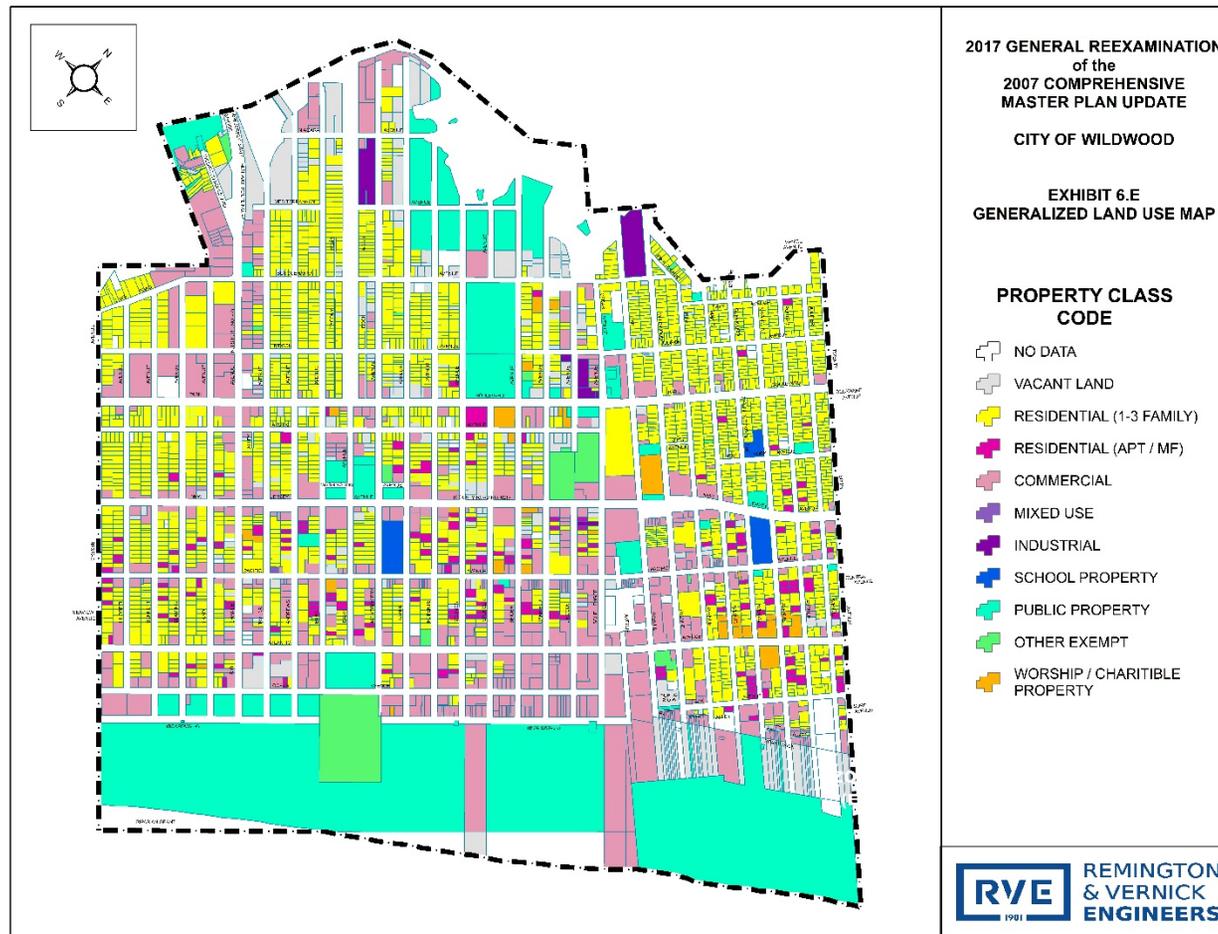
¹¹⁸ Via Ordinance No. 728-08 (on file with the City Clerk).



D. This Reexamination employed the same process.

1. A Generalized Land Use Map (Exhibit 6.E to This Reexamination) was prepared utilizing the land use codes appended to the City's updated (2017)

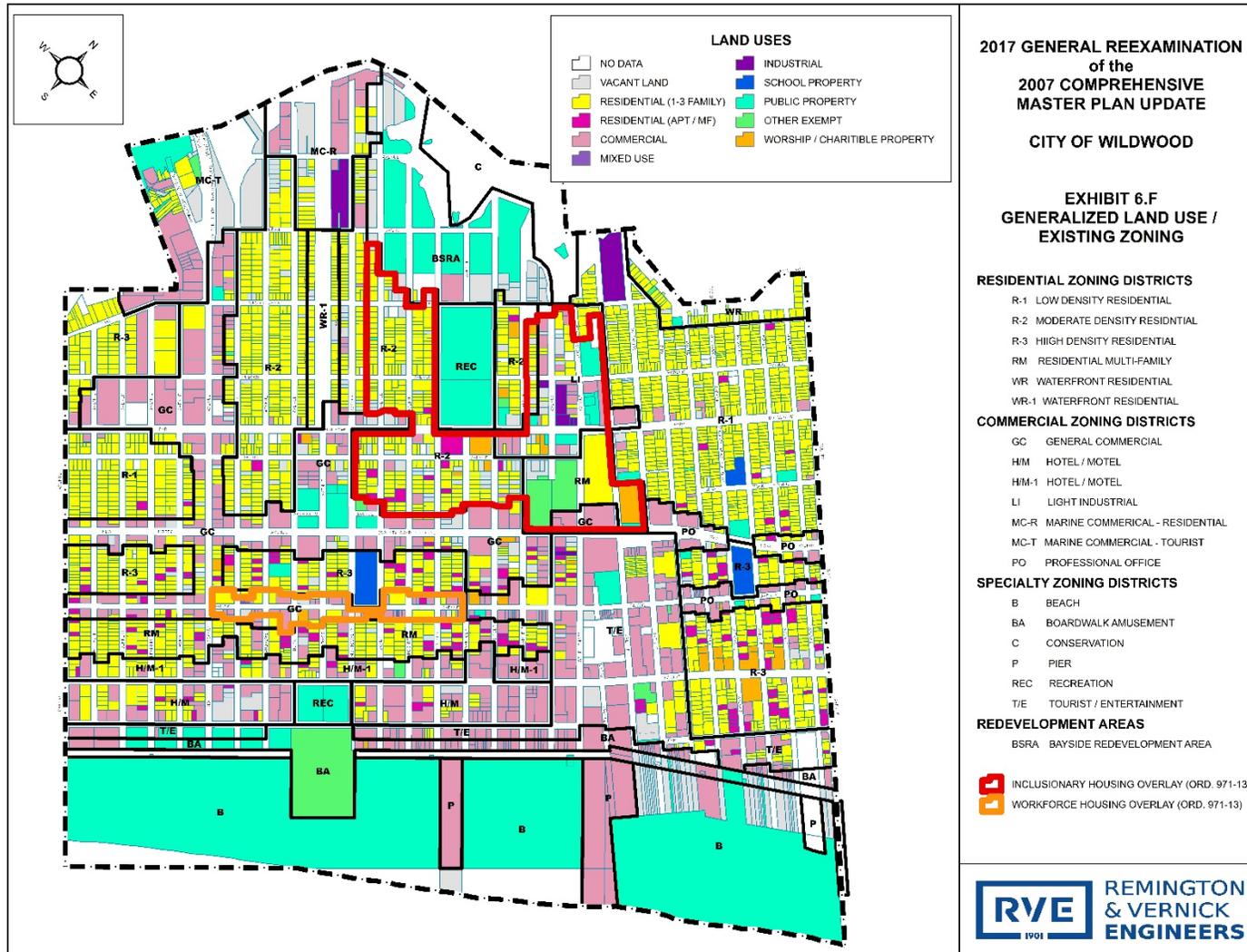
GIS Parcel Base Map¹¹⁹ to classify each property as to land use. Classifications were then adjusted based on known conditions.



¹¹⁹ "Parcel Class Code" field in the Tax Assessor's MOD IV database.



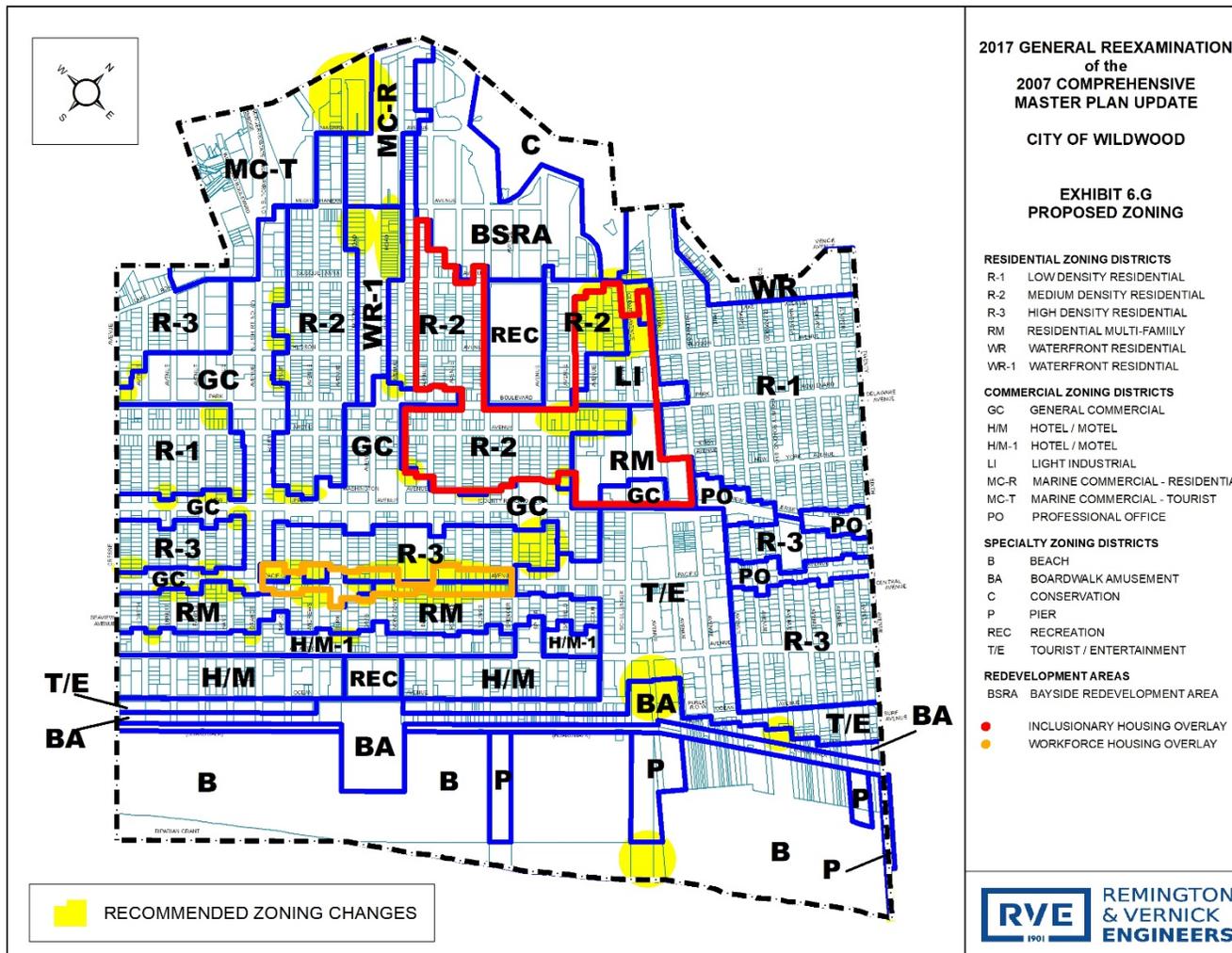
- Existing Zoning District boundary lines ~ adjusted to reflect current Lot geometry ~ were then overlaid to create Exhibit 6.F to This Reexamination.





3. After an in-depth analysis of the land uses within the City against the City's Zoning District boundary lines, the changes to the Wildwood Zoning Map / Zone Plan depicted on Exhibit 6.G to This

Reexamination are recommended. For convenience, areas where changes are recommended are highlighted. Zone-specific recommendations are summarized as follows:



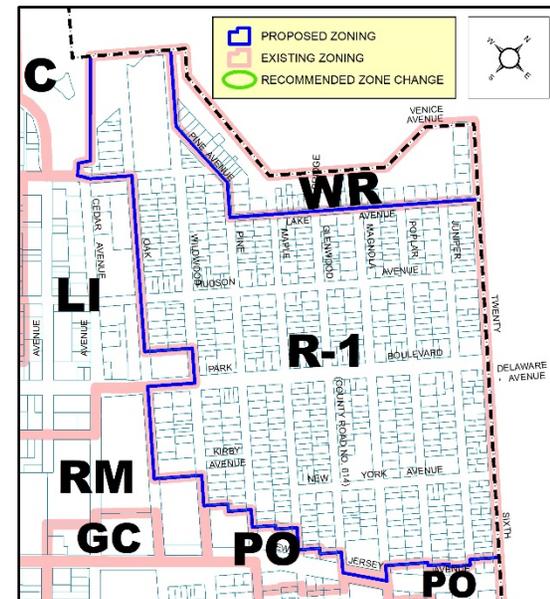
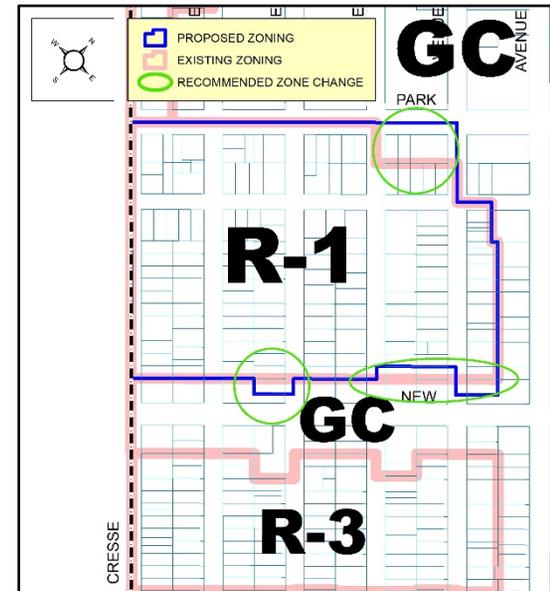


6.3.4 Recommended Zoning Changes

A. (R-1) Low Density Residential Zone

At Publication of This Reexamination, there were two R-1 Zones in the City. Permitted Uses and Bulk Standards for the R-1 Zone(s) are found in §409 B. of the City's Land Development Ordinance.

1. Changes recommended for the R-1 Zone generally bounded by Cresse Avenue, Park Boulevard, the Lots abutting Hand Avenue and New Jersey Avenue are rezoning the Lots fronting:
 - a. Park Boulevard between Leaming and Hand Avenues from General Commercial (GC) to R-1 to reflect current residential land uses.
 - b. Bennett, Leaming and Hand Avenues from GC to R-1 to reflect current residential land uses.
2. No changes are proposed for the R-1 Zone abutting North Wildwood.
3. No additional changes are recommended for the R-1 Zoning District(s).



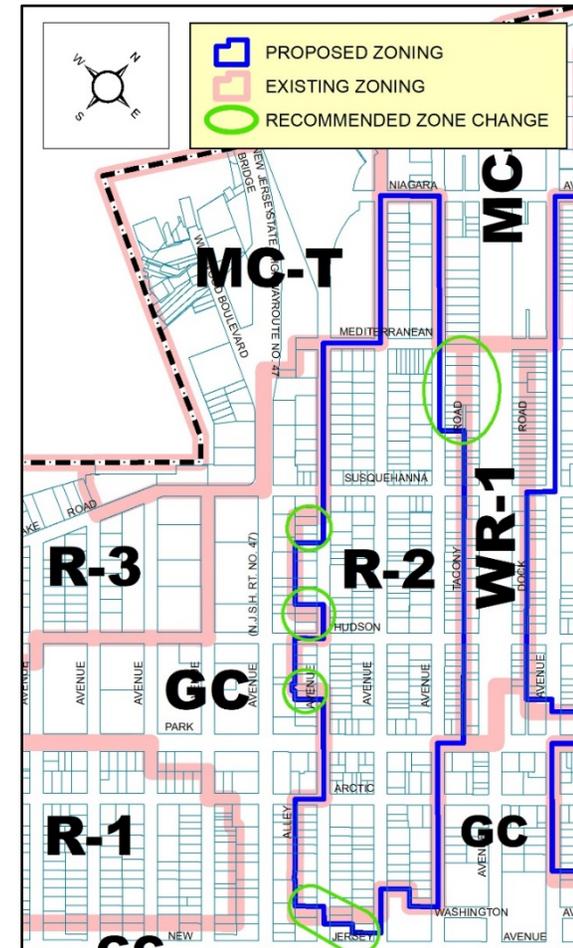


B. (R-2) Moderate Density Residential Zone

At Publication of This Reexamination, there were three R-2 Zones in the City. Permitted Uses and Bulk Standards for the R-2 Zone(s) are found in §409 C. of the City's Land Development Ordinance.

1. Changes recommended for the R-2 Zone south of Ottens Harbor are:

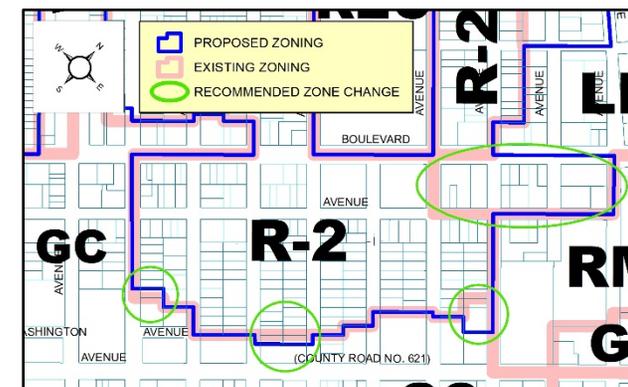
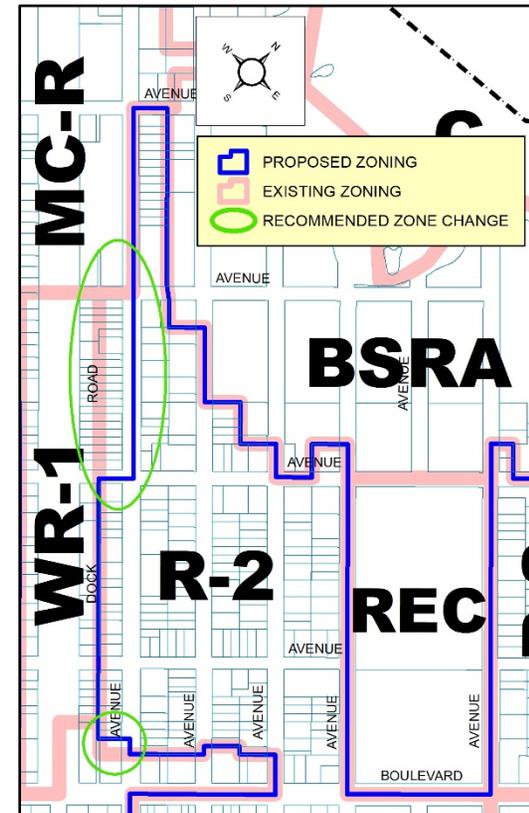
- a. Rezoning the split-zoned Lots fronting both Ottens Harbor and Burk Avenue in the vicinity of Mediterranean Avenue from R-2 and Waterfront Residential (WR-1) to R-2 Zoning.
- b. Rezoning certain Lots fronting Taylor Avenue west of Hudson Avenue from R-2 to General Commercial (GC) to reflect current commercial land uses.
- c. Rezoning the Lot fronting Andrews Avenue north of Park Boulevard from GC to R-2 to reflect current residential land use.



- d. Rezoning certain Lots fronting Taylor and Andrews Avenues just west of New Jersey Avenue from GC to R-2 to reflect current residential land uses.

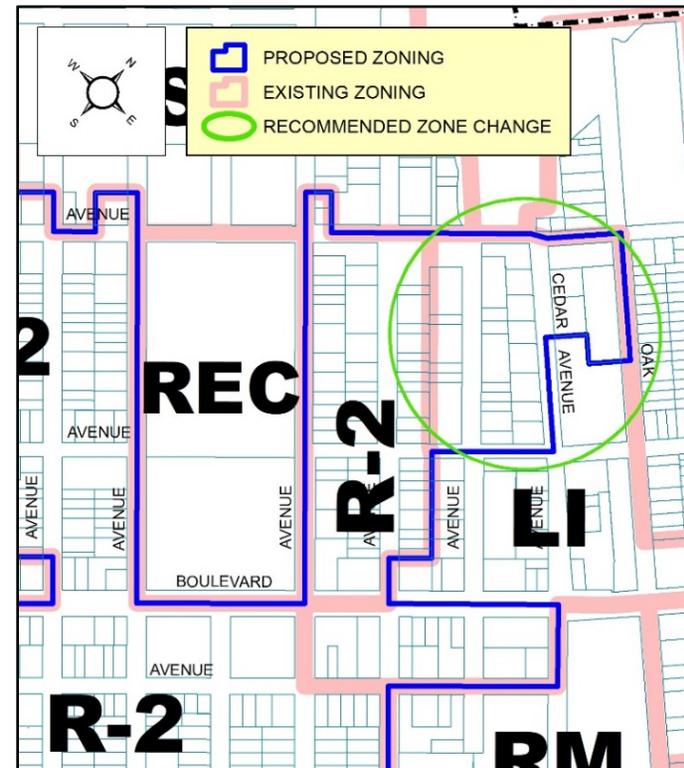
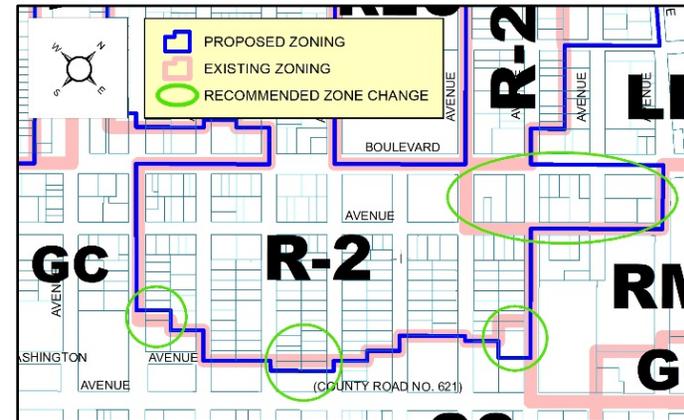


2. Changes recommended for the R-2 Zone north of Ottens Harbor and west of Park Boulevard are:
 - a. Rezoning the split-zoned Lots fronting both Ottens Harbor and Montgomery Avenue between Susquehanna and Mediterranean Avenues from R-2 and Waterfront Residential (WR-1) to WR1 Zoning.
 - b. Rezoning the Lot fronting Montgomery Avenue west of Park Boulevard from R-2 to General Commercial (GC) to reflect current commercial land uses.
3. Changes recommended for the R-2 Zone east of Park Boulevard between Montgomery Avenue and Garfield / Schellenger Avenues are:
 - a. Rezoning the Lot fronting Montgomery Avenue west of Washington Avenue from R-2 to GC to reflect current commercial land uses.
 - b. Rezoning the Lot fronting Roberts and Youngs Avenues west of New Jersey Avenue from GC to R-2 to reflect current residential land uses.





- c. Rezoning the Lots fronting Garfield Avenue north of New Jersey Avenue from GC to R-2 to reflect current residential land uses.
 - d. Rezoning the Lots bounded by Park Boulevard and Spicer, Arctic and Schellenger Avenues from LI to R-2 to permit new residential land uses anticipated for this section of the City.
4. This Reexamination proposes expanding the R-2 Zone generally bounded by Spicer Avenue, Susquehanna Avenue, the Lots fronting Garfield Avenue, and Park Boulevard to encompass the Lots generally bounded by the Lots fronting Lincoln Avenue, Hudson Avenue, Cedar Avenue, and extending to the western portion of the Block bounded by Cedar, Susquehanna and Oak Avenues; thereby rezoning these Lots from Light Industrial (LI) to R-2 to new residential land uses anticipated for this section of the City.
5. No additional changes are recommended for the R-2 Zoning District(s).

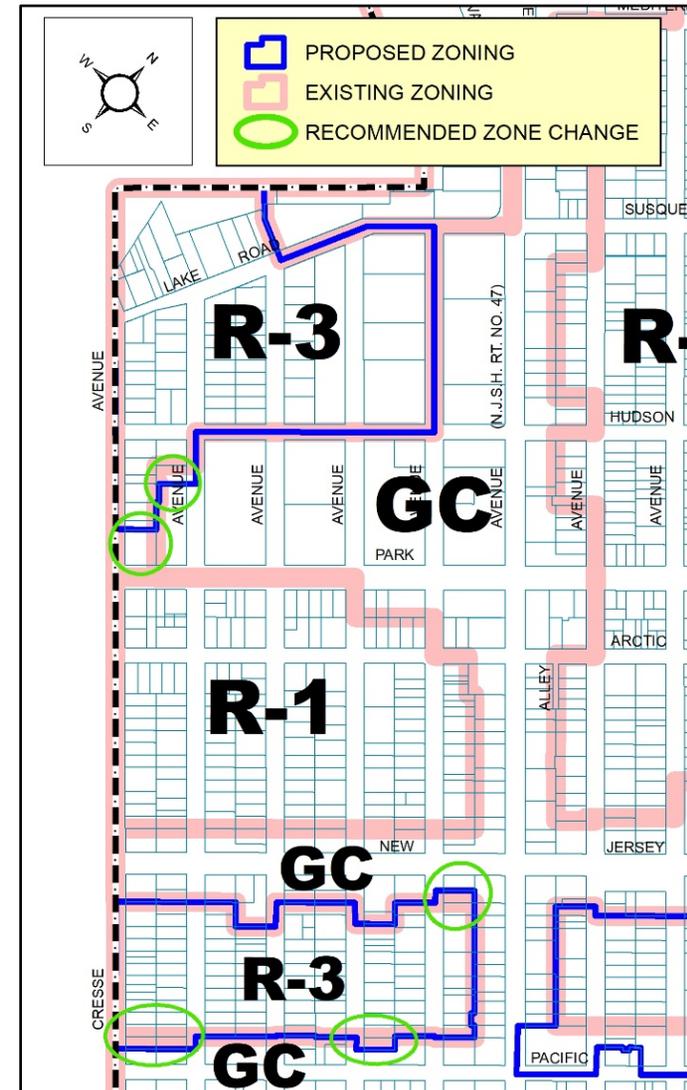




C. (R-3) High Density Residential Zone

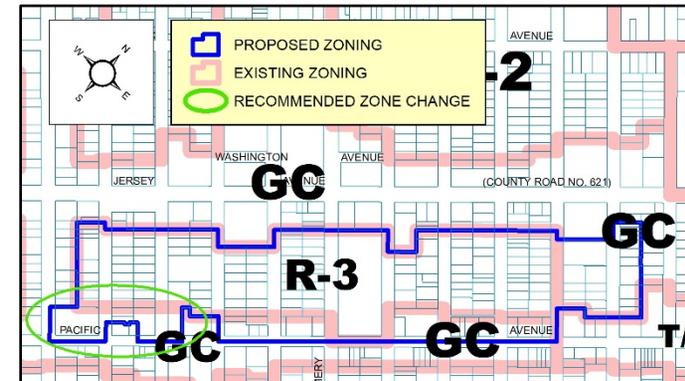
At Publication of This Reexamination, there were five R-3 Zones in the City. Permitted Uses and Bulk Standards for the R-3 Zone(s) are found in §409 D. of the City's Land Development Ordinance.

1. Changes recommended for the R-3 Zones abutting Cresse Avenue are:
 - a. Rezoning the Lot fronting Park Boulevard from R-3 to General Commercial (GC) to reflect current commercial land use.
 - b. Rezoning the Lot fronting Hildreth Avenue west of Park Boulevard from GC to R-3 to reflect current residential land uses.
 - c. Rezoning the Lots fronting Cresse, Hildreth and Leaming Avenues west of Pacific Avenue to reflect current residential land uses.
 - d. Rezoning the Lot fronting Hand Avenue east of New Jersey Avenue from GC to R-3 to R-3 to reflect current residential land uses.





2. Changes recommended for the R-3 Zone generally bounded New Jersey Avenue, the lots fronting, Spicer Avenue, Pacific Avenue and the Lots fronting Taylor Avenue are rezoning the Lots fronting Rio Grande Avenue, Taylor and Andrews Avenues from General Commercial (GC) to R-3 to reflect current residential land uses.
3. In November 2016, the Wildwood Business Improvement District (“WBID”) completed a strategic planning process which resulted in a number of findings and recommendations.¹²⁰ After concluding that there is an excess amount of commercially-zoned properties along Pacific Avenue, resulting in a high vacancy rate and leading to blight, the WBID requested that the Master Plan consider rezoning Pacific Avenue between Burke Avenue and Spicer Avenue from General Commercial (GC) to Residential Multifamily (RM).



The WBID suggests that such rezoning would:

- Decrease the amount of commercial space along Pacific Avenue blocks that have increased blight and higher than average vacancy rates.
- Increase the number of residential units, which will increase the foot traffic and retail / commercial activity along Pacific Avenue.
- Help eliminate the blight associated with vacant properties and increase property values and ratables for the City.

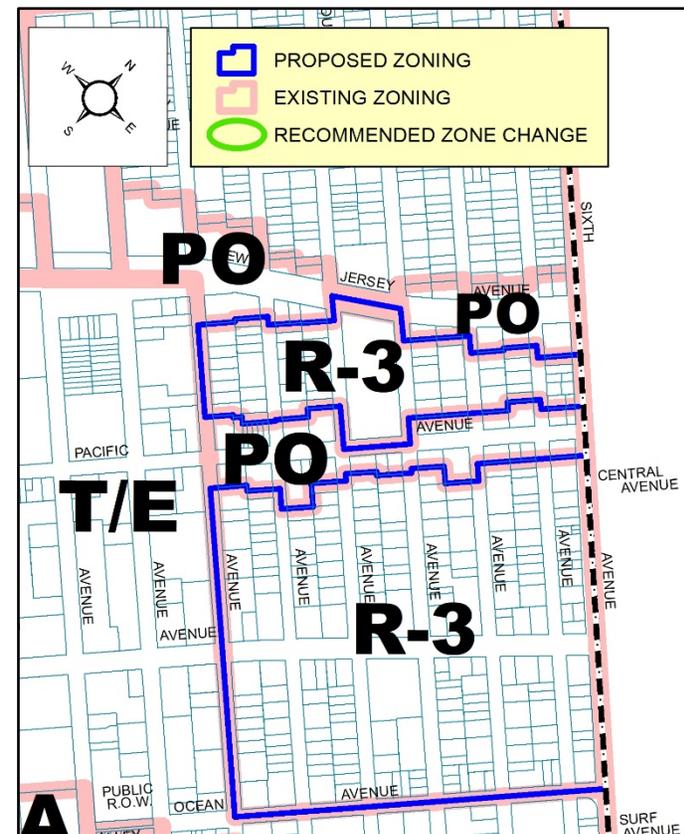
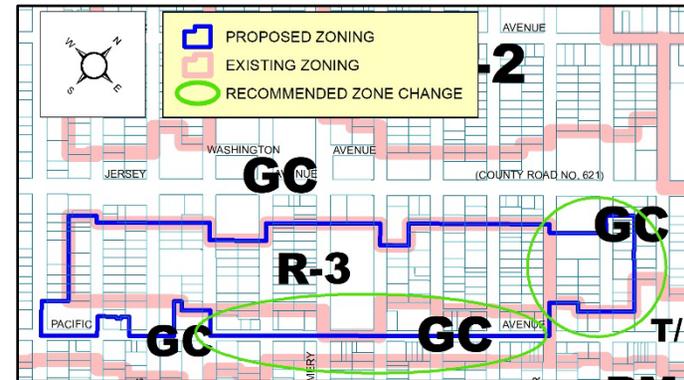
¹²⁰ Exhibit 6.H to This Reexamination (located at the end of the document)



This Reexamination has reviewed this request and recommends that the City rezone the Lots fronting the west side of Pacific Avenue from *Burk Avenue to Spencer Avenue* from GC to R-3 by extending the existing R-3 Zone east to Pacific Avenue.

For similar reasons, This Reexamination recommends that the City rezone certain Lots generally bounded by Spencer Avenue, New Jersey Avenue, Lots fronting Spicer Avenue, and Pacific Avenue from GC to R-3 by extending the existing R-3 Zone north to include the Lots fronting Spicer Avenue.

4. No changes are proposed for the R-3 Zones along the northern boundary of the City.
5. No additional changes are recommended for the R-3 Zoning District(s).

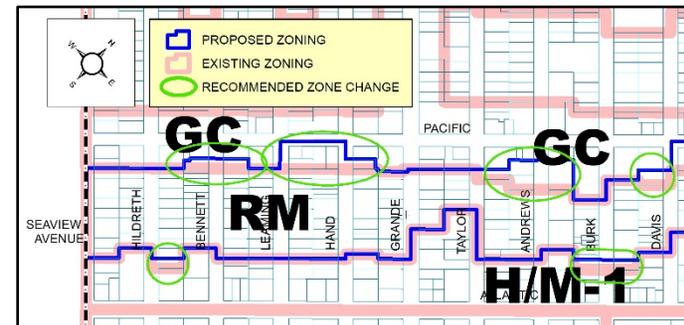
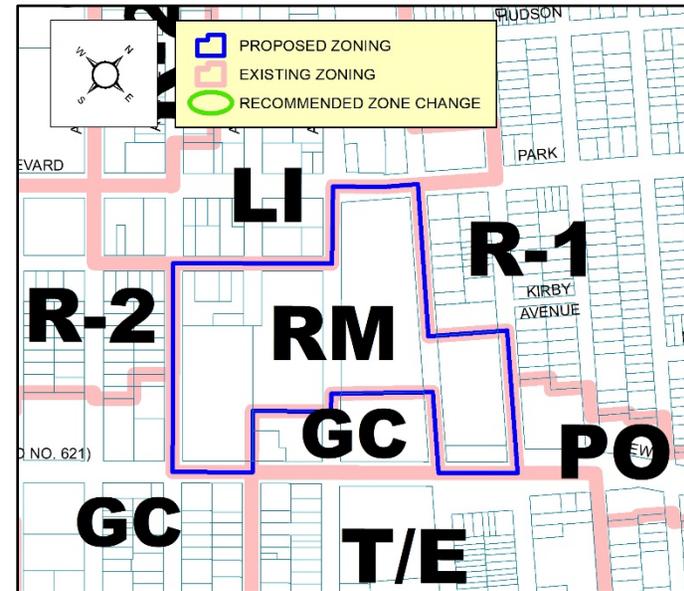




D. (RM) Residential Multi-Family Zone

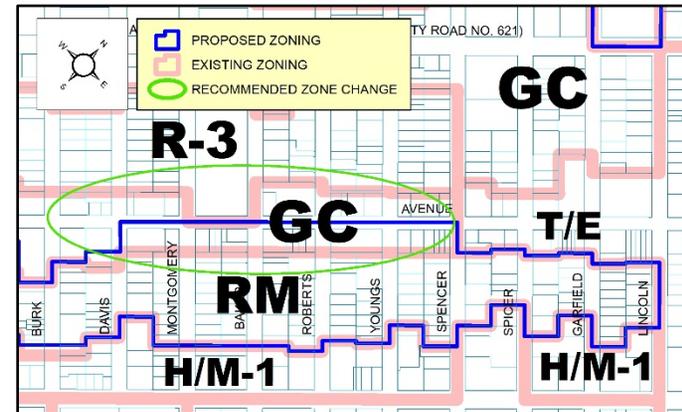
At Publication of This Reexamination, there were two RM Zones in the City. Permitted Uses and Bulk Standards for the RM Zone(s) are found in §409 E. of the City's Land Development Ordinance.

1. No changes are proposed for the RM Zone generally bounded by Park Boulevard, Oak / Wildwood Avenues, New Jersey Avenue and Garfield Avenue.
2. Changes recommended for the RM Zone generally bounded by Cresse, Pacific, Davis and Atlantic Avenues are:
 - a. Rezoning various Lots fronting Hildreth and Burk Avenues from RM to Hotel / Motel (H/M-1) to reflect current Hotel / Motel land uses.
 - b. Rezoning various Lots fronting Bennett, Learning, Hand, Andrews and Davis Avenues from GC to RM to reflect current residential land uses as well as to permit new residential land uses anticipated for this section of the City.





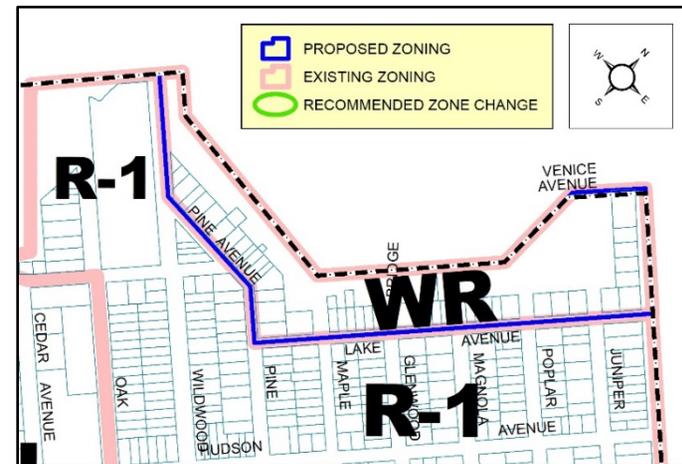
3. In accordance with the request of the WBID as detailed in §6.3.4 C.3 herein, This Reexamination recommends that the City rezone the Lots fronting the east side of Pacific Avenue from Davis Avenue to Spencer Avenue, from GC to RM by extending the existing RM Zone west to Pacific Avenue.
4. No additional changes are recommended for the RM Zoning District(s).



E. (WR) Waterfront Residential Zone

At Publication of This Reexamination, there was one WR Zone in the City. Permitted Uses and Bulk Standards for the WR Zone are found in §409 F. of the City's Land Development Ordinance.

No changes are proposed for the WR Zoning District.





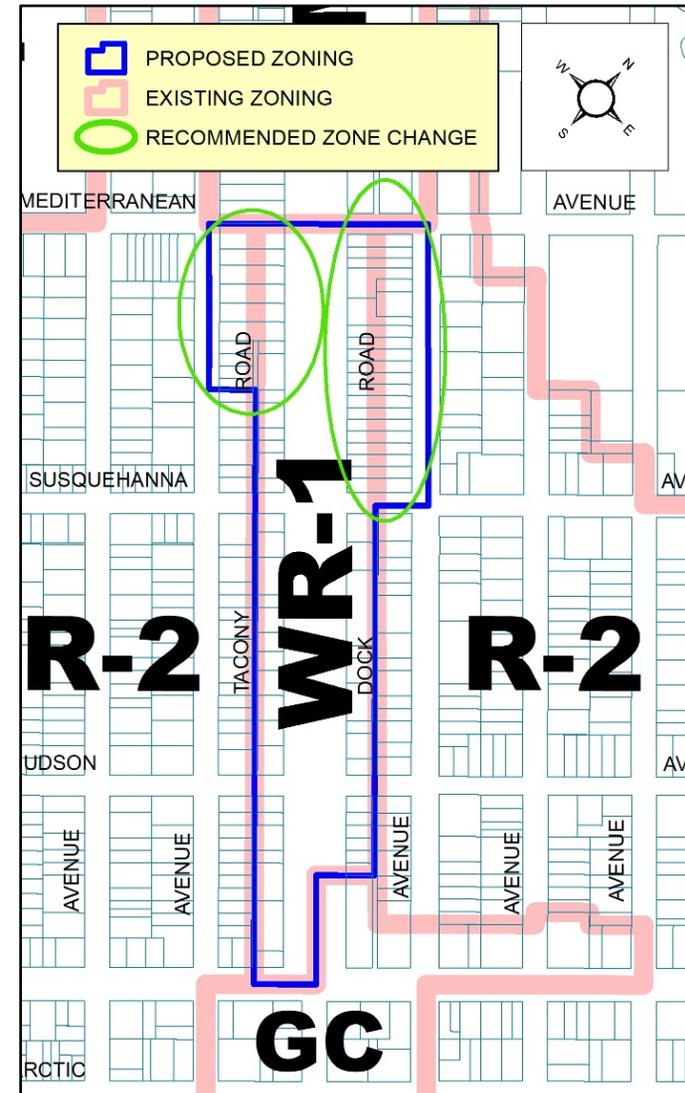
F. (WR-1) Waterfront Residential Zone

At Publication of This Reexamination, there was one WR-1 Zone in the City. Permitted Uses and Bulk Standards for the WR-1 Zone are found in §409 G. of the City's Land Development Ordinance.

1. Changes recommended for the WR-1 Zone are:

- a. Rezoning the Lots fronting both Ottens Harbor and Burk Avenue in the vicinity of Mediterranean Avenue to WR-1 so that these Lots are no longer split between the R-2 and WR-1 Zoning Districts. This area includes Lots formerly split by the vacated Tacony Road.
- b. Rezoning the Lots fronting both Ottens Harbor and Montgomery Avenue between Susquehanna and Mediterranean Avenues to WR-1 so that these Lots are no longer split between the WR-1 and R-2 Zoning Districts.

2. No additional changes are recommended for the WR-1 Zoning District.



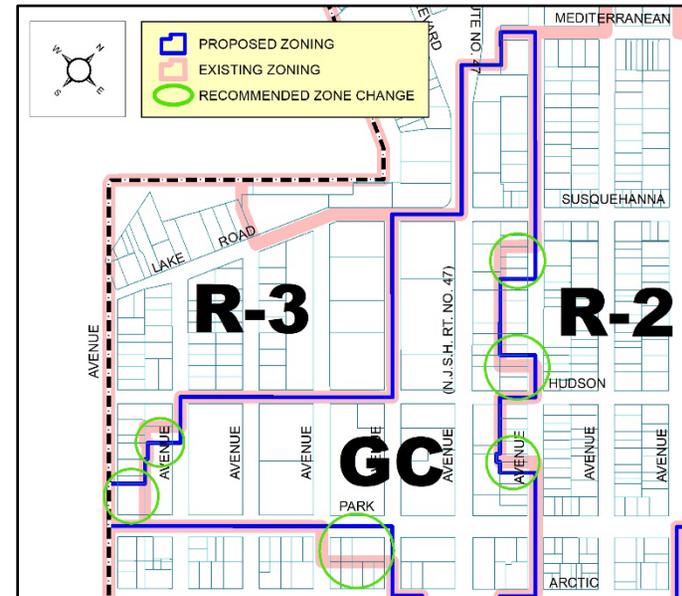


G. (GC) General Commercial

At Publication of This Reexamination, there was one GC Zone in the City. Permitted Uses and Bulk Standards for the GC Zone(s) are found in §410 C. of the City's Land Development Ordinance.

1. Changes recommended for the portion of the GC Zone between Cresse and Taylor Avenues west of Arctic Avenue are:

- a. Rezoning the Lots fronting and Cresse Avenue west of Park Boulevard from R-3 to GC to reflect current commercial land uses.
- b. Rezoning the Lot fronting Hildreth Avenue east of Hudson Avenue from GC to R-3 to reflect current residential land uses.
- c. Rezoning the Lots fronting Park Boulevard between Leaming and Hand Avenues from GC to R-1 to reflect current residential land uses.
- d. Rezoning certain Lots fronting Taylor Avenue between Susquehanna and Hudson



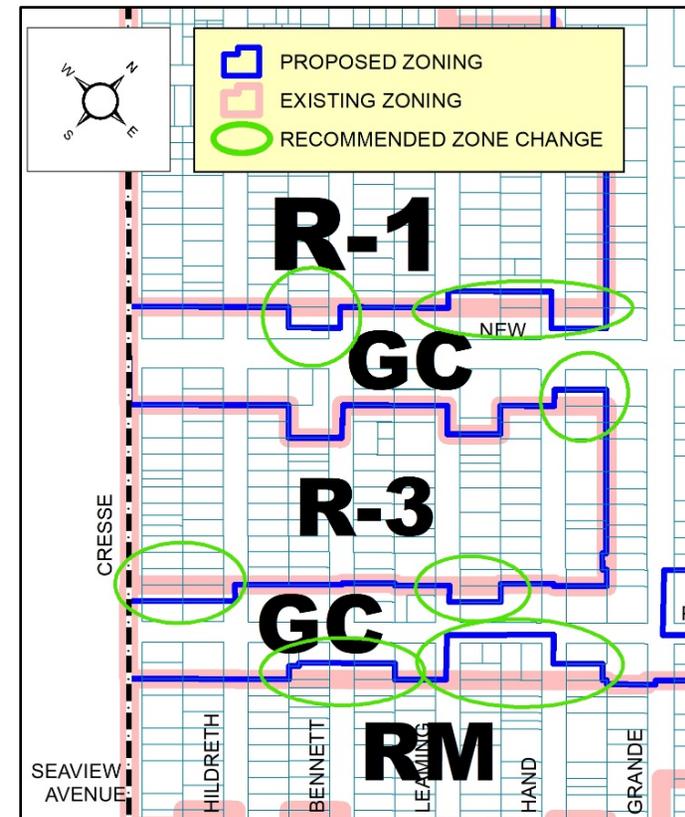
Avenues from R-2 to GC to reflect current commercial land uses.

- e. Rezoning the Lot fronting Taylor Avenue between Hudson Avenue and Park Boulevard from to GC to R-2 to reflect current residential land uses.

2. Changes recommended for the portions of the GC Zone located between Cresse and Rio Grande Avenues east of Arctic Avenue are:

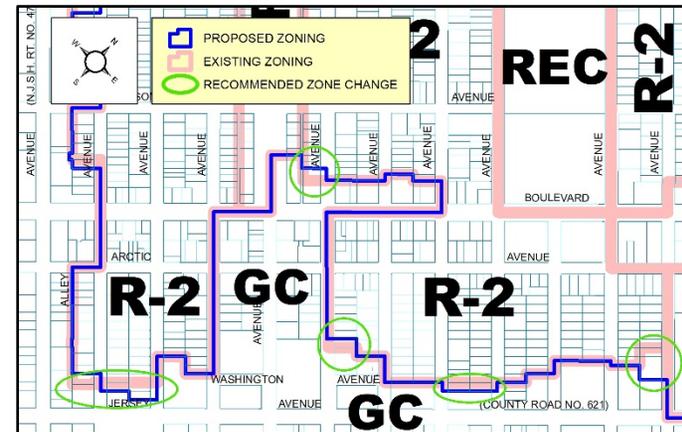


- a. Rezoning the Lots fronting Bennet and Hand Avenues west of New Jersey Avenue from GC to R-1 to reflect current residential land uses.
- b. Rezoning Lots fronting Leaming and Hand Avenues west of New Jersey Avenue from R-1 to GC to reflect current commercial land uses.
- c. Rezoning the Lot fronting Hand Avenue east of New Jersey Avenue from GC to R-3 to reflect current residential and uses.
- d. Rezoning various Lots fronting Cresse, Hildreth and Leaming Avenues west of Pacific Avenue from GC to R-3 to reflect current residential land uses.
- e. Rezoning various Lots fronting Bennett, Leaming and Hand Avenues east of Pacific Avenue from GC to Residential Multi-Family (RM) to reflect current residential land uses.



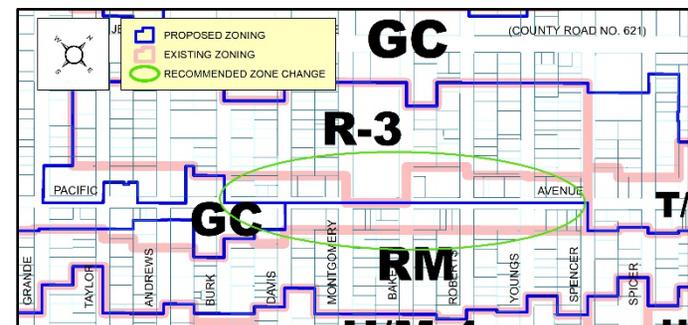
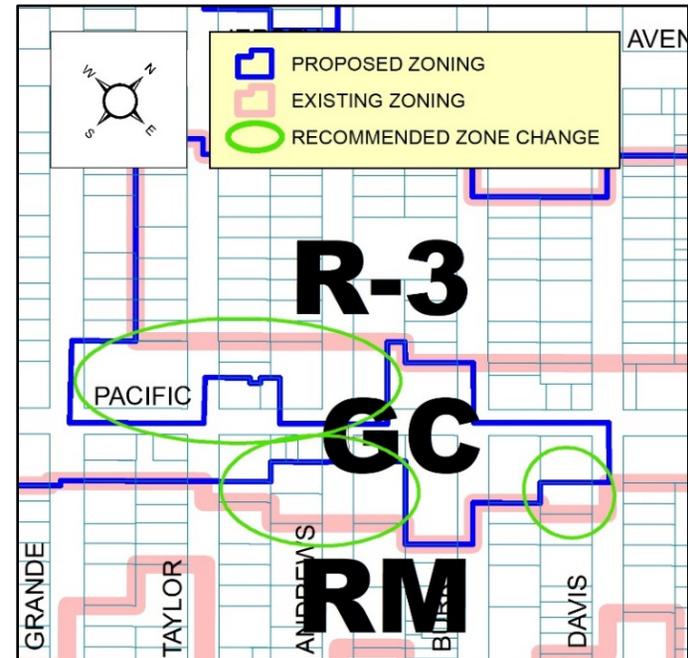


3. Changes recommended for the portion of the GC Zone located north of Rio Grande Avenue and west of New Jersey Avenue are:
 - a. Rezoning various Lots fronting Taylor, Andrews, Roberts, Youngs and Garfield Avenues from GC to R-2 reflect current residential land uses.
 - b. Rezoning certain Lot fronting Taylor Avenue from R-2 to GC to reflect current commercial land uses.
 - c. Rezoning various Lots fronting Montgomery west of Washington Avenue from R-2 to GC to reflect current commercial land uses.
 - d. Rezoning various Lots fronting Montgomery west of Park Boulevard from R-2 to GC to reflect current commercial land uses.





4. Changes recommended for the portion of the GC Zone between Rio Grande and Burk Avenues west of Pacific Avenue are rezoning certain Lots fronting Rio Grande, Taylor and Andrews Avenues from GC to R-3 to reflect current residential land uses.
5. Changes recommended for the portion of the GC Zone between Rio Grande and Davis Avenues east of Pacific Avenue are rezoning various Lots fronting Taylor, Andrews and Davis Avenues from GC to Residential Multi-Family (RM) to reflect current residential land uses.
6. In accordance with the request of the WBID as detailed in §6.3.4 C.3 and §6.3.4 D.3 herein, This Reexamination recommends that the City rezone the Lots fronting Pacific Avenue from *Burk Avenue to Spencer Avenue*, as well as certain Lots east and west of these Pacific Avenue frontage-Lots, by eliminating the GC Zone in this area and extending the existing R-3 Zone east to Pacific Avenue the existing RM Zone west to Pacific Avenue.



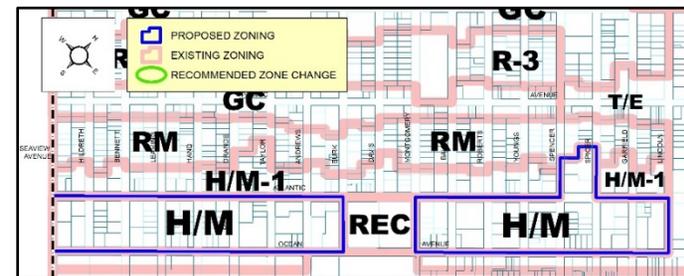
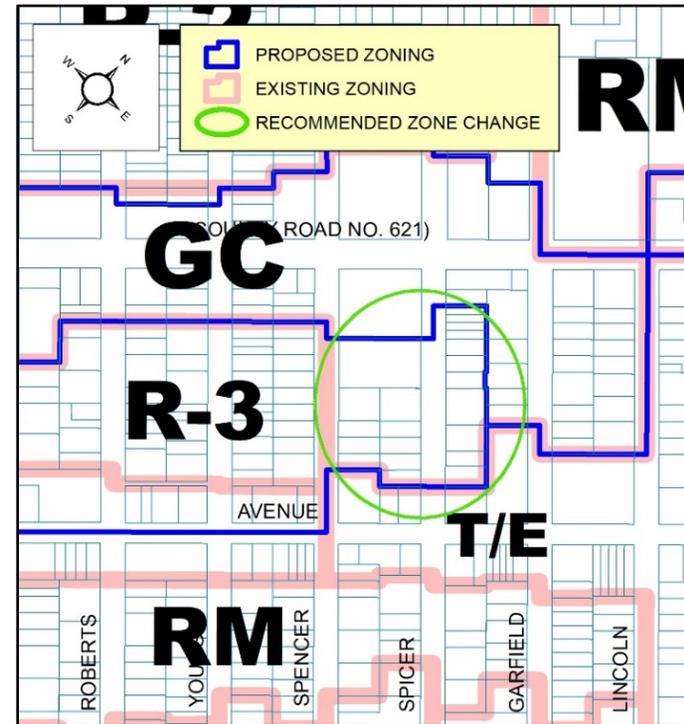


7. For similar reasons, This Reexamination recommends that the City rezone certain Lots generally bounded by Spencer Avenue, New Jersey Avenue, Lots fronting Spicer Avenue and Pacific Avenue from GC to R-3 by extending the existing R-3 Zone north to include the Lots fronting Spicer Avenue.
8. No additional changes are recommended for the GC Zoning District(s).

H. (H/M) Hotel / Motel Zone

At Publication of This Reexamination, there were two H/M Zones in the City. Permitted Uses and Bulk Standards for the HM Zone(s) are found in §410 E.¹²¹ of the City's Land Development Ordinance.

No changes are recommended for the H/M Zoning District(s).



¹²¹ The version of the Land Development Ordinance reviewed for This Reexamination skipped §410 D. in the numbering sequence.



I. (H/M-1) Hotel / Motel Zone

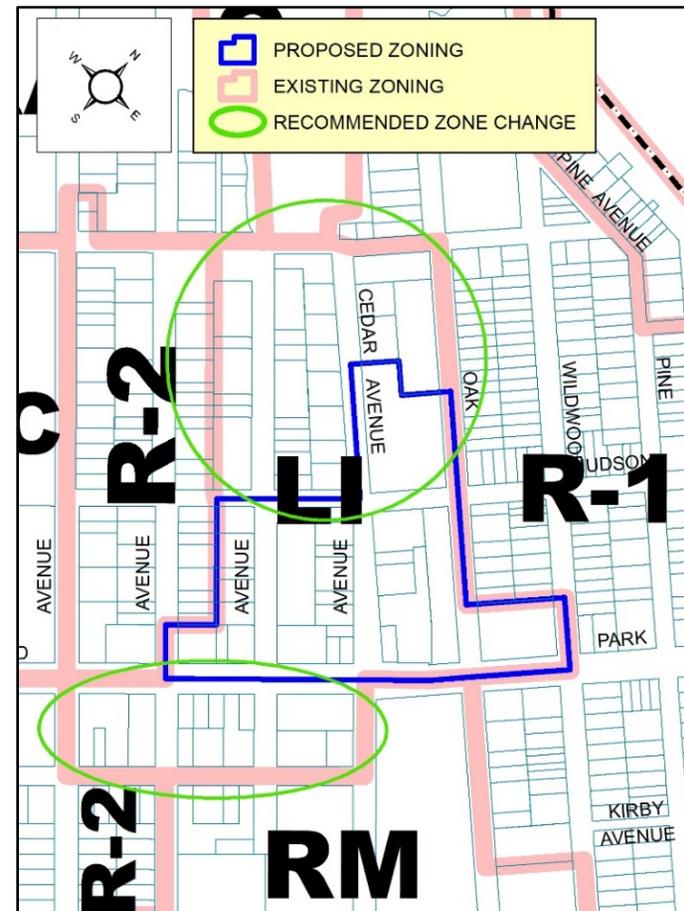
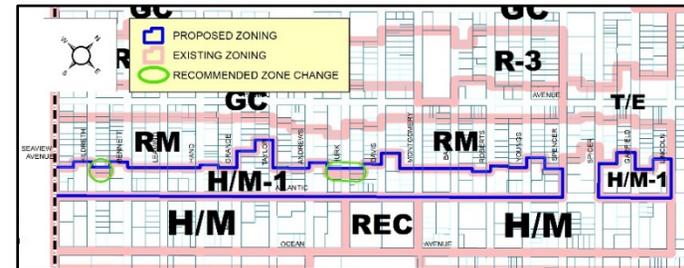
At Publication of This Reexamination, there were two H/M-1 Zones in the City. Permitted Uses and Bulk Standards for the H/M-1 Zone(s) are found in §410 F. of the City's Land Development Ordinance.

1. Changes recommended for the H/M-1 Zone are rezoning a certain Lot fronting Hildreth Avenue west of Atlantic Avenue and certain Lots fronting Burk Avenue west of Atlantic Avenue from H/M-1 to Residential Multi-Family (RM) to reflect current residential land uses.
2. No additional changes are recommended for the H/M-1 Zoning District(s).

J. (LI) Light Industrial Zone

At Publication of This Reexamination, there was one LI Zone in the City. Permitted Uses and Bulk Standards for the LI Zone are found in §410 G. of the City's Land Development Ordinance.

1. Changes recommended for the LI Zone are rezoning:





a. The Lots generally bounded by Lincoln, Susquehanna, Cedar and Hudson Avenues, and extending to the western portion of the Block bounded by Cedar, Susquehanna and Oak Avenues; and

b. The Lots bounded by Park Boulevard and Spicer, Arctic and Schellenger Avenues;

from LI to R-2 to reflect current residential land uses as well as to permit new residential land uses anticipated for these sections of the City.

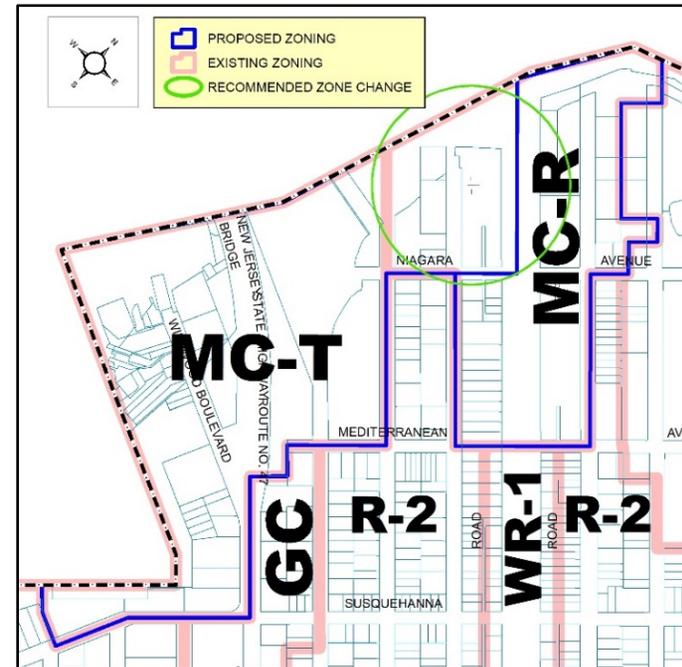
2. No additional changes are recommended for the LI Zoning District.

K. (MC-R) Marine Commercial - Residential Zone

At Publication of This Reexamination, there was one MC-R Zone in the City. Permitted Uses and Bulk Standards for the MC-R Zone are found in §410 H. of the City's Land Development Ordinance.

1. Changes recommended for the MC-R Zone are relocating the Zone boundary line between the

MC-R and Marine Commercial - Tourist (MC-T) Zones west of Niagara Avenue from Andrews Avenue to Ottens Harbor.



2. No additional changes are recommended for the MC-R Zoning District.



L. (MC-T) Marine Commercial - Tourist Zone

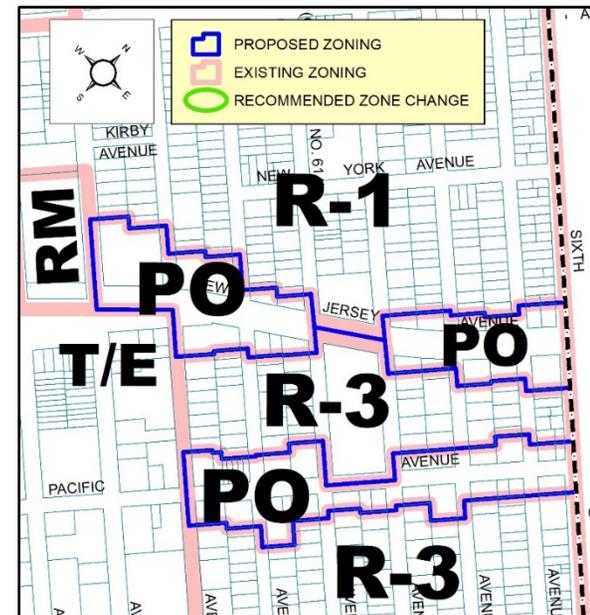
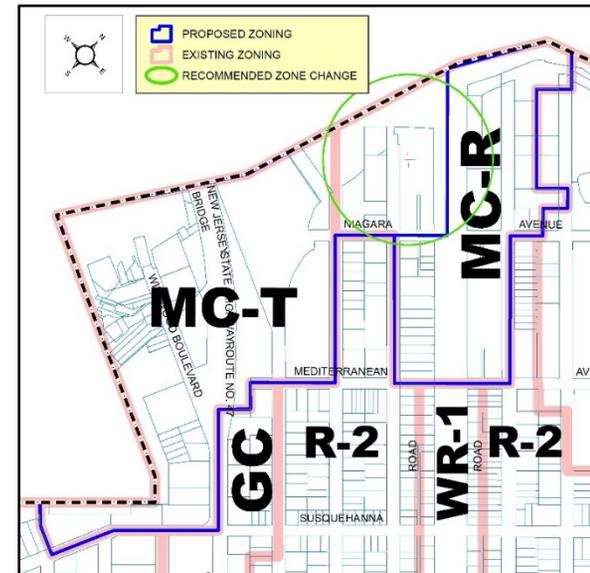
At Publication of This Reexamination, there was one MC-T Zone in the City. Permitted Uses and Bulk Standards for the MC-R Zone are found in §410 I. of the City's Land Development Ordinance.

1. Changes recommended for the MC-T Zone are relocating the Zone boundary line between the MC-R and MC-T Zones west of Niagara Avenue from Andrews Avenue to Ottens Harbor.
2. No additional changes are recommended for the MC-T Zoning District.

M. (PO) Professional Office Zone

At Publication of This Reexamination, there were three PO Zones in the City. Permitted Uses and Bulk Standards for the PO Zone(s) are found in §410 J. of the City's Land Development Ordinance.

No changes are recommended for the PO Zoning District(s).



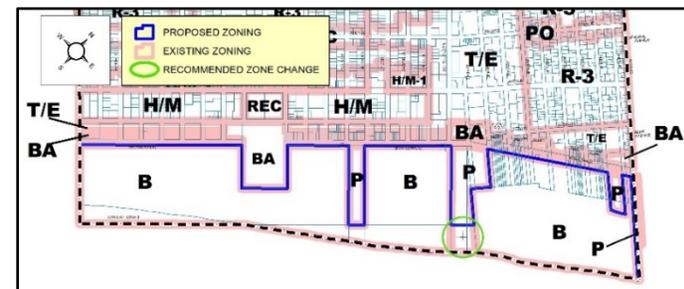


N. (B) Beach Zone

At Publication of This Reexamination, there were two B Zones in the City. Permitted Uses and Bulk Standards for the B Zone(s) are found in §411 B. and §701 of the City's Land Development Ordinance.

1. Changes recommended for the geometry of the B Zoning District(s) are to expand the Zone to the area between Schellenger and Cedar Avenues to eliminate confusion related to the existing physical location of the Pier in this area.
2. a. As detailed throughout the 2007 Master Plan and elsewhere in This Reexamination, 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.

The regulations of §411 B. and §701 were adopted, in principal part, to reinforce the City's policy to ensure the continued unobstructed view from the Boardwalk to the Beach and Ocean, to ensure continued use of the Beach for the City's residents and visitors and to ensure the vitality of the Beach as a natural resource.



- b. In addition to the regulations contained in the Land Development Ordinance, activities in the B Zone are subject to NJDEP's Coastal Zone Management Rules¹²² under CAFRA.¹²³

While §411 B. and §701 were crafted to be

¹²² N.J.A.C. 7:7-1 and 7:7E-1 et. seq.

¹²³ N.J.S.A. 13:19-1 et seq.



- (generally) consistent with the CZM Rules, the City has found that, in certain instances, §411 B. and §701 are more strict or provide less flexibility than their State counterparts.
- c. In 2012, the Planning Board adopted an unnumbered Resolution entitled *Interpreting Permitted Uses in B-Beach Zoning District*,¹²⁴ in anticipation of the City entering into an agreement with a concessionaire for beach programming. The Board determined that many, if not all, of the uses proposed were subsumed within the various broad categories of uses permitted on the Beach under the Land Development Ordinance.

While this interpretation remains in effect, This Reexamination¹²⁵ recommends that the City modify existing and/or establish new regulations for the Beach in order to maximize the use of this resource for active and passive recreation and as a tool for

economic development.

- d. In or about March 2016, the City adopted a *Redevelopment Plan for the CAFRA-Permitted Beach Area & Boardwalk* to, in pertinent part, “build upon the prior planning undertaken by Wildwoods Policymakers¹²⁶ and create a variety of active and passive components for the Beach designed, collectively, to create major attractors and support elements that will broaden the Wildwoods’ appeal and expand its market, both during and beyond the traditional tourist season”.

While litigation ultimately resulted in the City rescinding the Redevelopment Plan,¹²⁷ This Reexamination reaffirms the recommendation for the City to maximize the use of the Beach,¹²⁵ but modifies the specific uses permitted to include those uses described in the Beach Redevelopment Plan as well as any other uses approved by NJDEP.

¹²⁴ on file with the Board Secretary

¹²⁵ §5.5.6 A. 1.a.

¹²⁶ Reference FN⁴¹ herein.

¹²⁷ Via Ordinance No.1060-16, adopted in September 2016 (on file with the City Clerk)



e. Within the context of the recommendations of subsections c. and d. hereinabove, This Reexamination recommends a general review of the entirety of §411 B. and §701. Specific changes recommended for the B Zone are:

- i. Eliminating the prohibition against permanent development east of the Boardwalk except as specifically provided for in §700 in favor of language that would allow such development if permitted by NJDEP.
- ii. Revising language limiting uses, activities, facilities and structures to “temporary” and/or “seasonal” in favor of language that would allow other durations if permitted by NJDEP.
- iii. Eliminating or revising the 150 s.f. size restriction and the 6’ height restriction for beach tents and related facilities for the

- storage of umbrellas and beach equipment.
- iv. Eliminating the current limitation on uses from “*only seasonal tourist-service uses such raft rentals, marble platforms, etc. involving only manually constructed tents or sun-shades*” to permit more flexibility.
 - v. Eliminating the prohibition against utilities on the Beach in favor of language that would allow utilities if permitted by NJDEP.

Such recommendation shall in no way be interpreted as modifying 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”.

- vi. Eliminating the prohibition against the use of ropes, fences or other facilities to interfere with passage of people from the Boardwalk to the Ocean or along the Beach, in order to permit the stanchioning of specific areas of the Beach for approved activities.



- vii. To eliminate any conflict between §411 B. and the City's Beach Parking program detailed in §8.3.8 I. herein, clarify the language "expressly prohibiting" the parking of vehicles on the Beach "*unless a permit has been granted by the City's Commissioner of Public Safety*".
 - viii. Modify the language prohibiting "all other uses" not specified to permit the flexibility required to achieve the City's Policies and Objectives for the Beach.
 - ix. Eliminating or revising the 64 s.f. size restriction for "*all seasonal beach-related commercial activities [permitted] to remain in place on the beach during the period of May 1 through September 30*", as well as these time periods, in order to permit flexibility and be consistent with other size requirements (to be) established.
 - x. Eliminating or revising the blanket
- requirement that "*any other equipment or facilities not meeting the standards described above must be removed from the Beach each day at the end of the hours of operation*" in order to permit flexibility and be consistent with other size requirements (to be) established.
- xi. Modify the provision making it "*unlawful for any person or persons to remove any snow fence or beach vegetation, which exists in the beach dune area*" to read "*...unlawful ... without obtaining the requisite NJDEP permit for said activities*".
 - xii. To eliminate confusion, revise references to "sand fencing" to "sand / snow fencing".
4. No additional changes are recommended for the B Zoning District.



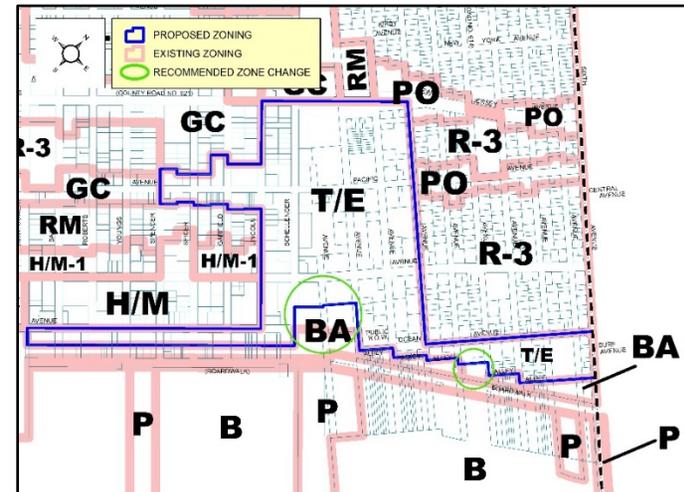
O. (BA) Boardwalk Amusement Zone

At Publication of This Reexamination, there was one BA Zone in the City. Permitted Uses and Bulk Standards for the BA Zone are found in §411 D. of the City's Land Development Ordinance.

1. Changes recommended for the BA Zoning District are:

- a. Should the City elect not to address the issues facing the Blocks bounded by the Boardwalk, Schellenger Avenue, Atlantic Avenue and Oak Avenue as described in §5.3.2 C.4.e. herein via a Redevelopment Plan as recommended in that subsection, this Reexamination recommends addressing the issues by creating a new Zoning District for these Blocks.

Given the location, existing uses and development potential of these Blocks, this Reexamination envisions that the Land Uses and Bulk Controls for such new District would

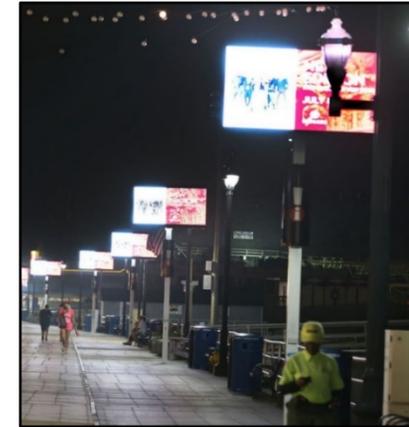
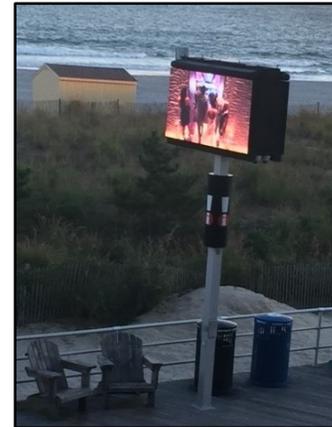


maximize the development potential and economic flexibility of these lands by incorporating the Uses and Controls currently in place for the Boardwalk Amusement (BA), Tourist / Entertainment (T/E) and Pier (P) Zones as may be applicable while establishing new controls as appropriate.

- b. Expanding the portion of the Zone located between Maple and Glenwood Avenues to include the Boardwalk-frontage property, which is currently zoned T/E.



2. While the east side of the Boardwalk is not technically in the BA Zone, This Reexamination recommends that the City explore the addition of LED signage at regular intervals (similar to those on the Atlantic City Boardwalk) as an added means of public communication to Boardwalk visitors, to provide additional color, vibrancy and excitement to the promenade and as a mechanism for the City to derive revenue from the sale of advertising space / screen time.

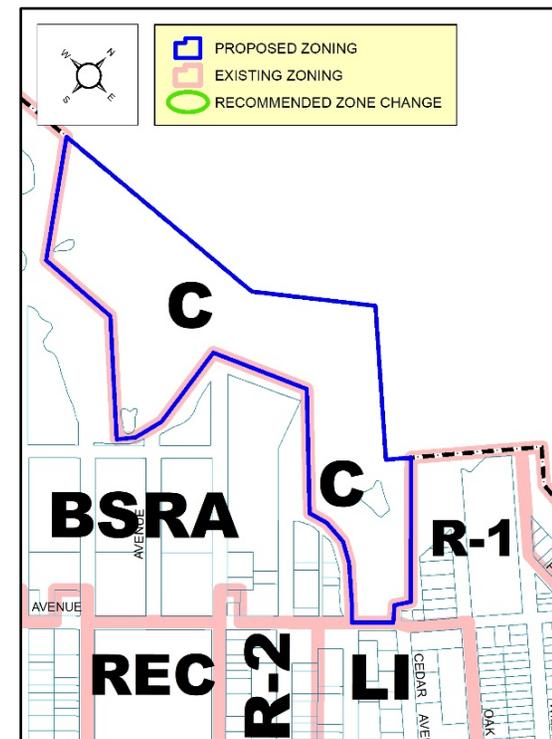


3. No additional changes are recommended for the BA Zoning District.

P. (C) Conservation Zone

At Publication of This Reexamination, there was one C Zone in the City. Permitted Uses and Bulk Standards for the C Zone are found in §411 C. of the City's Land Development Ordinance.

No changes are recommended for the C Zoning District.





Q. (P) Pier Zone

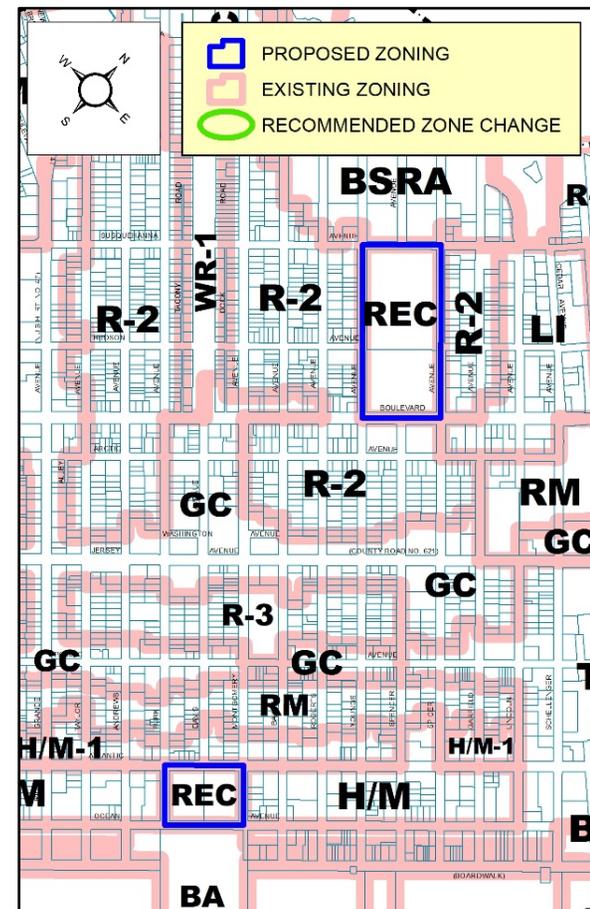
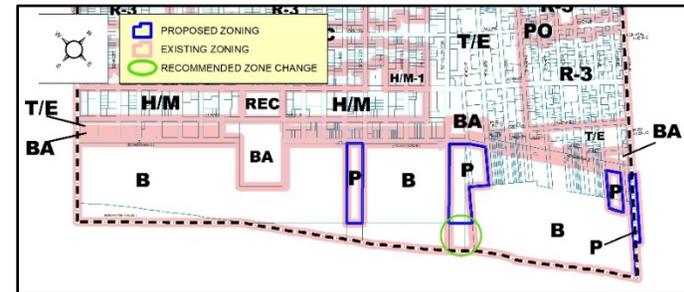
At Publication of This Reexamination, there were four P Zones in the City. Permitted Uses and Bulk Standards for the P Zone(s) are found in §411 E. of the City's Land Development Ordinance.

1. Changes recommended for the P Zoning District(s) are to contract the Zone between Schellenger and Cedar Avenues to eliminate confusion related to the existing physical location of the Pier in this area.
2. No additional changes are recommended for the P Zoning District(s).

R. (REC) Recreation Zone

At Publication of This Reexamination, there were two REC Zones in the City. Permitted Uses and Bulk Standards for the REC Zone(s) are found in §411 F. of the City's Land Development Ordinance.

No changes are recommended for the REC Zoning District(s).

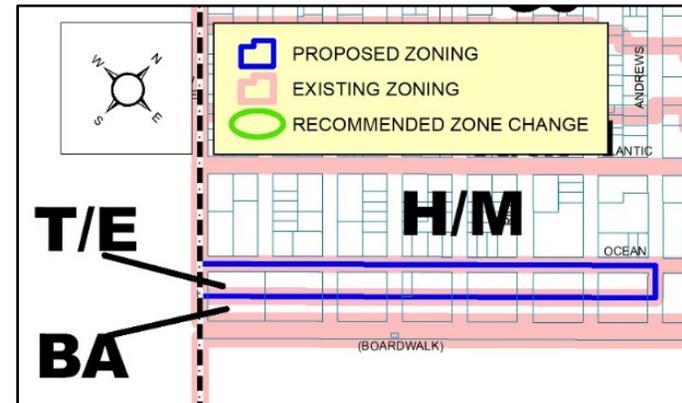




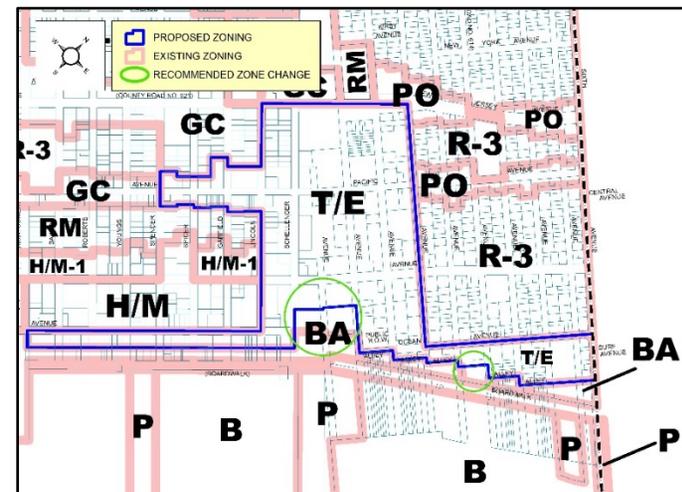
S. (T/E) Tourist~ Entertainment Zone

At Publication of This Reexamination, there were two T/E Zones in the City. Permitted Uses and Bulk Standards for the T/E Zone(s) are found in §411 G. of the City's Land Development Ordinance.

1. No changes are recommended for the T/E Zoning District bounded by Cresse, Ocean and Andrews Avenues and the properties fronting the Boardwalk.
2. Changes recommended for the T/E Zoning District generally between New Jersey Avenue and the properties fronting the Boardwalk, north of Montgomery Avenue are:
 - a. Should the City elect not to address the issues facing the Blocks bounded by the Boardwalk, Schellenger Avenue, Atlantic Avenue and Oak Avenue as described in §5.3.2 C.4.e. herein via a Redevelopment Plan as recommended in that subsection, this Reexamination recommends addressing the issues by creating a new Zoning District for these Blocks.



Given the location, existing uses and development potential of these Blocks, this Reexamination envisions that the Land Uses and Bulk Controls for such new District would maximize the development potential and



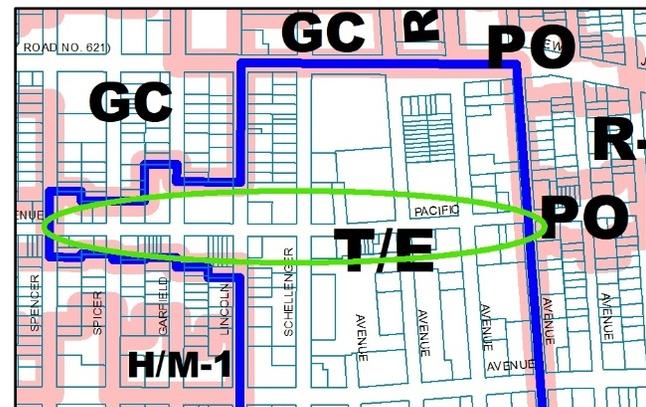


economic flexibility of these lands by incorporating the Uses and Controls currently in place for the Boardwalk Amusement (BA), Tourist / Entertainment (T/E) and Pier (P) Zones as may be applicable while establishing new controls as appropriate.

- b. Contracting the portion of the Zone located between Maple and Glenwood Avenues to exclude the Boardwalk-frontage property, which is recommended to be rezoned B/A.
3. In addition to the recommended rezoning of the Pacific Avenue GC Zone (§6.3.4 C.3 herein), the WBID requested that the Master Plan consider providing opportunities for more outdoor and cafe style dining in the City's downtown by adding sidewalk and "parklet" dining as Permitted Uses in the Downtown Business District. While recognizing the limited space available for such uses, the WBID believes that a combination of alfresco dining and "parklets" would permit innovate and exciting experiences in Downtown Wildwood.

The WBID has provided information as to how other Cities regulate these uses.¹²⁸

This Reexamination has reviewed this request within the context of existing zoning, the sidewalk space available along Pacific Avenue, the scarcity of parking on Pacific Avenue and the requested area of rezoning described above. Based on these factors, it is recommended that the City explore a Pilot program through 2018 whereby these uses would be permitted on the existing bumpouts on the east side of Pacific Avenue from Spencer Avenue to Pine Avenue, and on vacant lots on either side of Pacific Avenue between Spencer Avenue to Pine Avenue, provided that such lots are not otherwise used for parking.



¹²⁸ Exhibit 6.H to This Reexamination (located at the end of the document)



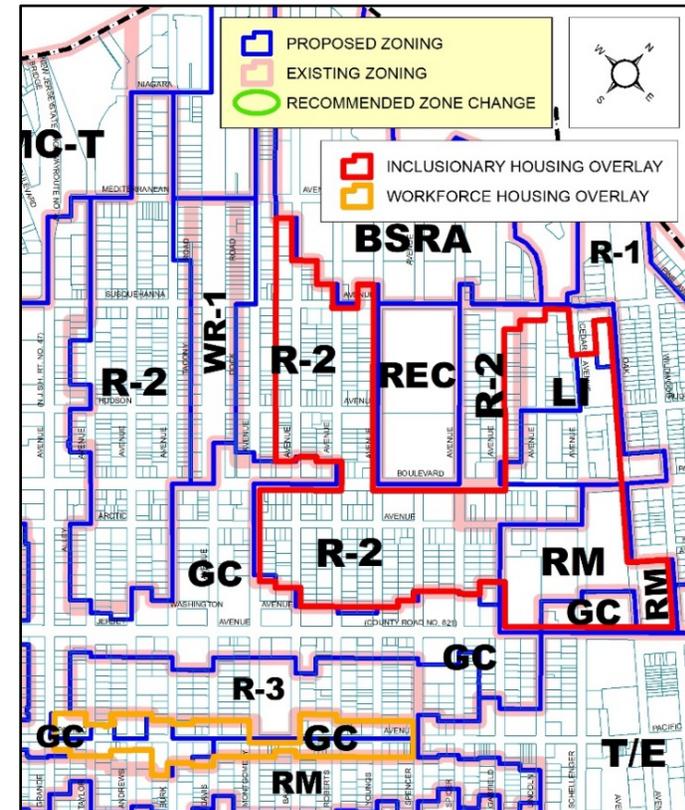
At the close of 2018, it is recommended that the City analyze the success of this program and expand, contract or modify it for the future.

4. This Reexamination recommends that the City consider the full set of recommendations arising from the WBID Strategic Planning Process¹²⁹
5. No additional changes are recommended for the T/E Zoning District.

T. Housing Overlay Zones

As detailed in §5.5.3 B. herein, the City is under a Consent Order related to Affordable Housing issues.

In July 2013, the City adopted an Ordinance expanding the [then-existing] Inclusionary Housing Overlay Zone and establishing a Workforce Housing Overlay Zone to provide an opportunity for development of low and moderate income housing in appropriate sections of the City. This Ordinance was approved by the Court as part of the Consent Order.



No changes are recommended for the Inclusionary Housing Overlay Zone or the Workforce Housing Overlay Zone.

¹²⁹ Exhibit 6.H to This Reexamination (located at the end of the document)



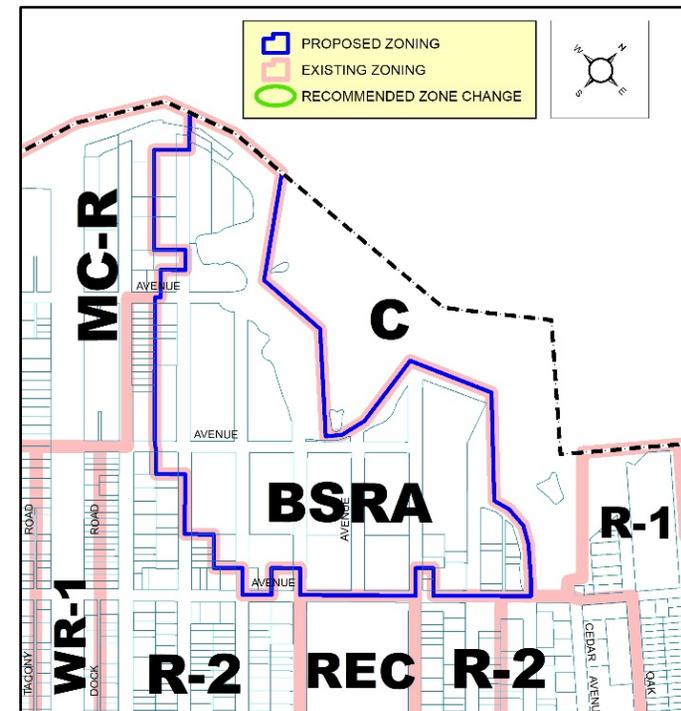
U. Historic District Overlay Zone(s)

As detailed in §5.3.9 A.4 herein, it is believed that the City eliminated the Primary and Secondary Historic Districts in their entirety at some time after adoption of the 2007 Master Plan Update.

V. BSRA Bayside Redevelopment Area

The history and current status of the BSRA are detailed in §13.3.10 herein.

While no changes are recommended for the geometry of the Redevelopment Area, it is anticipated that an amendment to the Redevelopment Plan will be required to effectuate the Project currently under discussion. The nature of such an amendment is beyond the scope of This Reexamination and will be the product of the negotiation between the City and the Redeveloper.





7.0 HOUSING PLAN ELEMENT

7.1 Municipal Land Use Law & Fair Housing Act

7.1.1 Municipal Land Use Law

The *Municipal Land Use Law*¹³⁰ 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.

While considered optional by N.J.S.A. 40:55D-28, a Housing Plan Element is a requirement for a municipality to establish zoning under N.J.S.A. 40:55D-62.

7.1.2 Fair Housing Act

A Housing Element & Fair Share Plan is required by the *Fair Housing Act*¹³¹, which mandates that municipalities that choose to enact and enforce zoning ordinances must prepare a Housing Element as part of the community's Master Plan.

7.2 2007 Master Plan Update

A history of the City's Housing Plan, including issues related to Affordable Housing and Certification by the New Jersey Council on Affordable Housing ("COAH"), is found in the 2007 Master Plan Update.

As detailed in §3.7(10) of the 2007 Master Plan, litigation at the State level related to the regulations promulgated by COAH caused the City to defer promulgation of a Housing Plan Element / Fair Share Plan until the issues that caused such litigation were resolved.

7.3 This Reexamination

The current status of the City's Housing-related planning is addressed in §5.3.3 herein.

¹³⁰ N.J.S.A. 40:55D-28(b)(3)

¹³¹ C.52:27D-310 et seq.



8.0 CIRCULATION PLAN ELEMENT

8.1 Municipal Land Use Law

The *Municipal Land Use Law*¹³² 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”.

8.2 2007 Master Plan Update

The Circulation Plan Element contained in the 2007 Master Plan Update identified general conditions of the pertinent facilities and developed recommendations for improvements as well as a strategy of shared parking structures.

8.3 This Reexamination

8.3.1 Background

- A. Issues identified in the 2007 Master Plan Update related to general vehicular circulation (2007 Master Plan §8.1), access (2007 Master Plan §8.1.1) and north/south circulation (2007 Master Plan §8.1.3) remain unchanged.
- B. With the exception of the capacity of Rio Grande Avenue between New Jersey and Ocean Avenues, which now has two (2) travel lanes in each direction instead of two (2) lanes total as described in the 2007 Master Plan, issues related to east/west circulation (2007 Master Plan §8.1.2) remain unchanged.

8.3.2 Road Improvement Capitol Plan

2007 Master Plan Update §9.6 noted that no right-of-way improvements were then-presently programmed for

¹³² N.J.S.A. 40:55D-28(b)(5)



City-sponsored reconstruction, and that development approvals for projects affecting the City's streets may require reconstruction of the streets fronting the development, installation of new traffic signals or other off-tract improvements.

The City continues to undertake right-of-way improvements attendant to utility improvement projects, and South Jersey Gas is repaving streets disturbed by its "storm hardening" project (§5.5.5 H.1 herein). At Publication, approximately 50% of the City had been addressed by this utility project.

8.3.3 Boardwalk Reconstruction Project

2007 Master Plan Update §9.3 noted that the City had completed the design and secured funding for the first phase of a comprehensive project to replace the entire Boardwalk, including all supporting structural and utility elements. The plan included the widening of the Boardwalk in select locations for better pedestrian flow.

Phase I, addressing 1,000 linear feet of the Boardwalk from Schellenger Avenue to Cedar Avenue, was completed in 2010. The scope of additional Phases were to be reviewed as funding permitted.

On August 9, 2017, the City adopted a Resolution¹³³ to commence planning with North Wildwood to address other sections of the Boardwalk. Estimates show that replacing one block of the Boardwalk would cost between \$800,000 and \$1 million. At Publication, no timetable has been established.

8.3.4 Traffic Capacity & Traffic Management

A. With the exception of a reduction in the City's permanent population from 5,436 based on 2000 Census data to 5,325 based on 2010 Census figures¹³⁴, the issues identified in §8.1.4 of the 2007 Master Plan Update remain unchanged.

The City's rights-of-way continue to have sufficient capacity to carry the traffic generated by its

¹³³ Resolution No. 234-8-17 (on file with the City Clerk)

¹³⁴ A reduction of 111 people or 2.0%
(www.capemaycountynj.gov/DocumentCenter/Home/View/318)



permanent population but are inadequate to handle the volume of traffic generated by the Wildwoods' seasonal visitors. The resultant traffic congestion is not only an inconvenience and a limiting factor for economic development, it has the potential to constitute a very real public safety hazard as police, fire and ambulance responders are required to navigate often impassible streets during the tourist season. Further, the evacuation route for the Island will be severely tested should a during a serious weather event occur during this time of year.

Prior Master Planning efforts recommended improvements to the City's circulation system. The 2007 Master Plan Update recognized that only localized improvements (mostly addressing development-specific circulation and parking issues), had been instituted, with little effect on the problem system-wide.

- B. After reviewing options for Traffic Management, the 2007 Master Plan Update (§8.1.5) recommended that, as a prelude to a comprehensive Traffic Management Plan, the City utilize traffic studies from submitted land

development applications to identify traffic infrastructure and traffic system improvements that will improve traffic conditions. This recommendation was never enacted.

While This Reexamination continues to recommend this approach as a relatively inexpensive means of identifying localized problem areas, it is likely that the types of development required to submit traffic studies would be in the City's commercial districts and would focus on the same general travel patterns from the borders of the City to these districts. As such, the information obtained from these studies would likely not be broad enough to address circulation issues Citywide.

Further, given the central location of Wildwood as part of the interconnected circulation system on the Island, it is likely that circulation improvements in North Wildwood and Wildwood Crest would be necessary for the City to see marked improvement.

Accordingly, This Reexamination recommends that Wildwood, North Wildwood and Wildwood Crest cooperate in an Island-wide Traffic Management /



Improvement Plan designed to identify circulation improvements in all three municipalities.

- C. The 2007 Master Plan Update recommended that the City enact an Ordinance making developers responsible for a pro-rata share of reasonable and necessary traffic system upgrades necessitated by individual land developments.¹³⁵

The *Municipal Land Use Law*¹³⁶ provides, in pertinent part, that:

The governing body may by ordinance adopt regulations requiring a developer, as a condition for approval of a subdivision or site plan, to pay the pro-rata share of the cost of providing only reasonable and necessary street improvements and water, sewerage and drainage facilities, and easements therefor, located off-tract but necessitated or required by construction or improvements within such subdivision or development.

Such regulations shall be based on circulation and comprehensive utility

service plans..., and shall establish fair and reasonable standards to determine the proportionate or pro-rata amount of the cost of such facilities that shall be borne by each developer or owner within a related and common area, which standards shall not be altered subsequent to preliminary approval. [emphasis added]

While This Reexamination retains this recommendation, it is noted that “a circulation and comprehensive utility service plan” ~ i.e., a Traffic Management / Improvement Plan ~ is required before such an ordinance can be enforced.

- D. The 2007 Master Plan Update recognized that successful Traffic Management strategies typically involve partnerships between the public, private and non-profit sectors, and recommended that the City explore techniques to implement a Traffic Management Plan and to require new development address Traffic Management strategies as part of the development approval process.

¹³⁵ Upon review of and approval of land development applications, suggested traffic improvements would be implemented via developer’s agreement.

¹³⁶ N.J.S.A. 40:55D-42



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

This Reexamination retains the recommendation to explore techniques to implement a Traffic Management Plan and for the Planning Board to scrutinize requests for parking variances. And while it is always prudent for the Board to require that new development address Traffic Management strategies as part of the approval process, “a *circulation and comprehensive utility service plan*” ~ i.e., a Traffic Management / Improvement Plan ~ is required if such strategies do not provide a rational nexus to the project in question.

8.3.5 Transpiration Districts

- A. The 2007 Master Plan Update recommended that the City investigate the feasibility of implementing a Transportation Development District or Transportation Improvement District to assess off-tract transportation and traffic infrastructure

improvements for the Tourist & Entertainment (T/E) and Hotel & Motel (H/M) Zones, as well as the Rio Grande Avenue gateway into the City.

- B. Transportation Development Districts (TDD) are mechanisms to fund transportation infrastructure. A plan for TDD is developed to assess off-tract transportation and parking improvements. The County would be the implementing entity, thereby requiring a partnership between the City and County.¹³⁷

Transportation Improvement Districts (TID) are mechanisms whereby impact fees are associated with a pre-determined set of improvements for a particular areas or districts, consistent with the municipal Master Plan.¹³⁸

This Reexamination renews these recommendations.

8.3.6 Parking

- A. 2007 Master Plan Update §8.6 G. recommends that the City “explore the selective removal of on-street

¹³⁷ 2007 Master Plan Update §8.2.3G.

¹³⁸ 2007 Master Plan Update §8.2.3H.



parking to increase travel lanes as well as the widening of certain key roadways, including appropriate reduction of sidewalk widths”.

During the preparation of This Reexamination, the concept of converting the portion of Park Boulevard between (approximately) Montgomery Avenue to 26th Avenue from a four (4) lane Urban Collector to a two (2) lane configuration ~ with portions including a landscaped median¹³⁹ ~ has been raised as a means to strengthen the character of this residential section of the City and provide a more aesthetic appearance to this visually stark right-of-way.

While such a concept would, at first blush, appear to have a “traffic calming” effect, wider lanes often result in faster traffic. Additionally, roadway design would need to carefully address area(s) where the cartway transitions from 4 lanes to 2. Finally, the impact that such a proposal would have on the efficiency of the City’s overall circulation patterns would need study.

This Reexamining eliminates 2007 recommendation §8.6 G. in favor of the Traffic Management Plan recommended in §8.3.4 B. herein.

B. The 2007 Master Plan Update reviewed data related to then-existing parking supply and then-projected parking demand in the City and identified the lack of parking:

- as a contributing factor to the City’s seasonal traffic congestion;
- as a constraint for the Convention Center’s efforts to schedule larger and more regular events; and
- as a cause of an underutilization of prime real estate which negatively impacts the City’s tax base and hinders economic development;

thus underscoring the need for a comprehensive parking strategy within the City. Expanding the City’s off-street parking inventory to service the Convention Center, beach and Boardwalk was viewed as critical to the economic future of the Wildwoods.

¹³⁹ Reference Central Avenue in North Wildwood and Seaview Avenue in Wildwood Crest.



Further, the combination of market forces, the need for additional hotel rooms and the City's desire for ratables, in the language of the 2007 Master Plan, "demand' that surface parking lots be better utilized". While the specific number and locations of parking spaces in the City may have changed since the 2007 Master Plan Update, This Reexamination reaffirms the lack of parking as an ongoing problem for the City.

- C. The 2007 Master Plan noted that recommendations of prior Master Planning efforts to improve the City's parking system had not been implemented, that only localized improvements (mostly addressing development-specific circulation and parking issues) had been instituted, and that these efforts had little effect on the parking problem system-wide.

After reviewing these recommendations, the 2007 Master Plan Update determined that an expansion of existing surface parking is not desirable. Structured parking was offered as "the only viable parking solution" to increase parking capacity.

In order to service the Convention Center, convention-related amenities, points of interests and downtown areas, and to 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 Hotels then proposed for construction (with their related amenities of restaurants, retail, meeting/conference rooms etc.), it was recommended that any centralized public parking be sited in close proximity to such destinations.

At the time of the 2007 Master Plans Update, the City had identified the approximately 6.43-acres of City-owned¹⁴⁰ surface parking lots along Ocean Avenue adjacent to the Convention Center beach and Boardwalk and the approximately 1.9-acre City-owned vacant lot at Cedar and Pacific Avenues as areas for structured parking.

While the concept of structured parking at the Convention Center lots remains valid, as noted in

¹⁴⁰ While municipally owned, these lots are under 99-year lease to GWTIDA.



§5.3.4 D.1 herein, the Cedar Avenue lot is no longer City owned and is therefore not available for parking.

While This Reexamination reaffirms the recommendations of 2007 Master Plan Update §8.6

E. that:

- the City “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”; and
- “the locations for satellite parking should focus on vacant properties, land with unoccupied structures and/or land which could be redeveloped”,

these recommendations are modified to ensure that the creation of such satellite parking is not viewed as permanent and should not interfere with public or private (re)development efforts.

D. The 2007 Master Plan Update reaffirmed the section of the City’s Land Development

Ordinance¹⁴¹ that permits a development’s on-site (off-street) parking requirement to be met on adjacent lots or nearby parcels. This Reexamination again reaffirms this provision.

E. The 2007 Master Plan Update recognized the CAFRA parking regulations under NJDEP’s Coastal Zone Management Rules¹⁴² as a significant impediment to the tourist-oriented Resort Hotels envisioned by the City. Since more parking requires larger parking lots or taller and more massive buildings that incorporate structured parking, designers are forced to design buildings that conflict with CZM regulations enacted to limit impervious coverage, building height and encroachments into scenic resources.

The parking rule necessitates building designs that cannot be permitted under the coverage, height and scenic resources rules; thereby effectively prohibiting precisely the type of economic development so desperately required in the Wildwoods.

¹⁴¹ Section 608

¹⁴² N.J.A.C. 7:27E-8.14: “...residential development located within ½-mile of an oceanfront beach or dune shall provide on-site and/or off-site parking at a ratio of 2 parking spaces per unit for each dwelling unit”, with hotel / motel rooms being considered “residential”.



The New Jersey Residential Site Improvement Standards,¹⁴³ the Urban Land Institute's 1983 Shared Parking Study and the Institute of Traffic Engineers Parking Generation manual (3rd Edition) establish parking ratios for the type of vertical development envisioned by the City. These ratios are significantly less than those required by the Coastal Zone Management Rules.

The 2007 Master Plan Update recommended 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.

This Reexamination reaffirms this recommendation.

F. Parking Strategy

The 2007 Master Plan Update recommended a coordinated Parking Strategy designed to promote economic development, increase access to the

beach and Boardwalk, increase available public parking and support mass transit. With the exception of the following, This Reexamination reaffirms this recommendation as adopted.

1. The conversation regarding 'lockout units' in 2007 Master Plan footnote 141 could be construed to apply **only** to condominium units and hotel rooms as therein described, and to **require** the unit be operated as detailed. This Reexamination clarifies that footnote 141 is intended to amplify the discussion of parking standards and not to limit lockout units to any specific design or operational model.
2. The conversation in 2007 Master Plan §8.2.2 B. regarding in-lieu-of monetary contributions made by developers to a parking capital improvement fund operated by a Wildwood Municipal Parking Authority or Parking Utility is rendered moot by the City's decision not to pursue such an Authority or Utility.¹⁴⁴ Again, This

¹⁴³ N.J.A.C. 5:21-1 et seq.: Table 4.4: Parking Requirements for Residential Uses

¹⁴⁴ §5.3.4 D.5 & 7 and §8.3.6 F.2 herein.



Reexamination recommends that the City revisit this issue when economic conditions appear more attractive.

3. The conversation in 2007 Master Plan §8.2.3 regarding Parking Garage Funding recognizes that the costs of parking structures are beyond the City's capacity to fund as a municipal project and recommends that the City look to partner with other entities to fund the garage(s). The City's financial position has not changed and this recommendation remains valid.

G. The review of potential partnerships / funding sources for parking structures identified in 2007 Master Plan Update §8.2.3 remains valid except as follows:

1. In-Lieu-Of monetary contributions to a municipal Parking Authority or Parking Utility and the descriptions of Parking Utilities and Parking Authorities are rendered moot by the City's decision not to pursue such an Authority or Utility.¹⁴⁴

2. The mission of the Casino Reinvestment Development Authority has changed since adoption of the 2007 Master Plan Update. Originally chartered as a conduit to funnel casino revitalization monies to projects throughout New Jersey, the State agency has seen its scope reduced by legislation designed to focus solely on Atlantic City. So while CRDA priorities had previously fluctuated based on the goals of the Governor at the time, it would take an act of the Legislature for CRDA to support projects in Wildwood.

3. This Reexamination reaffirms recommendation §8.6 F. of 2007 Master Plan Update for the City to "explore funding for the centralized parking garages through the State of New Jersey and other partners in form of grants [and] low interest loans" and to "explore public / private partnerships for the construction of the parking garage(s)".

H. This Reexamination reaffirms the recommendations of 2007 Master Plan Updated §8.2.4 related to



parking structure aesthetics or operations.

I. Beach Parking

As referenced in §5.3.4 D.3 herein, the City instituted on-Beach public parking for the 2017 tourism season as a means to both increase parking supply and generate municipal revenue. Approximately 3 acres of beach ~ enough room for approximately 400 vehicles ~ was made available between Baker and Roberts Avenues for public parking, albeit limited to four-wheel and all-wheel drive vehicles.

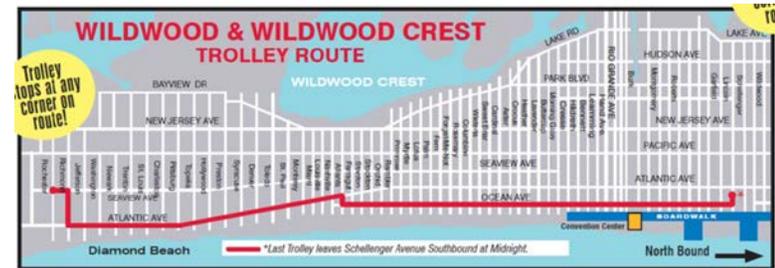
Parking fees are \$10 for the day. Parking for special events is \$20.

At Publication, it was too early to determine the success of this program. It is recommended that the City monitor the impact of Beach parking as a means of addressing the City's parking situation.

8.3.9 Mass Transit

A. Shuttle Service

1. Trolley Service continues to be available via the Five Mile Beach Electric Railway Company, Inc. / The Great American Trolley Company.¹⁴⁵
 - a. Service for Wildwood (and Wildwood Crest) is provided along Ocean Avenue between 5:00 p.m. and midnight during the Memorial Day weekend and daily mid-June to early



September.

The Fare is \$3.00 one way and \$5.00 round trip (children under 4' \$1.50 and \$3.00).

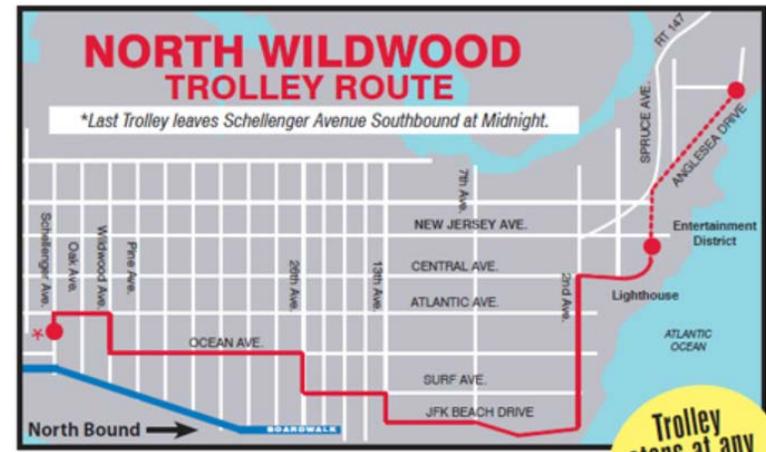
- b. Service for North Wildwood leaves from Schellenger Avenue on the hour (return services from Old New Jersey Avenue

¹⁴⁵ www.gatrolley.com/h_fm1.htm



leaves on the half-hour) along the closest street to the Boardwalk between 5:30 p.m. and midnight from late-June / early-July to early September. The Fare is \$1.00.

- c. The Wildwood Business Improvement District offers the “Dolly the Trolley” shuttle service along Atlantic and Pacific Avenues Friday, Saturday and Sunday nights during the tourism season from 5 p.m. until 11 p.m.
2. Beginning in 2014, the City initiated a successful on-call shuttle service to carry visitors from the Boardwalk to the water’s edge. All-terrain vehicles operated by the City’s Beach Patrol carry adult visitors and their supplies for \$3.00 (one way). Seniors 60 and older and children 12 and younger pay \$2.00 (each way). Veterans with ID cards and those with physical impairments are charged \$1.00 (each way).
3. This Reexamination renews 2007 Master Plan recommendation §8.6 C. that the City “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” and that this program be “heavily advertise[d]” with “incentives such as discounted tickets and other services”.

B. Bus Service

NJ Transit continues to daily bus service to/from Wildwood as follows:

- Route 313: Wildwood / Rio Grande / Cape May
- Route 315: Wildwood / Philadelphia
- Route 316: Wildwood / Sg Philadelphia Express



/ Gloucester Outlets

- Route 316: Sg Wildwood Exp / Cape May / Gloucester Outlets
- Route 319: Wildwood / Cape May Via Ocean Drive
- Route 319: Wildwood / New York Via Ocean Drive
- Route 510: Wildwood / Rio Grande
- Route 552: Wildwood / Atlantic City via Lions Senior Center
- Route 552: Wildwood / Cape May via Crest Haven
- Route 552: Wildwood / Cape May via via Lions Senior Center

Additional routes could be explored with NJ Transit.

C. Boardwalk 'Sightseer' Tram Car

The Wildwoods Boardwalk Special Improvement District Management Corporation continues to operate this Boardwalk attraction / transportation alternative from 16th Street in North Wildwood to Cresse Avenue at the Wildwood / Wildwood Crest border. Operations

begin at 11:00 a.m. and generally continue until the Boardwalk amusement piers close. Drivers will pick up and drop off passengers anywhere along this route.

A one-way trip costs \$3.00 per person. Discounted individual tickets and ticket books and special \$6.00 "Hop On Hop Off" Wristbands are available at various Boardwalk locations and the Tram Office at: 5308 Boardwalk (Cresse Avenue and the Boardwalk).

D. Rail Service

The railroad station nearest to Wildwood is the Atlantic City Rail Terminal located at the base of the Atlantic City Expressway. NJ Transit service from Atlantic City connects with other NJ Transit lines in Lindenwold, Pennsauken and Camden, and Amtrak at Philadelphia's 30th Street Station.

8.3.10 Aviation Services¹⁴⁶

The commercial airport nearest to Wildwood is the Atlantic City International Airport (ACY) in Egg Harbor Township. At Publication, the discount carrier Spirit Airlines was the

¹⁴⁶ www.airport-data.com/usa-airports/state/New_Jersey.html



only scheduled commercial service from this airport.

The Morey Organization operates a heliport (1JY5) from Adventure Pier (4001 Boardwalk) and Sportland Pier operates a heliport (2NJ2) in North Wildwood.

Select aviation facilities in general proximity to Wildwood include:

FAA CODE	FACILITY	LOCATION
0NJ0	Atlantic City Medical Center Heliport	Atlantic City
7NJ7	Coombs Airport	Elmer
WWD	Cape May County Airport	Wildwood ¹⁴⁷
26NJ	Cape Regional Medical Center Heliport	Cape May Court House
42NJ	Elmer Community Hospital Heliport	Elmer
N81	Hammonton Municipal Airport	Hammonton
58NJ	Harrah's Landing Seaplane Base	Atlantic City
29N	Kroelinger Airport	Vineland
MIV	Millville Municipal Airport	Millville

FAA CODE	FACILITY	LOCATION
26N	Ocean City Municipal Airport	Ocean City
87NJ	Shore Memorial Hospital Heliport	Somers Point
NJ08	Stone Harbor Golf Club Heliport	Cape May Court House
2JY3	Kessler Memorial Hospital Heliport	Hammonton
14NJ	Wuerkers New Acres Farm Heliport	Rio Grande

8.3.11 Marine Transit

The Cape May – Lewes Ferry continues to operate between its terminals in North Cape May (Lower Township) and Lewes, Delaware. Ferries depart from North Cape May 12-times daily between 6:30 a.m. and 7:00 p.m., with 10-daily return trips leaving Lewes between 8:15 a.m. and 6:45 p.m.¹⁴⁸

The Ferry also operates a shuttle bus service from their terminals to downtown Cape May City on the New Jersey side and to the Lewes retail outlets in Delaware.

¹⁴⁷ While referenced in Wildwood, this facility is located in Rio Grande.

¹⁴⁸ www.cmf.com/schedules-fares



An additional shuttle bus route to the Wildwoods remains a recommendation.

8.3.12 Pedestrian & Bicycle Circulation

A. In order to safely accommodate joggers, cyclists, rollerbladers and others who must share the City's streets with motor vehicles, the 2007 Master Plan Update recommended the creation of a bicycle path on the beach. By connecting such a path with the bicycle paths in North Wildwood and Wildwood Crest, a continuous (almost) Island-wide system could be created.

Wildwood's path was envisioned as a curvilinear route, generally paralleling the Boardwalk, with recreational stations (with age specific equipment) located at strategic locations along its length.

The City included this concept in its 2012 CAFRA Beach Permit, and made application for funding to the Cape May County Division of Open Space & Farmland Preservation in 2014 and 2016. While the Permit was granted, the grants were denied.

This Reexamination reaffirms the City's commitment to this concept and urges the City Administration to continue to pursue funding.

B. The 2007 Master Plan Update recommended the City consider defined bike lanes on its busier rights-of-way as well as promoting driver awareness of pedestrians and cyclists through a combination of signage and stricter enforcement of traffic safety laws. This Reexamination reaffirms this recommendation.

8.3.13 Resiliency & Evacuation Planning

A. As part of its requirements related to the 2007 Master Plan Update (§1.2 herein), NJDEP recommended that the City address emergency / disaster response, storm / flooding response and evacuation planning.

B. The 2007 Master Plan Update provided a detailed review of the City's then-current status as well as recommendations for improvement. Such review included recognition that the Cape May County Office of Emergency Management coordinates



Emergency Operations Plans for all municipalities in the County, and municipal and County Emergency Management Plans must be approved by the State Office of Emergency Management under N.J. State Police (“NJOEM”). As such, the City’s efforts benefit from multiple levels of review.

- C. In the aftermath of Superstorm Sandy, preparedness and response plans at local, County, State and Federal all levels of government received intense scrutiny and revision. The City’s revised Emergency Operations Plan was approved by the County and the NJOEM on February 24, 2017. This Reexamination adopts this Plan, as may be updated from time to time, as is reprinted herein in full, and defers other pertinent issues, including approved evacuation routes,¹⁴⁹ to applicable County, State and Federal jurisdictions. Specific issues and recommendations related to updated (post-Sandy) zoning and building requirements are addressed in §5.3.2 E., §5.3.4 B., §6.3.1, §8.3.13 C. and §14.3.6 herein.

2007 Master Plan Update recommendation §8.6 J.¹⁵⁰ is retained to the extent not inconsistent with all governing jurisdictions.

- D. 2007 Master Plan Update §8.6 I. recommended that the City “explore the concept of “Sheltering In-Place” in Vertical Development as a viable option to traditional evacuation”, but also noted that this strategy, while a commonly accepted practice in other localities, “[is] not endorsed by Cape May County...”. This Reexamination eliminates this recommendation until such time as it becomes accepted by all governing jurisdictions.

¹⁴⁹ The designated (signed) evacuation route from Wildwood is New Jersey Avenue (County Route 621) through North Wildwood to SR Route 47 and SR Route 147.

¹⁵⁰ recommending that the City “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

9.1 Municipal Land Use Law

The *Municipal Land Use Law*¹⁵¹ 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.”

9.2 2007 Master Plan Update

The Utilities Plan Element contained in the 2007 Master Plan Update identified general conditions and planned system improvements necessary to meet municipal requirements and to provide for the future City-wide development as detailed in the Land Use Plan Element (§6.0 therein).

9.3 This Reexamination

9.3.1 Background

The City continues to own, operate and maintain the sanitary sewer collection system and storm drainage system via its Sewer Utility while the Potable Water Distribution System is owned, operated and maintained by the Wildwood Water Utility.

- A. The Wildwood Sewer Utility retains responsibility for the maintenance and repair of the City’s storm sewer manholes, catch basins and outfall pipes while the City’s Public Works Department continues to perform routine cleaning of all storm facilities.

Cape May County retains jurisdiction over stormwater facilities in County rights-of-way within the City.¹⁵² While significant storm water improvements for the Rio Grande / Susquehanna Avenue intersection were

¹⁵¹ N.J.S.A. 40:55D-28(b)(5)

¹⁵² Rio Grande Avenue (Susquehanna to New Jersey Avenues), New Jersey Avenue (Cresse Avenue to 26th Street) and Glenwood Avenue (Park Avenue to West Wildwood).



undertaken as part of the 2008 Rio Grande Avenue reconstruction project, more substantial improvements extending beyond the intersection are detailed in §9.3.1 D. herein.

- B. The Wildwood Sewer Utility retains responsibility for the maintenance and repair of the City’s sanitary sewer system, which carries effluent to the Cape May County Municipal Utility Authority (“CMCMUA”) Pump Station located at the intersection of Park Boulevard and Spicer Avenue. From there, effluent is pumped down Park Boulevard and Rio Grande Avenue to the CMCMUA treatment plant.
- C. The City’s Bulkhead Ordinance¹⁵³ was last updated in 2016 and the Stormwater Control Ordinance¹⁵⁴ remain in effect.
- D. §9.2.3 of the 2007 Master Plan Update recognized that the Rio Grande / Susquehanna Avenue

intersection, the primary entryway into the City, was subject to periodic tidal flooding, and that the City had commissioned an analysis of the stormwater and bulkhead facilities immediately adjacent to this intersection in order to identify the causes of the flooding and propose appropriate improvements. As a result of these and other analyses, Cape May County was, at Publication, in the process of finalizing details¹⁵⁵ on a \$10 million project designed to revamp the Rio Grande entrance to the City. Project components are reported¹⁵⁶ to include the raising of Rio Grande Avenue by 3’, widening of traffic lanes, installation of new turn lanes and creation of specialized NJ Transit bus stops to ease traffic, new signage and lighting, and a pump station to evacuate floodwaters.

The County expects to commence construction in September 2018, with completion scheduled by Memorial Day 2019.

¹⁵³ Ordinance No. 506-00 (on file with the City Clerk) establishing minimum specifications for the construction and maintenance of private bulkheads.

¹⁵⁴ Ordinance No. 666-06 (on file with the City Clerk) establishing minimum stormwater management requirements and controls for what it terms “major” development requiring Planning Board approval.

¹⁵⁵ completing design, obtaining permits, coordinating utility relocation and securing funding beyond the \$1.5 FEMA Grant previously awarded to the City and \$4.5 million in grants to the County.

¹⁵⁶ www.pressofatlanticcity.com/news/wildwood-moving-forward-with-million-project-to-revamp-rio-grande/article_9ee48143-2da4-52f3-8b58-9c06dc39d140.html



E. §6.6.4 of the 2007 Master Plan Update stated that “no major installation of new storm water drainage facilities...” was planned.

9.3.2 Infrastructure Master Plans

In 2010, the City Engineer¹⁵⁷ undertook both a Storm Sewer Master Plan¹⁵⁸ and a Sanitary Sewer Master Plan.¹⁵⁹ An Inflow & Infiltration was conducted as part of the Sanitary Sewer Master Plan to determine where stormwater was seeping into the Sanitary system. These efforts became the basis for the City’s \$12.4 million Flood Hazard Risk Reduction & Resiliency Grant (§9.3.5 herein).

Both documents are on file with the City Clerk and are incorporated herein as if reprinted in full. A summary of the findings and recommendations follows:

9.3.3 Storm Sewer Master Plan

A. Executive Summary

¹⁵⁷ Remington, Vernick and Walberg Engineers

¹⁵⁸ Dated May 2010

¹⁵⁹ Dated April 2010

The objective and goal of [the] Storm Sewer Master Plan [was] to mitigate street flooding within the Study Area.¹⁶⁰

The City of Wildwood is subjected to significant tide levels and rainfall intensive storms. These events may occur simultaneously or separately. The ground elevations are, generally, elevation 10.0 and less. Therefore, above-normal tide levels result in severe street flooding...

The City of Wildwood, being a barrier island, is subjected to tides influenced by storm surges which accompany hurricanes, tropical storms and nor’easters. These natural events are normally accompanied by heavy rainfall. A rainfall of a 10-year storm frequency or greater can be expected to be associated with a severe storm event. At that point in time, the island would be subjected to larger areas of surface flooding due to the height of the tide waters. The City’s storm sewer system’s tide control valves will be closed and tide waters would submerge the City’s storm sewer system rendering the storm sewer system useless. ...

¹⁶⁰ Defined as the City of Wildwood except for the area between Otten’s Harbor and 26th Street and the easterly right-of-way of Park Boulevard and the Bay, which had previously been addressed under separate reports by CMX Engineering (on file with the City Clerk).



The principle behind the Master Plan is to provide a storm sewer system capable of passing a 5-year storm when tide is not a factor (tide control valves in the open position) and to provide underground storage for a 5-year storm when the tide control valves are in the closed position. The design concept is to collect what is now street flooding and storing it underground until the tide control valves open and release the stored runoff. In other words, the "surface flooding" becomes "underground ponding."

The major underground storage facilities are designed for a 5-year storm frequency. As each underground street storage system is installed the underground storage capacity is increased. The total underground storage will exceed that generated by a 5-year storm frequency.

The more underground street storage systems installed throughout the City, the more positive impact on the mitigation of street flooding.

The Master Plan consists of the following elements:

- *Installation of tide control valves at the ocean and bay outfalls.*
- *Major underground storage facilities installed within the limits of the Convention*

Center parking areas between Burk Avenue and Bennett Avenue.

- *Underground street storage systems installed in conjunction with the City's street improvement program.*
- *Replacement of existing undersized storm pipe with larger diameter pipe.*
- *Installation of J-ECO curb boxes, frames and grates.*
- *Purchase portable pumps to be used to evacuate stored runoff when tide levels prevent the tide control valves from opening and the particular section of the storm system has no available storage.*

The recommended improvements should be programmed into a 10 Year Capital Improvement Program. As each element of the plan is implemented the impact should be observed and ... reevaluated by the Wildwood Sewer Utility and the City Engineer.

B. Existing Conditions

All of the storm drainage systems outlet through outfall pipes to either the bayside (8 outfalls) or ocean side (10 outfalls) of the City.



The bay outfalls are equipped with tide control valves which open to allow collected storm water to outlet into the bay and then close as the tide rises to prevent the rising tide waters from backing up into the drainage system... The tide control valves deteriorate with time and are subject to debris being caught in the valve [which] prevents complete closure and thus the tide control valve fails. When a tide control valve fails, the tide waters rush into and fill the drainage facilities. The result is [that] surface runoff from rain events cannot enter the drainage facilities due to the lack of capacity of the system. Further, if the tides are above-normal the tide waters bubble out of the drainage facilities onto the surface. There is also the combined event of above-normal high tide and a rain event. In all these cases the result is street flooding ranging from flooded gutters and shoulders to the complete flooding of the street...

The existing ocean outfalls are not equipped with tide control valves [the ocean outfalls are subject to extreme wave action [that] becomes so severe at times the tide valves are ripped off the outfall pipes...] Without the tide control valve either the rising tide water or the loss of

the storm facility's capacity to collect and convey surface runoff results in street flooding. Further, the natural phenomenon of yearly expansion of the City's beaches has created a significant maintenance issue. At present, the beach outfall pipes terminate a significant distance from the mean low water line. Therefore, to keep the outfalls open, ... the City must continually excavate the ends of the outfalls to allow the storm drainage systems to outlet to the ocean. Partially or wholly "clogged" outfalls significantly reduce the storm drainage system's ability to convey surface runoff to the ocean. The result is an increase in the street flooding.

C. Proposed Improvements

After a general discussion of alternatives,¹⁶¹ proposed improvements were recommended:

Drainage Area #1: Park Boulevard, Davis Avenue, New Jersey and Cresse Avenues.

The installation of new larger diameter storm sewer piping, together with underground street storage should be coordinated with the

¹⁶¹ No-Build, Maintenance & Repair, Replacement of Existing Outfalls, Replacement of the Existing Storm Sewer System, Construction of Underground Retention / Detention Facilities and Construction of Pump Stations.



planned pavement reconstruction projects. The underground street storage will mitigate surface flooding when the tide control valves are closed during tidal events. The underground street storage systems will relieve the Park Boulevard storm sewer system which outlet to the bay at either Leaming Avenue or Otten's Harbor. Both of these outfall locations are located in areas of frequent flooding. The Park Boulevard storm drainage system does not have capacity to convey the 5-year storm flows. The systematic installation of the "underground street storage system" will relieve the existing downstream piping system and eliminate the need to replace the existing storm drainage piping with larger diameter pipe. Should a rain event occur concurrently with a major tide event, the underground street storage system would collect the surface runoff underground rather than allowing the runoff to flood the roadways where the water will "pond" until the tide recedes and the tide control valves open.

Drainage Area #2: New Jersey Avenue, Davis Avenue, the Beach and Cresse Avenue on the south. This drainage area outlets via 7 existing ocean outfalls.

... install both underground street storage and major underground storage facilities... to

eliminate the frequent flooding of Pacific Avenue and [reduce] the number of existing beach outfalls. The installation of underground street storage will reduce the amount of surface runoff currently flowing from New Jersey Avenue to Pacific Avenue... The underground street storage will detain the surface runoff allowing the peak storm flows to pass prior to the release of the stored runoff. Further, the underground street storage system will provide underground storage during rain coupled with tide events.

The Convention Center parking lot is strategically located at the most downstream point of the existing storm drain systems. The installation of major underground storage facilities under the parking lot areas will provide significant storage of surface runoff during high tide events. ... The Fox Park ball field is also a potential site for a major underground storage facility.

The tide control valves would prevent the tide from consuming storage within the existing pipe system, thus mitigating the flooding of Pacific Avenue...

The installation of the major underground storage facilities can be phased allowing for evaluation of each phase and the need to



expand the system's capacity.... The major underground storage facility would allow the storing and slow release to match the existing outfall(s) capacities or into one or two new larger diameter outfalls.

To address the existing outfall maintenance issues, it is recommended a single larger diameter outfall replace the 6 outfalls between Bennett Avenue and Burk Avenue... The outfalls must be extended to the mean low water level, a distance of approximately 700 linear feet. NJDEP approvals will be necessary. The elimination of the existing outfalls mitigates the issues of public health and safety and continued maintenance at the existing outfall discharge points.

Drainage Area #3: New Jersey Avenue, Davis Avenue, the Beach and Oak Avenue. This drainage area outlets via the Youngs Avenue and Spencer Avenue ocean outfalls.

...there is no available public owned land suitable for the installation of a major underground storage facility. Therefore, the required storage must be provided via the installation of underground street storage systems. The existing stormwater drainage networks connect to each other beneath the Boardwalk. It is recommended to install tide

control valves in the Roberts Avenue and Spicer Avenue street ends...

Drainage Area #4: Mid-block between Pacific Avenue and Atlantic Avenue, Poplar Avenue, the Beach and Oak Avenue. This drainage area outlets via the Poplar Avenue ocean outfall.

Drainage Area #4 is not subject to the same degree of street flooding as experienced by [other] areas of frequent flooding. ...no improvements are proposed at this time. As street reconstruction projects are contemplated, underground street storage systems should be incorporated in the design.

Drainage Area #5: Mid-block between Pacific Avenue and Atlantic Avenue, Poplar Avenue, Park Boulevard and Maple Avenue / Schellenger Avenue. This drainage area drains to Park Boulevard and outlets to the bay through 5 bay outfalls.

Underground street storage is recommended in all streets [to] allow surface runoff to be stored and slowly released into the Park Boulevard storm drainage system... The City has undertaken a program to install new tide control valves on the bay outfalls, resulting in the need to store surface runoff during periods of high tides where the tide valve is closed.



Drainage Area #6: Mid-block between Atlantic Avenue and Pacific Avenue, Oak Avenue, Park Boulevard and Pine Avenue. This drainage area outlets to the bay [at] the Schellenger Avenue bay outfall.

...There are no streets subject to frequent flooding within Drainage Area #6. Street flooding does occur on Park Boulevard, which is outside the limits of this [Master Plan]. Therefore, improvements are outside the scope of this report. Underground street storage systems should be incorporated in any future street reconstruction projects.

Drainage Area #7: New Jersey Avenue, Davis Avenue, Park Boulevard and Schellenger Avenue. This drainage area flows overland to the Park Boulevard storm drainage system and outlets to the bay through various bay outfalls.

The storm drainage facilities in Drainage Area #7 are limited to "bubblers"¹⁶² The only street subject to frequent flooding is Park

Boulevard. It is recommended to install underground street storage systems in future street reconstruction projects. The introduction of upstream storage will relieve the Park Boulevard drainage system of surface runoff which may overload the downstream system capacity. At the same time it will provide underground storage when the bay tide control valves are in the closed position.

Drainage Area #8: Cresse Avenue and Hildreth Avenue from Park Boulevard to Grassy Sound Channel / Sunset Lake. This drainage area outlets via the Hildreth Avenue and Cresse Avenue bay outfalls.

...install new tide control valves and install underground street storage facilities in Hildreth Avenue, Lake Avenue and Bennett Avenue to provide storage for surface runoff during periods of above-normal tides...

Drainage Area #9: Otten's Harbor, Park Boulevard, Bennett Avenue and Grassy

¹⁶² A drop inlet which does not connect to an existing outfall sewer but may be interconnected to one or more bubblers at an intersection, and accepts surface runoff and allows the runoff to percolate into the ground as its method of draining. When a bubbler is full of surface runoff or subject to high groundwater or tides, the collected runoff bubbles onto the surface and flows along gutters to a piped storm drainage system.

Normally, the collected surface runoff from a bubbler will flood a portion of an intersection to a depth that allows the water to run by gravity to the next intersection.

When the surface runoff reaches the next downstream intersection, (generally) the existing storm sewer system is already over capacity. Therefore, the intersection and street flooding is exacerbated ~ thereby producing a "domino effect" as the surface runoff flows from intersection to intersection.

Bubblers were installed as an inexpensive method of collecting surface runoff without extending the storm pipes. Bubblers were designed to collect runoff and allow the water to percolate into the sandy soil. However, with high groundwater or tide levels, percolation is minimal and bubblers become ineffective. Bubblers should no longer be allowed to be constructed within public rights-of-way.



Sound Channel / Sunset Lake. This drainage area outlets via the Leaming Avenue and Boathouse bay outfalls.

Drainage Area... is fully addressed in the May 15, 2008 Rio Grande Avenue-Susquehanna Avenue Storm Drainage Improvement Project. It is recommended to supplement the previous recommendations to include the recommended Schematic Storm System Layout at Outfalls" [design' and the use of portable pumps until such time as the previously recommended permanent pump station is installed.

Underground Street Storage Systems should be installed in Hand Avenue, Bennett Avenue between Park Boulevard and Lake Road.

Best Management Practices: In addition to the above proposed improvements, the development of a continuous program of Best Management Practices should be implemented immediately. Specific recommendations include but are not limited to the following:

- *Periodic inspection of tide control valves.*
- *Replacement of existing drop inlet curb boxes with J-ECO curb boxes...*

- *Periodic cleaning of all drop inlets of debris and sands.*
- *Replace all damaged drop inlets and storm manholes.*
- *Replace, rehabilitate and/or seal existing drop inlets and storm manholes to eliminate the source of infiltration due to high groundwater.*
- *Sweep / clean gutters to collect all surface debris and sand prior to it entering the storm drainage system.*

D. Prioritization of Improvements

Improvements identified by the Storm Sewer Master Plan are the installation of:

- Tide Control Valve Structures.
- Major Underground Storage Facility.
- Underground Street Storage Systems.
- J-Eco Curb Box, Frame and Grate.

and the Replacement of Existing Undersized Storm Sewers.



The Storm Sewer Master Plan recommended that the City incorporate these improvements into a Storm Improvement Capital Improvement Plan, with funding to be secured from outside sources to reduce the cost impact to the City's budget. Improvement priorities were assigned:

- Priority 1:

Immediately fund the installation of new tide control valve structures at each ocean outfall.

The failing boathouse bay outfall just north of the Susquehanna Avenue ~ Rio Grande intersection was recommended as the first bay outfall to be replaced. Installation was recommended to include, at a minimum, the tide control valve and trash rack structures.

Purchase portable pump(s) with trailer(s) for transportation to be used to evacuate existing storm water at tide control valve structures until the underground storage facilities can be constructed.

- Priority 2:

Install the major underground storage facilities within the Convention Center parking area.

E. Major Underground Storage Facility

The purpose of the major underground storage facility was to mitigate flooding on Pacific Avenue. While 3 design schemes were identified by the Storm Sewer Master Plan, further evaluation found all to be either technically unfeasible or prohibitively expensive. This concept was abandoned in favor of the pump system detailed in §9.3.5 herein.

F. Underground Street Storage

Intersections drained by bubblers should be connected to adequately-sized pipes to convey the 5-year flows to the outfalls.

The design of an underground street storage system or adequately sized storm sewer, whichever is most appropriate, should be included whenever the City undertakes a street reconstruction or sanitary sewer improvement project.



Tie underground street storage systems into the downstream systems to allow evacuation of the stored surface runoff.

Installation of the underground street storage upstream of Park Boulevard or installation of underground street storage systems in Drainage Areas #1 and #2 between New Jersey Avenue and Park Boulevard.

Replace undersized storm sewers with pipes that are large enough to quickly evacuate stored surface runoff when the tide control valve is in the open position and provide more storage volume when the tide control valve is in the closed position.

Installation of J-ECO curb box, frame and grates in order to keep debris from entering the storm sewer system and eventually getting wedged in the tide control valve, thereby preventing the valve from closing completely.

G. Implementation of the remaining recommendations should follow completion of priorities one and two.

The City should evaluate each successive improvement and revisit its Capital Improvement Plan to determine the next appropriate project.

H. This Reexamination incorporates the findings and recommendations of the Storm Sewer Master Plan.

9.3.4 Sanitary Sewer Master Plan / Inflow & Infiltration Study

A. Purpose

The... Sanitary Sewer Master Plan & Inflow / Infiltration Study has been combined to provide a comprehensive report for the short and long range sanitary sewer system improvement plan. The Sanitary Sewer Master Plan element analyzes the capacity of the existing sanitary sewer system based on the City's [2007] Comprehensive Master Plan [Update] and the Land Development Ordinance.... The recommended improvements are based on the goals and objectives of these planning resources to insure meeting the purposes, goals and objectives outlined in the two documents.

The City sanitary sewer infrastructure must be capable of supporting future development...



The Sanitary Sewer Master Plan element analyzes the capacity of the existing system to convey future (2050) flows to the Spicer Avenue Pump Station. The Spicer Avenue Pump Station is owned and operated by the Cape May County Municipal Utilities Authority.

The Inflow / Infiltration Study element analyzes the source of inflow and infiltration into the existing sanitary sewer system. Excessive inflow and infiltration causes wastewater treatment facilities to be taxed beyond their specified capacities. Public health and safety issues are adversely impacted and the environmental impact is increased as the treatment of the plant's effluent falls below the regulated treatment standards. Economically, the treatment costs are significantly increased as a treatment plant is treating both wastewater and water from inflow and infiltration.

B. Assumptions

The [2007] Master Plan Update includes building height in the General Commercial districts to allow above ground floor residential units.

The standard design life for sanitary sewers is 50 years. Analyzing the existing

development, along with the Comprehensive Master Plan Update, it is reasonable to conclude the City would be developed to its maximum intensity by the year 2050.

The City of Wildwood Land Development Ordinance Section 400, adopted April 15, 2008... was used in determining the maximum allowable density of future development.

Projected design flows were calculated using the maximum allowable density, the maximum allowable principal building coverage and a typical unit size of 3 bedrooms / unit.

It can be reasonably stated the majority of sewers 25 years old and older should be monitored on a regular basis. The asbestos concrete pipes have likely outlived their design life. Therefore, the City should perform television inspection of these sewers whenever the City plans to reconstruct the street pavements. If necessary, these pipes should be replaced as part of the street reconstruction.

C. Analysis of the [Existing] System(s)

The proposed sewer replacement program is based on an analysis of the existing flow



patterns, age and structural condition of the pipe. All sanitary sewers flow to the Cape May County Municipal Utility Authority ("CMCMUA") Pump Station located at the intersection of Park Boulevard and Spicer Avenue. From there it is pumped down Park Boulevard and Rio Grande Avenue to the CMCMUA treatment plant.

As the proposed sanitary sewer replacement will be phased over several years, it is recommended to maintain the existing flow patterns wherever possible to maintain the integrity of the overall systems. Therefore, proposed replacement will be either in the same location, or immediately parallel to the existing sanitary sewer. This will insure the proper connection of all existing sanitary laterals to the main sewer.

...Sanitary sewers have an average life span of 20 to 50 years depending on the pipe material and if installed properly... The majority of the sanitary sewers in the City are less than 25 years of age. The City's aggressive sanitary sewer replacement programs have eliminated what can be classified as sewers which have outlived their expected life span.

Prior Inflow & Infiltration Studies identified:

- Manholes with inflow problems;
- Manholes with infiltration problems;
- Manholes with inflow and infiltration problems; and
- Sewer reach with inflow and/or infiltration problems.

Metering conducted by the CMCMUA at the Spicer Avenue Pump Station indicates extremely high amounts of infiltration and inflow during periods of heavy rain coupled with high tides causing surface flooding, as well as, periods of only surface flooding. Rainfall without concurrent high tides shows a significantly lower amount of inflow / infiltration.

There are approximately 490 known manholes within... Wildwood's sanitary sewer system. Each... accessible... manhole was inspected [and classified as to condition].

...street flooding is the cause of significant inflow into the sanitary system through the existing manhole covers. At times the sanitary system becomes overloaded and backs up into the streets through the same manhole covers which allowed the inflow in the first place.



When street flooding occurs,... manhole covers are submerged, allowing significant inflow into the sanitary sewer system... The areas of frequent flooding [identified by the Storm Sewer Master Plan] are significant...:

- *Pacific Avenue from Cresse to Garfield Avenues;*
- *Park Boulevard from Oak Avenue to 26th Avenue and Youngs to Spicer Avenue;*
- *Hudson Avenue from Spicer to 26th Avenues;*
- *[Unspecified] Avenues between Park Boulevard and Lake Avenue between Pine Avenue and 26th Avenue;*
- *[Unspecified] Avenues between Park Boulevard and Susquehanna Avenue between Spicer and Wildwood Avenues;*
- *Dock Road and Montgomery Avenue between Otten's Harbor and Youngs Avenue;*
- *Susquehanna Avenue, Hudson Avenue and Burk Avenue between Hand and Mediterranean Avenues; and*
- *Various isolated intersections.*

D. General Sewer Classifications

There are 4 classifications of existing sanitary sewers in Wildwood:

1. **Interceptor Sewer:** the sewer which collects flow from all drainage areas and conveys these flows to the CMCMUA. This sewer runs under Park Boulevard from Cresse Avenue to Juniper Avenue.
2. **Major Collector:** the sewer which collects flow from 2 or more major sub-drainage areas. These sewers run:
 - Under Spencer Avenue from the Boardwalk to Park Boulevard.
 - Under Wildwood Avenue from Park Boulevard to Atlantic Avenue.
 - Under Atlantic Avenue from Rio Grande Avenue to Spencer Avenue.
3. **Collector:** the sewer which collects flow from a single major sub-drainage area. These sewers run:



- Under Magnolia Avenue from New Jersey Avenue to Park Boulevard.
 - Under Wildwood Avenue from New Jersey Avenue to Park Boulevard.
 - Under Artic Avenue from Cresse Avenue to Lincoln Avenue.
4. Local Collector: the sewer, part of a major sub-drainage area, which collects flow from one or more individual streets and comprise the balance of the system network.

E. Inflow & Infiltration

Inflow and infiltration... are terms used to describe the ways that groundwater and stormwater enter into dedicated sanitary sewer systems. Dedicated sanitary sewers are pipes located in the street or on easements that are designed strictly to transport wastewater from sanitary fixtures inside your house or place of business. Sanitary fixtures include toilets, sinks, bathtubs, showers and lavatories.

Inflow is stormwater that enters into sanitary sewer systems. Various sources contribute to the inflow, including through manhole covers,

footing / foundation drains, roof drains or leaders, downspouts, drains from window wells, outdoor basement stairwells, drains from driveways and groundwater / basement sump pumps. These sources are typically improperly or illegally connected to sanitary sewer systems via either direct connections or discharge into sinks or tubs that are directly connected to the sewer system. An improper connection lets water from sources other than sanitary fixtures and drains to enter the sanitary sewer system. That water should be entering the stormwater sewer system or allowed to soak into the ground without entering the sanitary sewer system.

Improper connections can be made in either residential homes or businesses and can contribute a significant amount of water to sanitary sewer systems. Eight inch sanitary sewer pipes can adequately move the domestic wastewater flow from up to 200 homes, but only 8 sump pumps operating at full capacity or six homes with downspouts connected to the sanitary sewer pipe will overload the capacity of the same 8" sewer pipes. A single sump pump can contribute over 7,000 gallons of water to sanitary sewer systems in a 24 hour period, the equal of the average daily flow from 26 homes.



Infiltration is groundwater that enters sanitary sewer systems through cracks and/or leaks in the sanitary sewer pipes. Cracks or leaks in sanitary sewer pipes or manholes may be caused by age related deterioration, loose joints, poor design, installation or maintenance errors, damage or root intrusion. Groundwater can enter these cracks or leaks wherever sanitary sewer systems lie beneath water tables or the soil above the sewer systems becomes saturated. Average sewer pipes are designed to last about 20-50 years, depending on what type of material is used. Often sanitary sewer system pipes along with the lateral pipes attached to households and businesses [go] much longer without inspection or repair and are likely to be cracked or damaged.

Inflow and infiltration water is called "clear water" (although it may be dirty) to distinguish normal sanitary sewage water in the sewer system. Inflow and infiltration add clear water to sewer systems, increasing the load on the systems. ...When clear water enters sanitary sewer systems, it must be transported and treated like sanitary waste water. During dry weather, the impact of inflow and infiltration can vary from minimal impact to a significant portion of the sewer pipe flow. Wet weather and above normal tides magnify existing inflow and infiltration sources.

As a rain or tidal event begins, the inflow and infiltration sources start filling the sanitary sewer systems with clear water, eventually filling the sewer systems to capacity. Once the sanitary sewer systems have reached capacity and become overloaded, wastewater flows at much higher water level than normal and if sanitary fixtures or drains are below this overload level, water will flow backward through the sanitary pipe, flooding basements or households and causing manholes to ... open releasing waste onto the street.

Overflow occurrences put public health at risk and violate state and federal environmental regulations. Sanitary sewer overflows release wastewater and potential pathogens onto streets, into waterways and basements, increasing potential health risks. As wastewater overflows into the street, it is collected by the storm sewer system and [discharged] into the bay or ocean, it contaminates the water and all creatures / plants coming in contact with the polluted water. Sewer overflows also contribute to beach advisories and closures due to contamination.

Inflow and infiltration reduce the ability of sanitary sewer systems and treatment facilities to transport and treat wastewater. As a result of the inflow and infiltration,



wastewater treatment processes are disrupted and poorly treated wastewater is discharged to the environment.

Eventually, new homes or businesses may not be allowed to connect to the sanitary sewer system if the inflow and infiltration issues are not corrected, increasing costs to residents as new sanitary sewer systems are installed or potentially lowering housing values due to the inability to develop land for future growth.

Inflow and infiltration costs water treatment facilities and consumers large amounts of money in water treatment operating expenses. All water entering a water treatment facility must be treated as wastewater causing an increase in operating costs proportional to the amount of clear water entering the sanitary sewer system... Costs associated with processing the added clear water ... eventually passed back to the consumer in the form of rate increases. By reducing inflow and infiltration, capital and operating costs can be lowered.

Minimizing inflow and infiltration can increase the lifetime-capacity of a treatment facility and wastewater transportation system. The pumps that are involved with wastewater treatment and transport operate 24 hours a day, 7 days a week; however they must work harder as the sewer system's water level load increases. This puts an unneeded strain on the pumps and shortens [their] life expectancy.

The City of Wildwood is unique in the natural factors impacting the rate of inflow and infiltration. Being a low-lying island, the City's sanitary sewer system is impacted by the daily fluctuation of groundwater levels caused by rising tides and surface flooding caused by excessive high tides. The backing up of wastewater due to the overloading of the sanitary sewers has resulted in wastewater bubbling out of manhole as observed during periods of surface flooding.

F. Recommendations

1. ¹⁶³Continue to leverage grant / loan funds to replace / repair sanitary sewers.

¹⁶³ The Sanitary Sewer Master Plan recognized that Wildwood has been "very aggressive in the replacement and repair of their existing sanitary sewer system..." By utilizing USDA Sewer and Water grant / loan programs and leveraging NJDOT and County funding, the City has been able to insure that replacement / repair of sanitary sewers is included in roadway improvement projects.



2. Include the cost of television inspection of sanitary sewers in all design contracts to determine the need to replace or repair in conjunction with all roadway improvement projects.
3. Maintain existing flow patterns wherever possible. The major future development areas are along Ocean and Atlantic Avenues to the east and along the Bay to the west. Interceptor sewers carry large quantities of flow. The replacement of these lines in their existing locations may require continuous by-pass pumping. Options to replacing in place are to run a parallel sewer within the existing right-of-way or to install a new sewer in a parallel street where only local flows would have to be by-passed. These options should be analyzed during the design process.
4. Wherever an existing sewer may be in good condition but does not have the capacity to carrying the projected flows, changes in the existing flow pattern should be analyzed to install a parallel sewer to replace a parallel sanitary sewer which may be in poor condition and in need of replacement.
5. The sanitary sewer system is subjected to both inflow and infiltration. The key factor of inflow is surface flooding. There was no evidence of significant illegal connections. However, with each sanitary sewer replacement project, all service laterals should be observed / investigated to insure no illegal connections (sump pumps, roof leaders and the like) exist.
6. Make the replacement / rehabilitation of all manholes a priority in the Capital Improvement Plan. A schedule for replacement / rehabilitation should be phased with the manholes rated "poor" having first priority. Upon completion of addressing "poor" manholes, the City should reinspect the manholes rated "fair", as the conditions at the time of the inspections may have worsened.
7. Make the installation of watertight manhole covers and frames a priority. The quantity of inflow due to surface flooding is the major source of inflow into the sanitary sewer system. During heavy rains this inflow quickly overloads the system resulting in bubbling up of the system



onto the surface. These efforts should be concentrated on the “areas of frequent flooding.”

8. The priority of manhole replacement / renovation [is recommended] as follows:

- a. Replace all vented and semi-vented manhole covers located in frequently flooded areas with watertight frames and covers.
- b. All manholes classified as “poor”¹⁶⁴ should be replaced in-total.
- c. All manholes classified as in “fair” condition shall be renovated addressing the points of inflow / infiltration.
- d. All manholes classified as in “good” condition located in areas of frequent flooding and equipped with vented and semi-vented manhole covers should be equipped with watertight frames and covers.

9. Sanitary sewers subject to excessive infiltration should be included in the City’s Capital Improvement Plan. Those sanitary sewers subject to excessive infiltration and which do not have the capacity to accommodate anticipated future flows should be given the top priority for replacement. Sanitary sewers identified as having excessive infiltration, but not ample capacity for future flows should be the second priority.
10. Existing sanitary sewer on the Boardwalk that are in poor condition should be replaced in conjunction with the Boardwalk Reconstruction Project (§8.3.3 herein). Should the replacement program not continue on a yearly basis, the replacement of the sanitary sewer should be undertaken as a separate project. The priority area is from Spicer Avenue to Schellenger Avenue. The second priority area is from Oak Avenue to Poplar Avenue.
11. Significant amounts of grease deposits have been observed in manholes and within the sewer lines.

¹⁶⁴ Exhibiting at-least 2 of the following deficiencies: cracks in the walls, no waterstops around the entering and exiting pipes, loss of mortar in the joints of brick and/or block

manholes, deteriorated manhole steps, deteriorated frames and/or covers and settlement.



The grease deposits adversely impact the flow of effluent resulting in the “ponding” of low flows and creating a septic environment. A complete survey of all grease / oil separators currently tied into the Boardwalk sanitary sewer system is recommended to identify location and responsible parties. All sinks and floor drains should be dye tested to insure grease passes through the grease separator prior to entering the sanitary sewer. The separator should be inspected to insure functionality. A record of the dates on which the owner had the separators pumped out should be provided to the City’s inspector during each inspection. It is recommended inspections take place between April 1 and May 15 and again in August to insure continued effective operation.

12. Park Boulevard Sewer ~ Northerly Branch:¹⁶⁵ The existing 24” to 21” diameter sewer extending from Garfield Avenue to Wildwood Avenue is in very poor condition and is undersized for the projected

flows. The existing 18” diameter sewer extending from Wildwood Avenue to Maple Avenue and the existing 15” diameter sewer from Magnolia Avenue to Juniper Avenue are also in poor condition. Replacement of these sewers is required.

13. Spicer Avenue ~ Park Boulevard to Atlantic Avenue: The existing sanitary sewer collects the flow from Atlantic Avenue, Ocean Avenue and the entire Boardwalk. The majority of the drainage area is comprised of the Hotel/Motel (HM & HM-1), Tourist Entertainment (T/E), Boardwalk Amusement (BA) and General Commercial (GC) Zoning Districts. This area has the highest potential for future development.

A 8” to 12” diameter pipe conveys effluent from laterals to the 24” to 14” diameter main. Due to the poor condition portions of these lines and their inability to convey future flows, replacement of the 2 sewers with a single 27” diameter PVC from Park Boulevard to Atlantic Avenue is recommended.

¹⁶⁵ The Southerly Branch of the Park Boulevard Sewer extending from Rio Grande Avenue to Spicer Avenue was replaced by a 36” to 24” polyvinyl chloride (“PVC”) pipe between 2006 and 2008. This section has capacity to convey future projected

flows. The section from Rio Grande Avenue to Cresse Avenue also has capacity to convey the future projected flows.



14. Atlantic Avenue ~ Spencer Avenue to Davis Avenue: This sub-drainage area conveys flow from the T/E, HM/HM-1 and RM Zoning Districts via 12" to 16" diameter piping. Due to age, asbestos-concrete construction, deterioration and an inability to convey future flows, replacement with a 18" diameter PVC pipe is recommended.

G. This Reexamination incorporates the findings and recommendations of the Sanitary Sewer Master Plan.

9.3.5 Flood Hazard Risk Reduction & Resiliency Grant

In or about November 2016, NJDEP awarded the City a \$12.4 million Flood Hazard Risk Reduction & Resiliency Grant for construction of a stormwater piping and pump system to address flooding in the section of Wildwood bounded by Ocean Avenue, New Jersey Avenue, Schellenger Avenue and Cresse Avenue. As explained in the Project Narrative for the grant, and pertinent to this Reexamination:

The City of Wildwood is a barrier island with numerous low lying areas... which are prone to street flooding. Multiple sections of the City

now regularly experience street flooding from a combination of tidal inundation and stormwater runoff. One of the primary areas of concern of the City that regularly experiences street flooding is the business district along Pacific Avenue. This area of the City floods in tidal events, rain events, and combinations of the two.

Pacific Avenue from Cresse Avenue... to Schellenger Avenue is the lowest street between New Jersey Avenue and Ocean Avenue. The lowest elevation on Pacific Avenue is approximately 2' lower than the lowest elevation on any of the surrounding streets. This topography creates a low lying area that is prone to flooding from multiple sources. During higher than normal tides, the street regularly floods from the elevated tide level. During rainfall events, the tidal tailwater condition allows for only minimal head pressure to be generated to drain the area [resulting in insufficient water pressure to push water through the system]. There are approximately 189 acres that contribute to the stormwater management system for the area. Much of the contributing area is impervious so a significant amount of stormwater runoff is generated, even from relatively small storms.



While the topography of this area has created frequent flooding in the current configuration, it also creates an opportunity to eliminate the majority of tidal and stormwater runoff flooding occurrences. The existing elevated barrier provided by the surrounding streets referenced above allow[s] for the opportunity to prevent the majority of tidal flooding by simply eliminating the connection to the adjacent tidal waters. This can be accomplished by eliminating five (5) of the existing stormwater outfall pipes that discharge directly to the ocean and installing tide control valves on three (3) of the remaining outfalls. Eliminating the existing outfall pipes will prevent the vast majority of tidal flooding events on Pacific Avenue.

Eliminating outfall pipes, however, will create a significant issue for the management of stormwater runoff in the area. ...The existing system relies on the existing ocean outfall pipes to drain this portion of the City. To address stormwater management once the outfall pipes have been eliminated, the City proposes to construct a stormwater pumping station at the beach end of Leaming Avenue...

The proposed system would include approximately 4.25 acre-feet of underground storage connected to a pump structure containing three pumps. The pumps would each have a maximum pumping capacity of 55 CFS¹⁶⁶ and would collectively discharge to the ocean through a single 42" diameter ductile iron outfall pipe. To ensure that the system will continue to operate in the event of a power failure, a generator with fuel tank and a control building will be constructed above the 500-year flood elevation. This configuration, along with the replacement of many of the conveyance pipes throughout the area, will prevent the vast majority of flooding that currently occurs.

The City has dealt with flooding issues along and around Pacific Avenue for many years ... but ... the severity of [Superstorm] Sandy increased the intensity of the desire to implement a solution. During Sandy, the downtown business district was severely flooded and, because of the existing outfall situation, flooding remained in the streets long after the tide waters had receded. ...The combination of the perimeter elevation and the proposed pumps would have completely protected Pacific Avenue from the effects of Superstorm Sandy.

¹⁶⁶ Cubic foot / second.



The 10-year flood elevation... is elevation 6.1 [feet]. The proposed project will address the 10-year storm including the effects of sea level rise up to the intermediate-low sea level rise of 0.7'. The scope of the project does not impact the elevation level of protection, which is preset by the existing topography...

The proposed pumps and tide valves will provide protection from all tidal events up to elevation 6.8 [feet] and prevent flooding from stormwater runoff flooding from all but the largest rainfall events.

The proposed project will also reduce flooding impacts in the largest stormwater runoff and tidal events. The proposed pump station will allow for the Pacific Avenue area to be drained of all water within a few hours after tidal elevations have receded below the 6.8 [foot] elevation...

At Publication, this project was in the design phase. Construction is expected to commence in the fall of 2018 with completion anticipated in 2020.

9.3.6 Water Utility System

The Wildwood Water Utility continues to serve customers within its service area of the Wildwood, North

Wildwood, Wildwood Crest, Middle Township and Lower Township, and provide bulk water service to West Wildwood and the New Jersey American Water Company's Cape May Court House service district.

The 2007 Master Plan Update found no significant issues or improvements concerning the functions, management or equipment of the Wildwood Wildwood Water Utility other than system upgrades as detailed in the Utility Plan Element. At Publication, the City was in the process of constructing a new facility on City-owned land at the intersection of Cedar Avenue and Park Boulevard for the Water Utility and Department of Public Works. With the exception of the addition of this new facility, This Reexamination reaffirms this finding.

A. Service Capacity

While the specific number of customers served by the Water Utility and the gallonage of the Utility's source capacity and storage capacity may be different than the statistics cited in 2007 Master Plan Update §9.2.4 A. and B., the order-of-magnitude of service remains unchanged.



B. Proposed Infrastructure Improvements

1. The Utility remains committed to replacing aged and 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 Utility.
2. The existing water distribution system has the quantity and pressure to provide adequate fire protection to existing land uses in City. However, there is a need to increase the size of piping on select branches of the system to satisfy Vertical Development fire-flow requirements.

The 2007 Master Plan Update identified then-anticipated utility upgrades to service new development. At Publication of This Reexamination:

- a. The water main under the Boardwalk between Cedar and Schellenger Avenues was replaced as part of the Boardwalk Reconstruction Project (§8.3.3 herein). Other sections will be replaced

as Boardwalk reconstruction project proceeds. Such improvements are necessary to facilitate Boardwalk-fronting Vertical Development.

- b. At Publication, water and sewer service to the Bayside Redevelopment Area were in the process of being installed under Spicer Avenue.

9.3.7 Other

The Utility Plan Element of the 2007 Master Plan Update contained sections addressing the Boardwalk Reconstruction Project (2007 Master Plan §9.3), the Boardwalk Gateway Park (2007 Master Plan §9.4), the Pacific Avenue Streetscape Project (2007 Master Plan §9.5) and the Road Improvement Capitol Plan (2007 Master Plan §9.6). These subjects only tangentially involve utilities (if at all) and are therefore addressed elsewhere in This Reexamination.

9.3.8 Recommendations

- A. The 2007 Master Plan Update recognized that water system upgrades would be necessary for the first new Vertical Development project proceeding to



construction, and that each successive Vertical Development project would benefit from any such upgrade. Since the full upgrade will be required for such first Development, the 2007 Master Plan determined that a cost-sharing arrangement with successive projects would be impractical.

This Reexamination recommends that the City explore a cost-recapture arrangement for all utilities requiring upgrades whereby the initial improvement costs would be borne by the first developer requiring such upgrades, but subsequent developers benefitting from such upgrades would pay the original developer (and any other prior developer contributing to the upgrade) a pro-rated amount based on capacity usage from each participant as a portion of the total capacity of the system and the upgrade quantity.

Such a pro-rata cost-share would be calculated by multiplying the recapture amount by the anticipated usage divided by the total estimated usage of the affected portion of the system.

- B. The 2007 Master Plan Update (§9.2.4 C.) recognized that the Wildwood Water Utility would coordinate necessary improvements with developers. This Reexamination expands this concept to recommend that ALL public entities coordinate all necessary improvements with developers.

- C. The 2007 Master Plan Update (§9.2.5) recommended that the City institute regulations providing for developers to undertake such infrastructure improvements as may be deemed necessary by the appropriate City Agencies¹⁶⁷ 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.

This Reexamination renews this recommendation.

¹⁶⁷ Principally, the Wildwood Water Utility and Wildwood Sewer Utility.



10.0 COMMUNITY FACILITIES PLAN ELEMENT

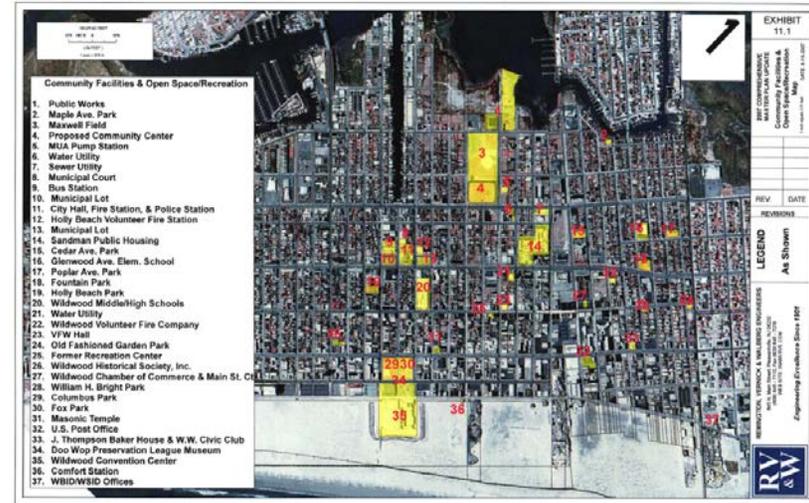
10.1 Municipal Land Use Law

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,¹⁶⁸ libraries, hospitals, firehouses, police stations and other related facilities, including their relation to the surrounding area.¹⁶⁹

10.2 2007 Master Plan Update

The Community Facilities Plan Element contained in the 2007 Master Plan Update identified general conditions of the pertinent facilities and made recommendations for improvements. Based on this review, an analysis of the adequacy of these facilities, in terms of location, size, and scope was to be developed.

A combined Community Facilities & Open Space / Recreation Map was included as Master Plan Exhibit 11.1.



10.3 This Reexamination

10.3.1 Background

With the exception of the following, the general conditions of and issues facing the facilities as described in the 2007 Master Plan §10.1.2 and §10.1.3 remain unchanged.

- A. The 2007 Master Plan Update identified the renovation of the restrooms in the City's Police

¹⁶⁸ Historic sites are addressed in the Historic Preservation Plan Element (§14.0) herein.

¹⁶⁹ N.J.S.A. 40:55D-28b(6)



Station, including women's facilities and showering capabilities, as an "immediate need". Additionally, the lack of visibility for the Station was identified as an issue (located behind City Hall, visitors find it difficult to find the entrance to the facility). It was recommended Station signage be redesigned and/or relocated to improve visibility.

The restrooms on the 1st floor of the Police Station have since been renovated and a new Police Station sign has been installed. The other items have yet to be addressed.

- B. The 2007 Master Plan Update recognized that the City was planning for the relocation of the Public Works Facilities [then] located on the former City landfill in order to make way for the Bayside Redevelopment Area project. At Publication, the City was in the process of constructing a new (joint) DPW / Wildwood Water Utility facility on City-owned land at the intersection of Cedar Avenue and Park Boulevard.



- C. The 2007 Master Plan Update noted that the City had sold the former site of the Wildwood Recreation Center at 243 E. Rio Grande Avenue and was leasing-back the property until the new facility at Maxwell Field was completed. The Byrne Community Center opened in October 2008.
- D. The City's schools continue to age and are undersized by current standards. As a result, the Board of Education has been forced to utilize facilities in neighboring North Wildwood¹⁷⁰ for classrooms.

¹⁷⁰ Specifically, St. Simeons By-The-Sea Church.



The 2007 Master Plan Update identified a lack of air conditioning and an antiquated boiler system at the Glenwood Elementary School as “issues [that] plague the school”, and noted that a new roof and electrical upgrades for technology were near-term improvements that “may be expected”. Long-term, the installation of air conditioning, the replacement of windows and continual maintenance of the structure were identified as being required.

With the exception of a 2014 roof replacement for the Wildwood High School, the City has no records of significant improvements to any of the City’s schools since the 2007 Master Plan Update.

- E. As noted in §5.3.8 K.2 herein, Main Street Wildwood is no longer active.
- F. This Reexamination renews the 2007 recommendation referenced in §10.2 herein that a comprehensive analysis of the adequacy of the location, size and scope of the City’s Community Facilities be undertaken.

10.3.2 Additional Recommendations

A. Fire Department

As technology advances and the types and sizes of apparatus evolves,¹⁷¹ Fire Departments nationwide are finding a need for additional space. While not an immediate concern at Publication, it is recommended that the City remain cognizant of this issue.

The Pine Avenue Fire Station is tightly situated between neighboring lots with no room for expansion. While not an immediate concern, it is recommended that the City remain cognizant of this issue.

Given the aforementioned, and in order to provide more efficient operations without compromising response time, the 2007 Master Plan Update recommended that the Fire Department look to combine all fire stations into a single, larger, centralized location. This Reexamination retains this recommendation.

¹⁷¹ Current trends find a continuing increase in size and height.



B. This Reexamination renews the recommendation of the 2007 Master Plan Update to investigate the feasibility of entering into joint cooperation agreements with adjacent municipalities for Public Works services should it be efficient and/or effective to do so.

C. Wildwood Housing Authority

1. The 2007 Master Plan Update identified illegal parking and a lack of parking in general as a “major issue” facing the Wildwood Housing Authority. Accordingly, the Authority limited each family to 2 cars and instituted a parking permit program. While most of the Authority’s residents rely on public transportation, the need for additional parking remains an issue.
2. The Housing Authority is required by the U.S. Department of Housing and Urban Development (“HUD”) to complete a Physical Needs Assessment every 5 years. The Authority’s 2007 Physical Needs Assessment identified:

- a. The need for immediate attention for the repair of insulation and duct work of roof top units, the replacement of water meters, the fire alarm control panel, non-compliant smoke detectors and corridor / office lighting for Sandman Towers.
- b. Maintenance issues at Commissioners Court, including repair / replacement of rooftop condensers, gypsum wallboards, kitchens and electrical rewiring.

Attempts to obtain updated information from the Housing Authority for This Reexamination were unsuccessful.

3. The Housing Authority is an independent agency that is not under the jurisdiction of the Wildwood City government. Accordingly, This Reexamination defers operational and maintenance issues to the Authority and HUD. Nonetheless, the condition of the Public Housing facilities remains a concern for City Policymakers.



This Reexamination recommends that maintenance issues, especially those which may impact the health, safety and welfare of the residents, be addressed immediately. Within this context, This Reexamination renews the 2007 recommendation that the City direct the appropriate Fire and Code officials to review life- and safety-related issues and take appropriate action.

- D. The 2007 Master Plan Update reaffirmed the recommendation of prior Master Plan Reexaminations to work with the 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. This Reexamination renews this recommendation.
- E. The 2007 Master Plan Update reaffirmed the recommendations of prior Master Plan Reexaminations to 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 for educational purposes, and to identify appropriate locations for new educational facilities.

Due to the lack of educational space identified in §10.3.1 D. herein, and as addressed in §5.3.6 B. 2 herein, this recommendation is no longer valid.

- F. As addressed in detail elsewhere in This Reexamination, creation of hotel room and parking inventory is critical to the success of the Wildwood's Convention Center and the City in general.
- G. The "DO NOT ENTER" signage for the driveway access points at the New Jersey Transit (Bus) Station identified in 2007 Master Plan Update §10.2.3 B. was installed.
- H. The availability of parking within the existing Post Office parking lot identified in the 2007 Master Plan Update remains an issue. As with the 2007 Master Plan, This Reexamination provides no recommendation to address this situation.



11.0 OPEN SPACE & RECREATION PLAN ELEMENT

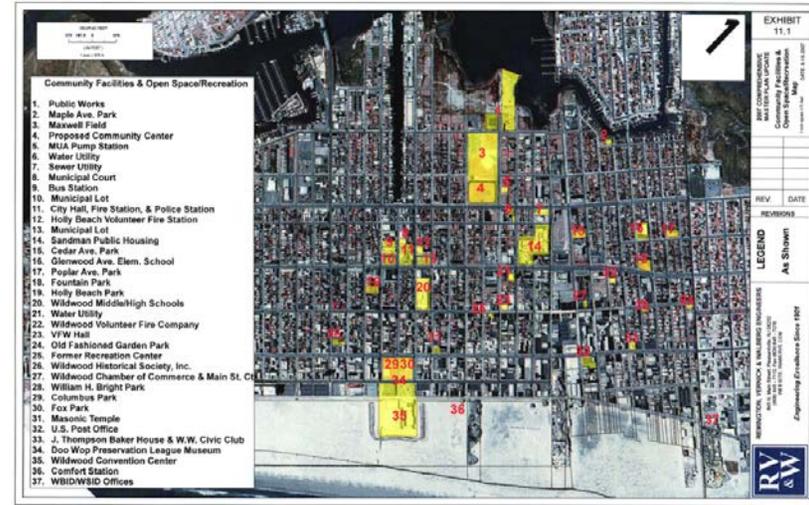
11.1 Municipal Land Use Law

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.¹⁷²

11.2 2007 Master Plan Update

The Open Space & Recreation Plan Element contained in the 2007 Master Plan Update addressed and analyzed public and select private active and passive recreation sites and identified needed upgrades. Improvement projects identified in the 2007 Plan have since been completed.

A combined Community Facilities & Open Space / Recreation Map was included in the 2007 Master Plan as Exhibit 11.1.



11.3 This Reexamination

11.3.1 Background

With the exception of the following, the general conditions of and issues facing the facilities as described in the 2007 Master Plan §11.1 remain unchanged.

¹⁷² N.J.S.A. 40:55D-28b(7)



A. Byrne Community Center¹⁷³

Located on the south side of the B.W. “Reds” Maxwell Memorial Field at 401 W. Young’s Avenue, this (approximately) 16,000 s.f. state-of-the-art facility opened in October 2008.

The Byrne Center, which was funded via a combination of grants, bonds and a \$1 million donation from the Byrne Fund for Wildwood, Inc.,¹⁷⁴ replaced the aging Wildwood Recreation facility on East Rio Grande Avenue, which was no more than a small gym with a concrete floor.

Open 7 days a week year-round, this facility features a fitness room, computer lab, meeting room, dance room, game room, gymnasium, locker rooms, kitchen facilities and an outdoor basketball court, and hosts after-school programs for local students as well as social and exercise programs for seniors. Program offerings include passive and active programs, special events and league activities in a safe and learning environment.

The Mission Statement of the Byrne Center is to “provide affordable, quality programs meeting the needs of the community”. Staff is “committed to providing quality recreational services, which are educational, fun and rewarding for all age groups”.

The Center offers a variety of adult and youth classes for participants of all abilities, and strives to exceed the future demands of growth and change in the community while keeping true to the tradition and values that have made the City of Wildwood a good place to live, work and play. The Center’s goals are to:

...establish a network of youth development and family enrichment programs and services that enable youth to acquire assets to become productive, functional and fully integrated members of the community.

...maintain facilities, buildings and grounds to the highest safety standards and ensure that they are clean, bright and aesthetically pleasing.

¹⁷³ www.byrnecommunitycenter.com/aboutus.html

¹⁷⁴ A program instituted by the J. Byrne Insurance Agency to benefit local residents.



...enhance the quality of life for all residents by providing physical, social, cultural, natural, intellectual and passive programming for all ages.

...have a qualified, dedicated and motivated staff.

... operate in a professional manner with an eye on providing quality services and leadership.

Combined with Maxwell Field's Baseball diamond, football field, soccer fields, running track and playground with fitness stations, these facilities are capable of meeting all of the City's recreation needs.

B. B.W. "Reds" Maxwell Memorial Field

At Publication, the City was exploring the installation of synthetic turf on the ballfields in order to reduce the need for maintenance and make the fields more marketable for regional youth-athletic competitions. This Reexamination supports this initiative.

While the 2007 Master Plan did not address synthetic turf, it did recommend that the City attract

events to this facility. This Reexamination reaffirms this recommendation.

C. Dog Beach

In June 2014, the City converted 1,500' of the Beach between Poplar and Magnolia Avenues to a dog park. With a fenced in area for dogs to run, fresh water and clean up bags, Dog Beach offered everything a dog ~ and its 2-legged companions ~ could need.





By 2016, Dog Beach ~ which was listed as the 2nd best dog beach in the nation by USA Today ~ had become so popular that the City moved the facility to a larger Beach at Glenwood & Maple Avenues.

D. Byrne Plaza¹⁷⁵

In June 2017, ground was broken for the Byrne Plaza event space, a joint redevelopment effort between the City of Wildwood, the Wildwood Business Improvement District, Cape May County, the Byrne Foundation for the Wildwoods, the Greater Wildwood Tourism Improvement and Development Authority and Crest Savings Bank.

Envisioned as a multi-purpose, year-round attractor for downtown Wildwood, this 60,000 s.f. lot at Pacific, Cedar and Oak Avenues had been a vacant, weed-strewn eyesore with pockets of concrete and no utility. As a redeveloped corner, Byrne Plaza will host farmers markets, family-friendly (free) movie nights, downtown marketplaces, live performances, fitness classes, community festivals and other public events.



At Publication, construction was to be completed by the end of the summer (2017), with the Plaza set to open for events shortly thereafter.

The Plaza will be managed by the WBID.

E. Citywide Park Revitalization

After years of neglect, the City, in 2016, commenced a comprehensive parks revitalization program designed to upgrade the green spaces that give life

¹⁷⁵ See also §13.3.2 B.7 herein.



to the City's urban core. Sprinkler systems have been installed to insure that landscaping survives, overgrowth has been trimmed and dead or sick trees have been replaced, and statuary, fountains and other decorative elements have been refurbished.

The park revitalization program will continue throughout the 2017 season, by which time all of the City's parks will have been addressed.

11.3.2 Additional Recommendations

- A. As a built-out, urban community, public open spaces in Wildwood are at a premium. §11.2 of the 2007 Master Plan Update provided specific recommendations for several of the City's parks. Many of these recommendations were addressed as part of the Citywide Park Revitalization Project, while others were deferred as lesser-priority items.

Rather than provide individual recommendations for each park in the City, This Reexamination recommends that the City continue its efforts to revitalize its park

system until all sites have been addressed, and to maintain the parks once improvements are made.

- B. §11.3¹⁷⁶ of the 2007 Master Plan Update recommended the creation of a Beach bicycle path that would connecting to the paths in North Wildwood and Wildwood Crest and create a continuous (almost) Island-wide bike path system.

§8.3.12 of This Reexamination reaffirms the City's commitment to this concept and urges the City Administration to continue to pursue funding.

- C. At time of adoption of the 2007 Master Plan Update, NJDEP was developing Statewide regulations governing public access to the waterfront. The 2007 Master Plan articulated City policy to provide public access to the Beach, bay, parks and recreation areas, pledged to ensure access to the Boardwalk and Beach by maintaining street-end walkways and access corridors, and committed the City to integrate the regulations into the Master Plan Update once adopted.

¹⁷⁶ A software error inadvertently labeled this item §6.3 when the document was printed.



Litigation¹⁷⁷ challenging these regulations ensued almost immediately upon adoption by NJDEP, and the regulations were softened to become voluntary by each municipality. With the change in administration due in January 2018, State policy for public access to the waterfront may be expected to change.

Given the importance of the Beach and bay to the Wildwoods economy, This Reexamination reaffirms the City's historic commitment to providing public access, but recommends that the City defer any action of conformance with current State regulations until the new administration is in place.

- D. The 2007 Master Plan Update recommended that the City update its Recreation and Open Space Inventory¹⁷⁸ and file same with the NJDEP. It further recommended that this document be periodically reviewed and updated as necessary. This recommendation is a perpetual goal that will require continued attention by the City.

¹⁷⁷ Brought by the Borough of Avalon.

¹⁷⁸ "ROSI".



12.0 CONSERVATION PLAN ELEMENT

12.1 Municipal Land Use Law

The *Municipal Land Use Law* provides that a municipal Master Plan may include a Conservation Plan Element¹⁷⁹ “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”.

12.2 2007 Master Plan Update

The Conservation Plan Element contained in the 2007 Master Plan Update identified natural resources in the City and made recommendations for the conservation, preservation and appropriate use of these resources.

¹⁷⁹ N.J.S.A. 40:55D-28b(9)

12.3 This Reexamination

12.3.1 Background

With the exception of issues identified in §12.3.2 herein,¹⁸⁰ issues identified in the 2007 Master Plan Update related to Environmental Planning (2007 Master Plan §12.1), Topography (2007 Master Plan §12.2.1), Geology (2007 Master Plan §12.2.2), Soils (2007 Master Plan §12.2.3), Wetlands (2007 Master Plan §12.2.4), Aquifers (2007 Master Plan §12.2.5), Flora & Fauna (2007 Master Plan §12.2.7), Woodlands (2007 Master Plan §12.2.8), the Beach (2007 Master Plan §12.2.10), the Bay (2007 Master Plan §12.2.12), Regulatory issues (2007 Master Plan §12.3) and the impacts of Redevelopment on conservation (2007 Master Plan §12.3.1) remain unchanged.

Issues related to Stormwater (2007 Master Plan §12.2.6) are discussed at length in §9.3.1 (including FN¹⁵³), §9.3.3, §9.3.4, §9.3.5 herein.

¹⁸⁰ A software error inadvertently duplicated the numbering for Flora & Fauna (§12.2.7) when the document was printed. The successive sections of 2007 Master Plan §12.2 continue this error.



Issues related to Floodplains (2007 Master Plan §12.2.7) are discussed at length in §6.3.1 and §6.3.2 herein.

Issues related to Open Space (2007 Master Plan §12.2.9¹⁸⁰) are discussed at length in §11.0 herein.

12.3.2 Environmental Planning Issues

A. City Policy recognizing 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 was supported throughout the 2007 Master Plan Update. This Reexamination reaffirms this policy.

B. The 2007 Master Plan Update addressed Sea Level Rise and Global Warming as part of various (applicable) Master Plan Elements. This Reexamination reaffirms the City's concern regarding these issues. Specific policies, objectives, actions taken to date and recommendations for future actions are addressed at length elsewhere herein, including, but not exclusively, §5.3, §6.3, §9.3 & §14.3 herein.

C. Conservation Plan recommendations regarding installation of a coastal dune system (2007 Master Plan Update §12.2.7 and §12.2.10¹⁸⁰) are being addressed by the US Army Corps of Engineers and NJDEP. Details are addressed in §12.3.2 C. herein.

D. The 2007 Master Plan Update (§12.2.10¹⁸⁰) further endorsed the establishment of dunes on the back beach, with ordinances to define the areas and regulations to assure their continued effectiveness. It was recommended that such ordinances be declared to be "*an exercise of police power and in the interest of safety and welfare and for the protection of persons and property*", therefore include "*severe penalties*" against tampering with the dune.

This Reexamination modifies this recommendation to include exploration of protection measures other than dunes.

E. The 2007 Master Plan Update (§12.2.10¹⁸⁰ and elsewhere) recognized that the City's 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, but limits such uses to “*seasonal tourist-service uses such raft rentals, marble platforms, etc. involving only manually constructed tents or sun-shades*”. Utility connections to any such use was recommended to be “*expressly prohibited*”.

As more fully detailed in §6.3.4 N.2 d & e herein, This Reexamination affirms the recommendation for the City to maximize the use of the Beach, but modifies the specific uses permitted to include those uses described in the Beach Redevelopment Plan as well as any other uses approved by NJDEP.

F. In accordance with the recommendations regarding the Beach, the 2007 Master Plan Update (§12.2.10¹⁸⁰) articulated City 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*”. Within this context, the 2007 Master Plan “*promotes the Beach as a natural resource*”.

This Reexamination reaffirms the City’s commitment to these policies.

G. Shellfish Waters

§12.2.8 of the 2007 Master Plan Update cited NJDEP’s Landscape Project, which, among other elements, classifies New Jersey’s waters as to their suitability for the harvest of shellfish. At that time, shellfishing in the waters around Wildwood were “Prohibited”.

NJDEP’s most recent update to this classification¹⁸¹ retains this prohibition.

H. Energy Resources

Commenting that “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”, §12.3 of the 2007 Master Plan Update recommended that the City adopt as part of

¹⁸¹ NJDEP Shellfish Classification for New Jersey (Edition 2015) (Envr_admin_shellfish_bnd) (9njogis-newjersey.opendata.arcgis.com/datasets/7b313ee25582432fbc3548b8d3c7f32_1)



its Land Development Ordinance the following 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.
- Maximize the use of environmentally-friendly, LEED¹⁸² 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 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 (2007 Master Plan Update §8.0), institute a shuttle (mass transit) system to reduce Vehicle Miles Traveled.

With the exception of the Lights Out program, this Reexamination retains these recommendations.

A Lights Out program as described is in conflict with the recommendation of 2007 Master Plan Update §3.8 P.(1)(8)(e) to encourage “attention-getting color and animation ~ providing motion, change and surprise ~ and the use of dramatic corporate icons and outdoor theatrical lighting” in order to permit “the type and scope of signage appropriate to a Destination Resort...”. Accordingly, This Reexamination modifies this recommendation to state:

For Vertical Development, consider appropriate technologies and practices related to building lighting in order to maximize energy efficiency and reduce the incidence of migratory bird strikes at these buildings. Such a program may include a Lights Out program to extinguish or reduce decorative building lighting on upper stories between 11:00 p.m. and daylight.

¹⁸² “Leadership in Energy & Environmental Design”
(www.usgbc.org/DisplayPage.aspx?CategoryId=19)



13.0 ECONOMIC PLAN ELEMENT

13.1 Municipal Land Use Law

The *Municipal Land Use Law*¹⁸³ 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”.

13.2 2007 Master Plan Update

The Economic Plan Element contained in the 2007 Master Plan Update identified general economic issues facing the community and made recommendations for improvements. Such Element was to be read within the context of ~ and was intended to be operationalized by ~ the Land Use Plan Element (§6.0) of the 2007 Master Plan Update.

13.3 This Reexamination

13.3.1 Background

- A. The General Economic Conditions (2007 Master Plan §13.1), including discussions of the Convention Center (2007 Master Plan §13.1.1), Hotels (2007 Master Plan §13.1.2), Restaurants (2007 Master Plan §13.1.2), Entertainment Facilities (2007 Master Plan §13.1.4 & §13.1.5), Shopping (2007 Master Plan §13.1.6), Eco-Tourism (2007 Master Plan §13.1.7), Seasonality (2007 Master Plan §13.1.9), Municipal Actions (2007 Master Plan §13.2), Regulatory Environment (2007 Master Plan §13.4, §13.4.1 & §13.4.2) and the role of GWTIDA (§13.5.4) remain unchanged.¹⁸⁴
- B. While the issues related to Parking in the City remain unchanged from the discussion in 2007 Master Plan Update §13.1.8, the recommendations designed to address these issues are modified via §8.3.6 herein.

¹⁸³ N.J.S.A. 40:55D-28(b)(9)

¹⁸⁴ Although the visitation and room night totals attributed to the Convention Center have obviously increased since 2007.



13.3.2 Development Incentives¹⁸⁵

- A. The status of the Wildwood Urban Enterprise Zone and Main Street Wildwood program are addressed in §5.3.8 K.1 & 2 herein.
- B. The Wildwood Business Improvement District (“WBID”) (2007 Master Plan Update §13.5.2) continues to work with the City to improve existing services and provide additional enhancements and focus to businesses located between 26th Avenue, the west side of Pacific Avenue, Cresse Avenue and the west side of Ocean Avenue.

Notable WBID activities since the adoption of the 2007 Master Plan Update include:

- Establishing and operating an open-air Farmer’s Market on Pacific Avenue every Saturday during the tourism season. This activity will be relocated to Byrne Plaza once that facility is completed.
- Operating weekly open-air “Movie Nights” at the same venue.

- Financing “Downtown Wildwood” pathfinder signage.
- Financing decorative streetlights, trash receptacles, benches and other streetscaping along Pacific Avenue and decorative light ornamentation on Atlantic and Ocean Avenues.
- Operating the “Dolly the Trolley” shuttle service along Atlantic and Pacific Avenues Friday, Saturday and Sunday nights during the tourism season from 5 p.m. until 11 p.m.
- Partnering with the Boardwalk Special Improvement District to create the “DOO WW” branding / advertising campaign.

1. Byrne Plaza¹⁸⁶

The WBID led the effort to secure a large parcel of land at 3400 Pacific Avenue for the development of a passive open space, recreation and special events site in Downtown Wildwood (§11.3.1 A. herein). The effort came on the heels of a growing number of successful special events hosted by the WBID on a small piece of WBID-owned property at Schellenger and Pacific Avenues.

¹⁸⁵ 2007 Master Plan Update §13.5

¹⁸⁶ Information obtained from the WBID.



With the WBID serving as the primary organizer and administrator, the property was acquired from a private owner by Cape May County, who then leased it to the WBID for the development of the Plaza. The City of Wildwood guaranteed to the County that it would maintain the Plaza in the event the WBID was unable to do so.

Funding for the project came from a consortium of local entities, including The Byrne Fund for Wildwood, Inc., whose initial commitment of \$775,000 (since raised to \$815,000), made the project possible. Crest Savings Bank supported the project with a contribution of \$100,000. GWTIDA contributed \$45,000 to offset the cost of the Digital Sign and other amenities.

The WBID has contributed significantly to the initial construction expenses and will assume all ongoing (operating) expenses of the Plaza.

Byrne Plaza will serve as a focal point for special events, and will allow WBID, in conjunction with

GWTIDA and the City, to develop a programming to attract visitors to Pacific Avenue. In addition to the Farmers' Market, Movie Nights, Downtown Marketplace, Fitness in the Plaza and Thursday Night Concerts currently sponsored by the WBID, other festivals and special events are anticipated throughout the year.

With the management of the WBID and the assistance of GWTIDA, the City looks forward to a full schedule of programming that will help to revitalize this section of Pacific Avenue.

2. As detailed in §6.3.4 C.3 and G. 6 herein, the WBID, in November 2016, completed a strategic planning process which resulted in a number of findings and recommendations¹⁸⁷. In addition to the recommended rezoning of the Pacific Avenue GC Zone, the WBID requested that the Master Plan consider providing opportunities for more outdoor and cafe style dining in the City's downtown by adding sidewalk and "parklet"

¹⁸⁷ Exhibit 6.H to This Reexamination (located at the end of the document)

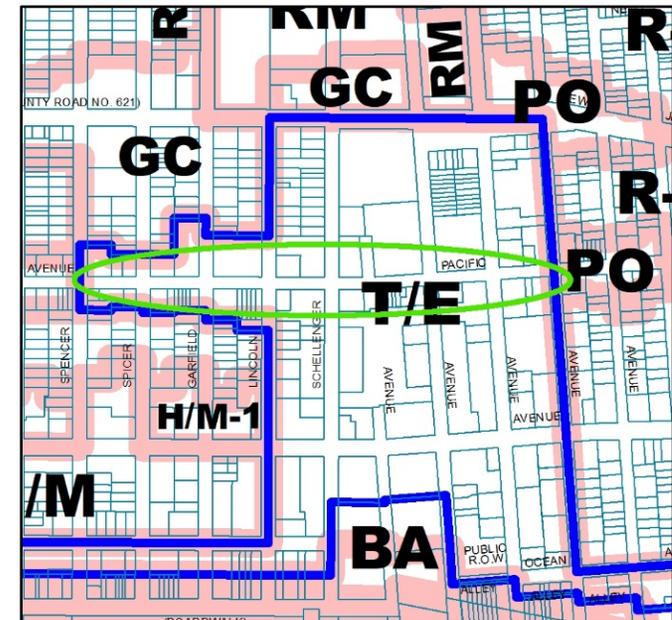


dining as Permitted Uses in the Downtown Business District. While recognizing the limited space available for such uses, the WBID believes that a combination of alfresco dining and “parklets” would permit innovate and exciting experiences in Downtown Wildwood.

The WBID has provided information as to how other Cities regulate these uses.¹⁸⁷

This Reexamination has reviewed this request within the context of existing zoning, the sidewalk space available along Pacific Avenue, the scarcity of parking on Pacific Avenue and the requested area of rezoning described above. Based on these factors, it is recommended that the City explore a Pilot program through 2018 whereby these uses would be permitted on the existing bumpouts on the east side of Pacific Avenue from Spencer Avenue to Pine Avenue and on vacant lots on either side of Pacific Avenue between Spencer Avenue to Pine Avenue, provided that such lots are not otherwise used for parking.

At the close of 2018, it is recommended that the City analyze the success of this program and expand, contract or modify it for the future.



- C. Closely related to “parklets” is the concept of “Tactical Urbanism”, which is a term used to describe flexible and short-term projects designed to advance long-term goals related to street safety, public space, economic development and other related goals.



Also known as “Pop-Up Planning”, “DIY Urbanism”, “Urban Acupuncture” and “Urban Prototyping”, tactical Urbanism refers to an approach to neighborhood-building and creative place-making using short-term, low-cost, and scalable interventions to catalyze long-term change. Examples include highly-visible and formalized efforts such as New York’s Plaza Program and Philadelphia’s Dinner-En-Blanc to small-scale, short-term projects such as farmer-markets, food trucks, street fairs and artful crosswalk / intersection mural projects.¹⁸⁸

Tactical Urbanism projects can be led by governments, non-profits, grassroots groups or residents. Though the degree of formality may vary, Tactical Urbanism projects share common goal of using low-cost materials to experiment with and gather input on potential street design changes.

Over the past decade, Tactical Urbanism has become an international movement, bringing about

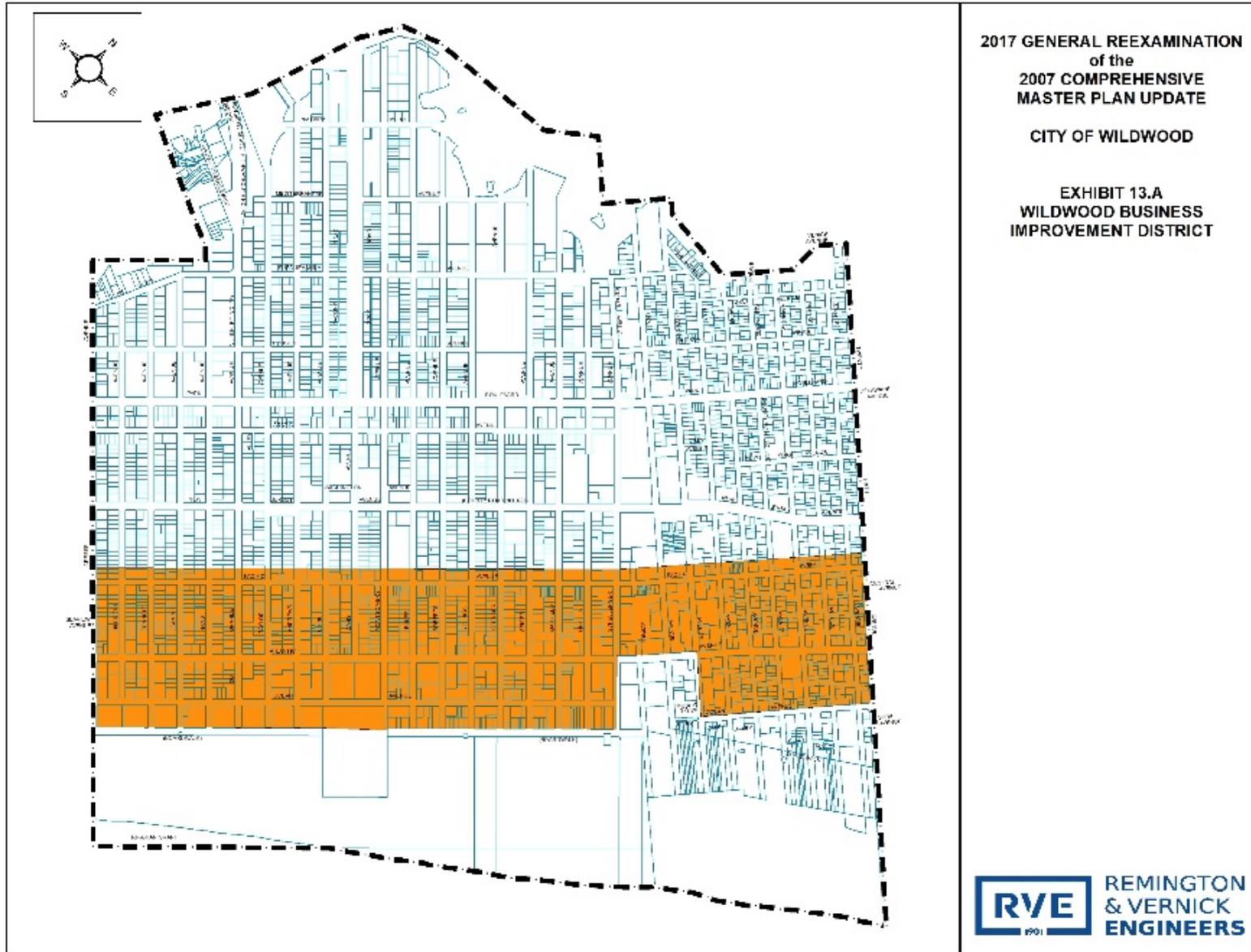
a profound shift in how communities think about project development and delivery.

Government agencies and planning-advocacy organizations have produced many useful case studies and guidance papers regarding Tactical Urbanism projects. Resources may be found at websites such as:

- tacticalurbanismguide.com.
- www.citylab.com/design/2012/03/guide-tactical-urbanism/1387/
- www.artplaceamerica.org/

The role that Tactical Urbanism can play in a community is limited only by the imagination of the organizers. This Reexamination recommends that the City, alone or in conjunction with the WBID, WSID and other similar organizations, explore the benefits that appropriate Tactical Urbanism projects can bring to various sections of the community.

¹⁸⁸ New Jersey Municipalities committed to Tactical Urbanism include Collingswood, Metuchen & Montclair.





D. The Wildwoods Boardwalk Special Improvement District (“WSID”) (2007 Master Plan Update §13.5.3) continues to provide services to the property owners and visitors to the Wildwoods Boardwalk and off-Boardwalk properties bounded by the east side of Ocean Avenue, 16th Avenue and Cresse Avenue and to the East Side of Atlantic Avenue between Schellenger and Wildwood Avenues.

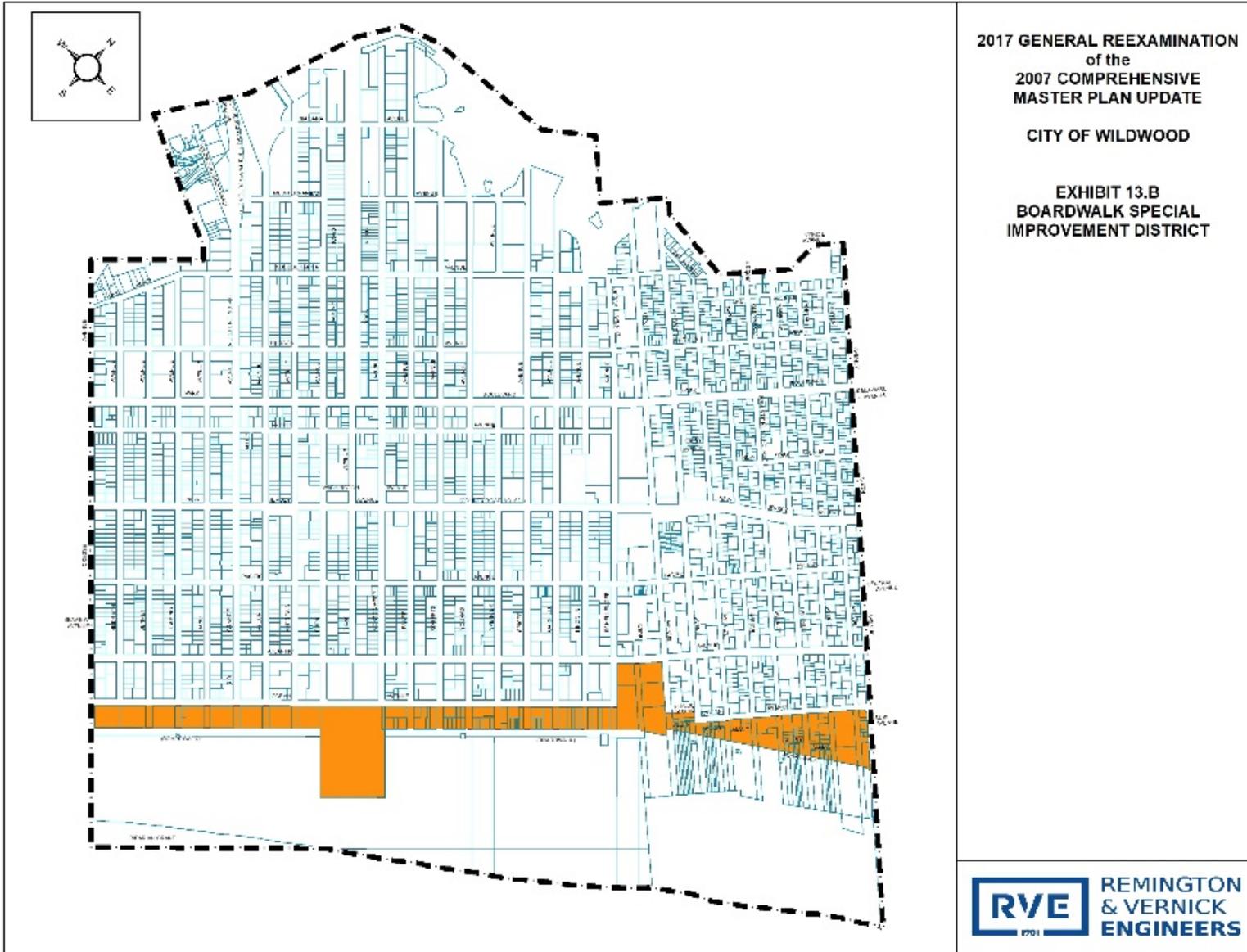
Notable WSID activities since the adoption of the 2007 Master Plan Update include:

- Financing advertising for the Boardwalk.
- Financing a new sound / public address system for the Boardwalk.
- Funding a program for Boardwalk business owners to upgrade storefront facades.
- Operating free concerts / band performances at Lincoln Avenue and the Boardwalk.
- Cleaning the Boardwalk.
- Maintaining and cleaning the Boardwalk’s public restrooms.

- Partnering with the Wildwood Business Improvement District to create the “DOO WW” branding / advertising campaign.



**2017 GENERAL REEXAMINATION
of the
2007 COMPREHENSIVE MASTER PLAN UPDATE
City of Wildwood, Cape May County N.J.**





13.3.3 Employment

- A. As reported in 2007 Master Plan Update §13.3, State employment indicators classify Wildwood as an Economically Distressed Municipality. While certain nomenclature has changed, the City remains under this (or similar) classification(s) in 2017.

Indicators used to qualify for such classification include unemployment and income. The 2007 Master Plan Update provided 2006 unemployment figures¹⁸⁹ for the City, County and State for comparison purposes. This Reexamination adds 2016 figures¹⁹⁰ to the 2006 data.

	2006			2016		
		% OF COUNTY	% OF STATE		% OF COUNTY	% OF STATE
City of Wildwood	17.2%	252.9%	373.9% ¹⁹¹	18.8%	191.8%	376%
Cape May County	6.8%		147.8%	9.8%		196%
State of New Jersey	4.6%			5.0%		

Both the 2007 Master Plan Update and This Reexamination attribute a portion of Wildwood's unemployment rate to the seasonal nature of the City's economy, and point to a "lack of overall job growth" as "*the single most identifiable cause of the unemployment rate*".

The 2007 Economic Plan Element predicted that "without the Vertical Development discussed throughout [the] Comprehensive Master Plan Update, the already high unemployment rate may be expected to rise". Unfortunately, this prediction proved accurate.

- B. The 2007 Economic Plan Element noted that the City had adopted preferential hiring practices in order to employ local residents when qualified, and had committed to using minority contractors and employ Equal Opportunity regulations in publicly funded development projects. This Reexamination recommends that the City continue these practices.

¹⁸⁹ New Jersey Department of Labor, Bureau of Labor Force Statistics (www.wnjin.net/OneStopCareerCenter)

¹⁹¹ §13.3 A of the 2007 Master Plan Updated reported this figure as 476.2%.

¹⁹⁰ New Jersey Department of Labor & Workforce Development via Triad Associates.



- C. The 2007 Economic Plan Element stated that to establish a strong economy that will support job growth, Wildwood Policymakers focused on a number of planning, economic and social activities designed to promote growth and to supplement the needs of the Wildwoods Convention Center, reiterated that tourism was the cornerstone of the Wildwoods' economy and noted that the Convention Center provided the potential for transforming the Island's seasonal economy into a year-round one ~ ***if the critical supporting development is permitted.***

This Reexamination reaffirms these priorities.

D. Employee Housing

1. §13.3 B. of the 2007 Economic Plan Element identified the demolition of the Island's seashore cottages and rooming housing and the resultant lack of appropriately-sized (and priced) 'dormitory' space for employees as a significant issue for City's economy and recommended 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.

In order to address these issues, §6.0 of the 2007 Land Use Plan Element recommended increasing Maximum Building Height in that portion of the General Commercial Zone east of New Jersey Avenue to the lower of 5 stories or 50' *from top of curb* where residential units are constructed above ground-floor commercial uses.

It was further recommended that the City consider reducing the parking requirement for such employee housing.

Neither of these recommendations were enacted.

2. This Reexamination retains these recommendations, and further recommends that the City explore the possibility of creating dormitory housing for seasonal (J-1) workers under a Redevelopment Plan pursuant to the Citywide Rehabilitation designation.



3. While not a recommendation of the 2007 Master Plan Update, This Reexamination notes the creation of the Workforce Housing Overlay Zone detailed in §5.3.3 B.2, §6.3.3 A. and §6.3.4 T. herein. While eligibility of the housing in this Overlay for any particular element of the City's workforce is beyond the scope of This Reexamination, the Court has recognized the provisions of the Overlay as part of the City's Affordable Housing program.

13.3.4 Federal & State Aid Programs

A number of the funding programs identified in 2007 Master Plan Update §13.5 as having been "instrumental in financing several revitalization projects in the City" are no longer available. Accordingly, the recommendation contained in such section is modified to read "The City should maximize the use of these and other funding sources for eligible projects into the future".

13.3.5 Economic Development Initiatives

The discussions and recommendation related to the need for Vertical Development (2007 Master Plan

Update §13.7.1 and elsewhere), the continued use of Doo-Wop Branding in appropriate locations (2007 Master Plan Update §13.7.2) and City and Convention Center Parking (2007 Master Plan Update §13.7.6) remain valid and are reaffirmed by This Reexamination.

13.3.6 Pacific Avenue Streetscaping

While the Pacific Avenue Streetscaping Project described in 2007 Master Plan Update §13.7.3 has been successful, it did not spur private investment for the revitalization of this section of the City as hoped. Other recommendations for Pacific Avenue are included throughout This Reexamination.

13.3.7 Cedar Avenue Pedestrian Connector

- A. The concept of constructing a central public parking garage on the [then] City-owned Cedar Avenue parking lot and linking this garage to the Boardwalk via an overhead "sky ride" aerial tram (2007 Master Plan Update §13.7.7) has been rendered moot since the sale of the property by the City (§5.3.4 D.1 herein).



- B. The related concept of a Cedar Avenue Gateway ~ involving a renovation of the private parking lots north and south of Cedar Avenue and the installation of a drop-off area similar, but smaller, than the one located at Rio Grande Avenue and the Boardwalk ~ has previously been discussed and is worthy of further consideration.
- C. This Reexamination recognizes the need to redevelop the lands in the vicinity of Cedar Avenue and supports the concept of a Destination Resort Hotel in this area.

13.3.8 Beach & Boardwalk Improvements

The 2007 Master Plan Update §13.7.8 recognized the importance of the Beach and Boardwalk to the City's economy ~ and that of the Wildwoods in general ~ and stated that "ensuring a stable place of business is of utmost importance to the business community".

§13.7.8 stated that Beach and Boardwalk improvements were "priority economic development projects" for the City, and specifically identified the following:

- 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 bicycle path.

This Reexamination reaffirms Beach and Boardwalk improvements ~ either as identified in 2007 or those which may be identified in the future ~ as priorities for the City. As to the projects identified:

- Progress related to Boardwalk reconstruction is addressed in §8.3.3 herein.
- No action has been taken toward the acquisition of the privately-owned beach lots on the north end of the City. While This Reexamination renews this recommendation, it recognizes that such a project may not be the most pressing priority for the City.
- The status of the beach dune project is addressed in §12.3.2 C. herein.
- The status of the beach bicycle path is addressed in §8.3.12 A. and §11.3.2 B. herein.



13.3.9 Ottens Harbor

At time of the 2007 Master Plan Update, Ottens Harbor was subject to 3 residentially-based development proposals, none of which materialized.

2007 Master Plan Update §13.7.8 recognized both the development potential and practical realities facing this waterfront location and recommended “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”. This Reexamination retains this recommendation in general, but recommends that Townhouse development also be permitted.

13.3.10 Bayside Redevelopment Area

A. At time of the 2007 Master Plan Update, the City had negotiated a Memorandum of Understanding with K. Hovnanian regarding design, schedule and other pertinent issues related to a 100⁺-unit residential redevelopment project on the City’s former landfill.

At the time, Hovnanian was working with NJDEP toward a formal landfill closure and a Landfill Disruption Permit and other environmental permitting for the eventual project.

Hovnanian acquired the property from the City in August 2005. Unfortunately, a combination of landfill remediation costs and the economic recession of 2007 – 2009 led Hovnanian to abandon the project. The property reverted to the City in (or about) 2007.

At Publication of This Reexamination, the City had commenced negotiations with a potential Redeveloper for the development of approximately 175 single-family and duplex residential units, restaurant and retail space, a marina and the installation of an internal roadway system. Public access to the waterfront will be included around the perimeter of the site.

B. In 2007, the City’s Public Works Outdoor Storage Yard was located on the Redevelopment Area. In order to advance the Hovnanian project, the 2007 Master Plan Update recommended that the City:



1. Identify a relocation resource for the Public Works Yard.
2. 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.

As detailed in §9.3.6 herein, the City is in the process of constructing a new facility for the Department of Public Works and the Wildwood Water Utility on City-owned land at the intersection of Cedar Avenue and Park Boulevard.

As detailed in §10.3.2 B. herein, This Reexamination renews the recommendation of the 2007 Master Plan Update to investigate the feasibility of entering into joint cooperation agreements with adjacent municipalities for Public Works services should it be efficient and/or effective to do so.



14.0 HISTORIC PRESERVATION PLAN ELEMENT

14.1 Municipal Land Use Law

The *Municipal Land Use Law*¹⁹² 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”

14.2 2007 Master Plan Update

The Historic Preservation Plan Element contained in the 2007 Master Plan Update included an extensive review of the history of the Wildwoods as well as issues related to historic preservation in the City.

¹⁹² N.J.S.A. 40:55D-28(b)(10)

¹⁹³ N.J.S.A. 40:55D-4.

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 Master Plan. Although, pursuant to N.J.S.A. 40:55D-65.1, a municipal

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 municipality.¹⁹³ Accordingly, the purpose of 2007 Historic Preservation Plan Element was to recognize and guide the protection and preservation of the City’s unique and diverse architectural heritage and history.

14.3 This Reexamination

14.3.1 Background

Many of the issues addressed in the *2007 Master Plan Update* remain valid as adopted, while others have either been achieved or are no longer priorities. Still others require clarification or modification and others require wholesale amendment. A number of new issues were also identified.

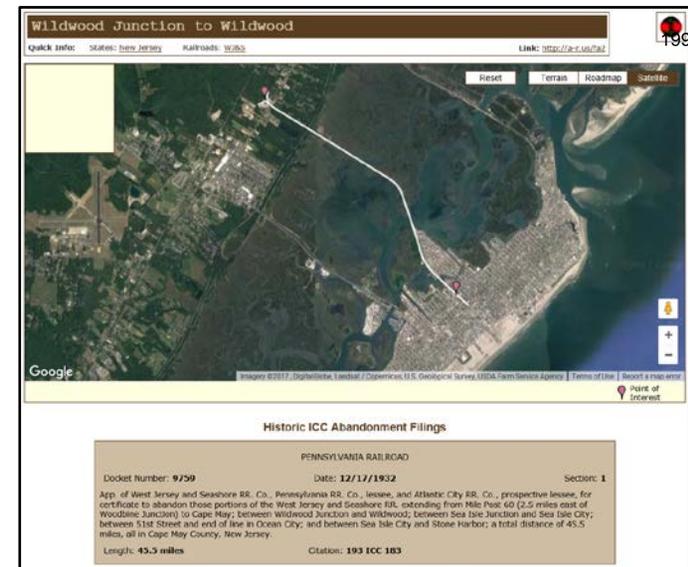
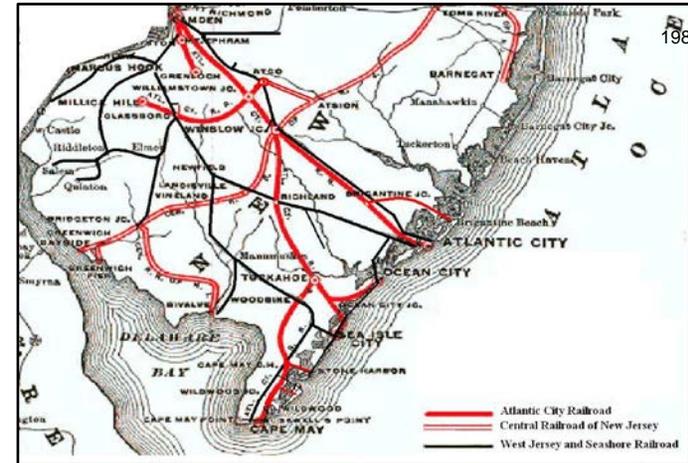
governing body may, at any time, adopt a zoning ordinance designating one or more historic sites or historic districts that are not based on identifications in the Historic Preservation Plan Element of the Master Plan, provided that such adoption is made by an affirmative vote of a majority of its authorized 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.



14.3.2 New Jersey & National Registered Historic Places & Historic Districts¹⁹⁴

- A. 2007 Master Plan Update §14.1.3 identified two (2) sites that were designated as historically significant on both the State and National levels,¹⁹⁵ two (2) Historic Districts listed on the New Jersey Register of Historic Places¹⁹⁶ and two (2) 2 Historic Districts designated by local Ordinance.¹⁹⁷

- B. This Reexamination finds that these sites and districts remain in existence, and notes that the 2007 Master Plan Update omitted the Railroad Right-of-Way from Winslow Junction to Cape May Point, Sea Isle City and Ocean City, which is part of the Atlantic City Railroad Cape May Division Historic District (ID#4758), which was included on the State Register in April 1996.



¹⁹⁴ www.state.nj.us/dep/hpo/1identify/nrsr_lists/Cape%20May.pdf

¹⁹⁵ The J. Thompson Baker House (c. 1904) 3008 Atlantic Avenue and the Marine National Bank Building (c. 1902) 3301 Pacific Avenue.

¹⁹⁶ Motels of the Wildwoods (MPDF) and the Wildwoods Shore Resort State Historic District (a.k.a. "Doo Wop Historic District")

¹⁹⁷ Designated "Primary" and "Secondary" Local Historic Districts.

¹⁹⁸ www.sjrail.com/wiki/index.php?title=Station_Page_for_the_Atlantic_City_Railroad_-_Cape_May_Branch

¹⁹⁹ www.abandonedrails.com/Wildwood_Junction_to_Wildwood



- C. The Wildwood Municipal Building (4400 New Jersey Avenue ~ a.k.a. Wildwood City Hall) was added to the State Historic Registry in July 2017.

14.3.3 Historic Preservation Plan Element Requirements²⁰⁰

- A. This Reexamination:

1. Does not identify any new historic sites or districts within the City;
2. Does not modify standards used to assess worthiness for historic sites or districts within the City; and
3. Found no impact from any component or Element of the 2007 Master Plan Update on the preservation of historic sites and districts in the City.

With the exception of the issues identified below, This Reexamination finds no substantial change in conditions related to Historic Preservation from those identified by the 2007 Historic Preservation Plan Element.

- B. 2007 Master Plan Update §14.5.3 C. reviewed the enabling legislation for the Historic Preservation Commission and found:

1. The preamble to the General Regulations for the Planning Board, Historic Preservation Commission and Construction Official when reviewing projects in the City's Primary and Secondary Historic Districts states that these bodies "shall give consideration" to the guidelines which follow, but goes on to state that the Construction Official shall be *bound* to the guidelines.

This Reexamination recommends that the "binding" language in the enabling legislation for the Historic Preservation Commission and any related regulatory controls be eliminated.

2. 2007 Master Plan Update §14.5.3 C. 3. is a 'catch-all' provision whereby the Planning Board, Historic Preservation Commission and Construction Official are empowered to consider "Any other factors, including aesthetic, which it deems pertinent."

²⁰⁰ N.J.S.A. 40:55D-28b(10)



It is recommended that this provision is overly broad and should be eliminated.

for the preservation of photographs, artifacts and memorabilia related to the Wildwoods.

14.3.4 Active Local Historic Preservation Agencies & Resources

2007 Master Plan Update §14.6.1 identified the Wildwood Historic Preservation Commission, the Doo Wop Preservation League, Main Street Wildwood and the Wildwoods Historical Society as entities who were actively involved in Historic Preservation in Wildwood.

As detailed in §5.3.9 A.3 herein, both the Wildwood Historic Preservation Commission and the Doo-Wop Preservation League, which were active in their respective spheres at the time of the 2007 Master Plan, are no longer active historic preservation participants, although the Historic Preservation Commission continues to exist under City Ordinance and the Doo-Wop Preservation League remains as a booster for all things Doo-Wop.

As detailed in §5.5.8. K. herein, Main Street Wildwood is no longer active.

While not involved with planning or development issues, the Wildwoods Historical Society remains as an archive

14.3.5 2007 Master Plan Update Recommendations

A. 2007 Historic Preservation Plan Element §14.7.1 recognized that the pace of new development in Wildwood had become an imminent threat to the City's historic architecture. While the City had enacted regulations designed to protect these structures, such regulations required modification.

While the City has experienced some success in preserving its remaining historic architecture, This Reexamination recommends an ongoing review of the impact that market conditions, developer / property owner preferences and existing regulations have on the preservation of historic architecture in the City.

B. 2007 Master Plan Update §14.7.1 A. recognized that both traditional and non-traditional (Doo Wop) architecture are historic and worthy of preservation.

This Reexamination renews the City's support for the protection of such architecture, continues to encourage



developers to employ classic historic architecture or Doo Wop themed architectural designs in their projects, and restates the recommendation that the City establish specific architectural design guidelines to enhance the visual atmosphere of the community.

- C. 2007 Master Plan Update §14.7.1 A. further recognized that portions of the Primary and Secondary Historic Districts no longer contained historic architecture and recommended that they therefore be *deleted*, with the remaining areas be combined into a single Historic District (while retaining the official Historic designations).

It is believed that the City eliminated these Historic Districts in their entirety.

- D. 2007 Master Plan Update §14.7.1 B. recognized that the former Holly Beach Station (present day Pacific Avenue) was not an official Historic District, but was included in the Historic Preservation Commission's review process as "...a distinct and important area within the City..."²⁰¹ Understanding that:



1. Without Historic District designation the Historic Preservation Commission had no jurisdiction over this section of the City; and
2. By 2007, the City had returned traffic to Pacific Avenue;²⁰²

the 2007 Master Plan Update recommended any mention of this area be removed from the Historic Preservation Commission's procedures. This Reexamination retains this recommendation (to the extent that any such references remain in place).

²⁰¹ Wildwood Preservation Commission Report, dated May 1998.

²⁰² i.e., the Holly Beach Station Mall no longer existed.



E. 2007 Master Plan Update 14.7.1 C. recognized that while the 2007 Historic Preservation Plan Element conformed with the requirements for such Elements under the *Municipal Land Use Law*, the Element had not been prepared by a professional architectural historian. It was therefore recommended the City engage such a professional in order to identify remaining architecture of true historic significance and to provide recommendations concerning the preservation of any such structures.

It was further recommended that no new structure be added to the Local Historic District without such recommendation.

This Reexamination renews these recommendations.

F. 2007 Master Plan Update §14.7.1 D. recognized that every property owner 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. It was therefore recommended that the Adaptive Reuse²⁰³ of such buildings be encouraged to the maximum extent practicable.

G. 2007 Master Plan Update §14.7.1 D. further recommended that City policy NOT *compel* the historic restoration of buildings, but to provide for such restoration only upon consent of the property-owner.

Within this context, the 2007 Historic Preservation Plan Element encouraged the City's Historic Preservation Commission, Planning Board and Zoning Board to work with Historic District property-owners to reach mutually-acceptable solutions to issues as they may arise.

This Reexamination renews these recommendations within context of the modified Historic Preservation Commission pursuant to §5.3.9 A.3 herein.

²⁰³ 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.



H. 2007 Master Plan Update §14.7.1 E. recommended that the City retain the Historic Preservation Commission as an advisory body to assist the Planning Board or Zoning Board of Adjustment for land use applications for structures in the Historic District(s), and that the Commission's enabling legislation be revised to permit it to:

- Make recommendations to the Planning Board on the 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;
- 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 Historic Preservation Commission by certified mail.
- Provide written reports on the application of the zoning ordinance provisions concerning historic preservation; and
- Carry out such other advisory, educational, and informational functions as will promote historic preservation in the municipality.

This Reexamination notes that the City eliminated its separate Planning and Zoning Boards in favor of a combined Planning Board in 2012.

This Reexamination renews these recommendations within context of the modified Historic Preservation Commission pursuant to §5.3.9 A.3 herein.

I. 2007 Master Plan Update §14.8 cautions that, within the context of the Policies and Objectives of the Historic Preservation Plan Element:

City Policymakers recognized 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, [and] product and construction costs related to true preservation can be more [expensive] than for modern buildings". Accordingly, the Master Plan recommended that "any formal Historic Preservation designation must not inhibit precisely the renovation and return-to-use of structures it was designed to promote.

This caution remains a perpetual goal that will require continued attention by the City.



14.3.6 Recommendations of This Reexamination

A. Flooding & Sea Level Rise

1. The 2007 Master Plan Update was adopted prior to Hurricane Irene and Superstorm Sandy. While the document did include a recognition of sea-level rise,²⁰⁴ it did not extend the discussion to resiliency measures which would impact historic districts or structures.

As a practical matter, the entire City is vulnerable to coastal flooding, and the impacts of Irene and Sandy have caused Federal, State and local officials to rethink their traditional approaches to sustainability and resiliency.

2. As detailed in §6.3.1 B.3 herein, with the exception of certain notable pockets of land, Wildwood is located in one of several FEMA-defined “Special Flood Hazard Areas”, which are areas subject to

inundation by the 1% annual chance (a.k.a. 100-year or Base) Flood. The vast majority of the developed / developable lands in the City are located in an ‘AE’ Zone, with Base Flood Elevations ranging from elevations 8’ to 10’.²⁰⁵

The Uniform Construction Code and the Wildwood Flood Damage and Prevention Ordinance²⁰⁶ require that all new construction and Substantial Improvements²⁰⁷ located in FEMA ‘A’ Zones (§6.3.1 B.2 & B.3 herein) have their lowest finished floor at (minimum) BFE + 2’ (freeboard). In FEMA ‘V’ Zones, the lowest structural member must be at (minimum) BFE + 2’. Mechanical equipment such as furnaces and hot water heaters must also be at these levels.

With the exception of a limited number of spot elevations scattered throughout the City, *Street* elevations in what may generally be described as the developed section of Wildwood²⁰⁸ range

²⁰⁴ §5.4.5 A., §5.4.7 D., §5.5 C., §12.1 & §12.4 of the 2007 Comprehensive Master Plan Update.

²⁰⁵ NAVD88

²⁰⁶ Ordinance No 1087-17 (On file with the City Clerk).

²⁰⁷ §2.24 herein.

²⁰⁸ Generally between Susquehanna Avenue and the Boardwalk, excluding Ottens Harbor.



from elevation 3' – 4' to elevation 7' – 8'.²⁰⁵ First floor elevations are typically no more than a few steps above the sidewalk ~ this is especially true for historic structures, which may be slab-on-grade. Front Yard setbacks are small and side and rear yard setbacks are smaller still, thereby leaving little room for stairs or ramps to transition from sidewalk to living space.

3. The combination of flood zone, ground surface elevations and the proximity of the historic structures to the ground suggest that these buildings will eventually be lost to flooding.

The most practical way to protect a structure from flooding is to raise it above the predicted flood elevation. In Wildwood, this could require raising a building multiple feet. For historic structures, the existing elevations are part of the historic fabric of the buildings.²⁰⁹ Preservation of historic elements therefore works at cross purposes with protection from flooding.

Many of the modifications that will be required for raising structures could have a dramatic impact on historic architecture as vertical scale and exterior treatment will be significantly altered. The challenge for the preservation of historic structures in Wildwood will therefore be balancing the competing needs of history, flood protection, aesthetics and functionality. Accordingly, This Reexamination recommends:

- a. Special architectural consideration will be required to address the additional vertical surfaces created between the ground and the bottom of existing structures. Architectural treatments for such surfaces should be consistent with the materials, colors and patterns of the existing structure.
- b. Special attention will also be required for the modification of building ingress and egress points. The horizontal space needed to accommodate steps or ramps will need to

²⁰⁹ the rationale for exempting these structures from the elevation requirements of the Uniform Construction Code



encroach on already-small setbacks. Front and Side Yard setbacks will need to be reduced or encroachments permitted.

Given the size of existing yards and the related distances between structures, solutions to this issue may be expected to be complex, and what may be appropriate in some situations may not be acceptable in other. A one-size-fits-all approach to regulating these elements may therefore not be achievable.

- c. The implementation of an Architectural Review process should be considered in order to ensure that historic building architecture is maintained.

In sum, the vulnerability to flooding presents a significant challenge to the preservation of historical structures on the Island. As sea-levels continue to rise, the risk of flooding damage continues to increase. Significant revision to the Land Development Ordinance for the Primary and Secondary Historic Districts will be required to

accommodate the raising of structures while preserving the historical nature and appearance of these Districts to the maximum extent practicable.



15.0 STATUTORY PROVISIONS OF A MASTER PLAN REEXAMINATION

- 15.1 The *Municipal Land Use Law*²¹⁰ requires a municipal governing body to, at least every 10 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.²¹¹ The reexamination report shall state:

The major problems and objectives relating to land development in the municipality at the time of the adoption of the last reexamination report.

The extent to which such problems and objectives have been reduced or have increased subsequent to such date.

While these requirements are addressed throughout This Reexamination, background issues are detailed in §1.0 through §4.0 herein.

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.

These requirements are addressed in detailed in §5.0 of This Reexamination.

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.

²¹⁰ N.J.S.A. 40:55D-89

²¹¹ A copy of such report and resolution shall be sent to the County Planning Board and the municipal clerk of each adjoining municipality.



These requirements are addressed in detailed in §5.0 and §6.0 of This Reexamination.

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.

These requirements are addressed in detailed in §6.3.2 C. of This Reexamination.



EXHIBITS



2017 GENERAL REEXAMINATION
of the
2007 COMPREHENSIVE MASTER PLAN UPDATE
City of Wildwood, Cape May County N.J.

Exhibit 6.H:
Revisioning of the Wildwood Business Improvement District.
Prepared by Triad Associates.
November 2016



Revisoning the Wildwood

Business Improvement District



NOVEMBER 2016

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Executive Summary

Wildwood Business Improvement District - Strategic Plan - 2016-2017

This report is a strategy for the Wildwood Business Improvement District. The initial scope of this project was to provide the Business Improvement District with a map and list of existing businesses within the Business Improvement District as well as a gap analysis to determine the uses with the greatest potential to guide business recruitment efforts.

However, as the project unfolded and the initial base-map and discussions occurred, Triad Associates along with the BID officials quickly realized that a more comprehensive vision was emerging for the Business Improvement District. As such, Triad Associates went beyond the initial scope of work to determine the best course of action with a Strengths Weaknesses Opportunities and Threats "SWOT" analysis, as well as a list of recommendations to achieve the goal of reenergizing the Pacific Avenue Corridor.

Per meetings with BID officials the following goal emerged for the 2016-2017 fiscal year as well as a list of actions that will help achieve the goal.

Goal: Re-energize Pacific Avenue with special focus between Pine and Spicer Avenues.

1. Rezone the area along Pacific Avenue between Burke Avenue and Spicer Avenue to mixed density residential. Contact the zoning board with this recommendation.
2. Initiate business recruitment efforts through outreach and meetings with existing business owners in South Jersey.
 - Café, Starbucks, Dunkin Donuts
 - Nail Salon and Full Service Spa
 - Restaurants
 - Experience retails such as art, beading, ceramics, crafts, etc.
 - Rooftop restaurant
3. Develop guidelines for parklets along Pacific Avenue as a key element of soft-scaping and increasing activity. Model the initiative between Garfield and Spicer with a BID funded project.
4. Promote the façade improvement matching grant fund available among current business owners. Distribute guidelines for recommended signage through the "ReFacing Pacific Study".
5. Establish key partnerships to manage a series of "pop up" events throughout downtown highlighting new business location opportunities.
6. As part of business retention and recruitment efforts, highlight the plans for the construction of the public park and spray park between Schellenger and Oak Avenue.

7. Continue hosting the farmers market and market days with on street entertainment along Pacific Avenue.
8. Commission local neon lights artist to install neon light art work and signage along Pacific Avenue. First block for light enhancement can be between E Oak and E Wildwood Avenue.
9. Develop an outreach program to communicate resources and vision among the Business Owners within the BID.
10. Advertise available parcels within the BID on the BID website and the City of Wildwood Website.
11. Enhance soft-scaping with colored string lights, while maintaining planters and initiating a tree program along Pacific Avenue.
12. Establish strategic partnerships to administer pop-up events and recruitment of prospective artists and musicians to Wildwood.

Next Steps

The next step for the BID involve establishing priorities. The BID board should meet to discuss this report and its recommendations. Board members should decide which of the recommended actions they would like to advance immediately and which ones can be addressed as mid-term or longer term projects. Time-lines, benchmarks, and funding strategies should be established. Where partners at the City, County and/or private sector can be identified to help with implementation, those partners should be recruited.

With the economy on the upswing and Wildwood advancing its reputation as a premier seashore destination, the BID is in a great position to reposition itself as a more exciting and vibrant location.



The following narrative summarizes the findings of the mapping exercise and site visits performed in the Wildwood Business Improvement District. The first section summarizes the current uses located in the Business Improvement District, and the second section discusses the current strengths, weaknesses, opportunities and threats as well as the current gaps in retail offering in the BID. The third and final section provides recommendations to enhance the Business Improvement District as well as suggested retail uses based upon the SWOT analyses. Appendices highlight photos and examples of recommended uses, as well as a photo log of the uses in the Business Improvement District.

I. Existing Conditions

This analysis focuses on the commercial corridors in the BID which includes Pacific, Atlantic, and Ocean Avenues between Cresse Avenue and 26th Street. A map of the current land use is attached in Appendix III. The following existing conditions analysis was gathered during field observation that took place over two days as well as meetings with BID officials.

The following generalizations summarize the retail uses along the commercial corridors in the Wildwood BID.

- a. Pacific Avenue – Restaurants, retail, neighborhood office uses. Most vacancies are located between Oak Avenue and Garfield Avenue, Wildwood Avenue and Maple Avenue.
- b. Atlantic Avenue – Motel Developments, restaurants, limited retail, some entertainment uses.
- c. Ocean Avenue – parking lots, limited retail, multifamily, hotel uses.

In general, the retail districts in the BID run North to South along Atlantic, Ocean and Pacific, between Cresse Avenue and 26th Avenue. The East West streets are predominately residential, and typically include higher density residential or multifamily residential developments. As a result of the mapping exercise, field observations, and discussions with BID officials the following SWOT analysis was conducted to help guide the process of redevelopment in the BID. A break down the predominant uses is summarized below followed by a SWOT analysis of the BID.

Ocean Avenue - Predominant uses along Ocean Avenue are hotel/motel uses and both full service and quick service restaurants. The majority of the hotels and motels are typically in the Doo Wop theme. Fox Park is located between Ocean and Atlantic Avenues brings a significant recreation presence to Wildwood that hosts numerous community and tourist events.



Motel located in the BID

Vision Statement
"Pacific Avenue is envisioned as a compact and exciting destination that is complementary to the Boardwalk and includes a range of visually appealing and aesthetically stimulating uses that encompass entertainment, hospitality, and niche shopping opportunities."

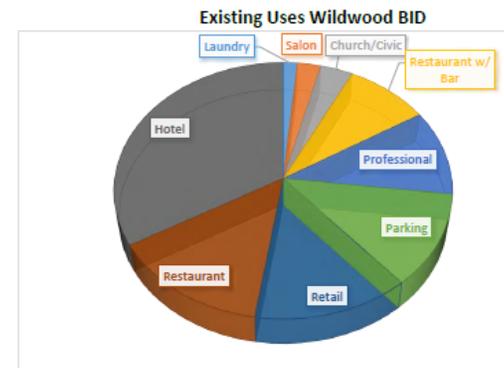
Atlantic Avenue – The majority of uses along Atlantic Avenue include hotels, motels, parking, restaurants, and service oriented retail uses such as bike and scooter rentals. There is a significant amount of parking located along Atlantic Avenue and some vacant parcels.



Fox Park on Atlantic looking South

Pacific Avenue – The uses along Pacific Avenue have the greatest variability compared to the rest of the BID area. The areas between Cresse Avenue and Burke Avenue have more automobile oriented retail uses such as restaurants, ice cream parlors, and mini golf with off street parking readily available. The area between Burke and Spencer Avenue has several vacant buildings, as well as sporadic retail uses such as several second hand stores and bodega style grocery and convenience stores. This area also houses the Wildwood High School which would presumably create a significant amount of year round foot traffic along the street. The area along Pacific Avenue between Spicer Avenue and Pine Avenue has the greatest number of vacancies, "for rent" or "for sale" buildings, as well as vacant and closed buildings not currently being used. The area between Pine Avenue and 26th Avenue has a concentration of professional office space as well as church and school uses as well as some restaurant and club activity.

According to the site visit as well as the inventory of uses provided by the Wildwood Business Improvement District Management Corporation, the breakdown of the businesses in the BID are as follows:





The majority of uses within the BID, excluding residential uses, are hotels and motels which comprise approximately 33% of all the commercial uses in the BID. The second greatest concentration of uses are restaurants which makes up approximately 23% of commercial inventory within the BID. Of the restaurants, 38% have a bar while the remaining 62% do not have a bar. A significant portion of the successful retail establishments in the BID provide off street parking in private lots, comprising approximately 14% of the inventory. Additionally, 11% of the uses within the BID are comprised of professional uses such as accountants, law offices, and medical offices. Salons and laundromats compose approximately 3% each respectively, while civic and church uses make up the remaining 3% of the uses. Parking comprises the final 12% of the uses within the BID.

Taking a closer look at the specific retail uses within the BID highlight that approximately 48% of the retail uses are as follows: bodegas (14%), second hand stores (14%), and Food Retail such as fudge shops (14%) and liquor stores (11%).



Streetscape along Pacific Avenue

II. SWOT Analysis

The following SWOT analysis explores the strengths, weaknesses, opportunities and threats for the Wildwood Business Improvement District. The focus of the BID for this SWOT analysis was along the Pacific Avenue corridor. The SWOT analysis will provide the information necessary to effectively create a list of goals and objectives for the area. A subsequent SWOT analysis can be completed in the near future to identify the progress of the goals identified as a result this exercise.



Successful retail in the BID

Strengths

There are many strengths in the Wildwood Business Improvement District such as:

- Walkable streets with upgrades already in place such as upgraded sidewalks and inviting streetscape.
- Increased police presence as the result of a strong community policing effort that continues to improve safety.
- Approximately 300,000 tourists at any given time during the peak summer months with significant disposable income.
- Wildwood Beaches and Boardwalk attract both daily and overnight guests all summer.
- An active Wildwood Business Improvement District which organizes events that attract potential consumers to the area and increases awareness.
- The concentration of the DOO-WOP themed hotels and motels along Ocean and Atlantic Avenue that create a sense of place and character in Wildwood.



Pacific Avenue

- A variety of hotels and motels that cater to various income levels and preferences.
- The park and mini amphitheater currently planned along Pacific Avenue will create additional pedestrian activity and increase the value of adjacent parcels.
- An eclectic urban design / architecture that aligns with attracting new start-ups and artisanal services.
- Vacant properties with a combined 20,000 square feet of retail space available for new businesses.

Weaknesses

- The perception of safety along areas of Pacific Avenue according to local officials and field observations.
- An overabundance of commercially zoned properties along Pacific Avenue resulting in a high vacancy rate.
- Pacific Avenue has many vacant buildings and lots creating areas void of activity perpetuating the feeling of abandonment.
- A large number of parking lots along Pacific Avenue and Atlantic Avenue as well as vacant lots without development resulting in disconnected uses.
- Lack of year round businesses and workforce.



Vacant building along Pacific Avenue

Opportunities

- Approximately 300,000 tourists visit Wildwood on any given day in the summer, increasing the disposable income significantly in contrast to the off season. Attracting some visitors to Pacific Avenue will increase commercial viability along this corridor.
- The Traffic Study published in 2012 discussed the parking patterns in the City, reported that parking along Pacific Avenue during the evening hours reaches full capacity before parking closer to the boardwalk. As such, pedestrians heading to the boardwalk are passing the retail district along Pacific Avenue, revealing a significant opportunity for retailers.
- Increasing activity in the City during the shoulder season of the spring and fall will increase the viability of retail along Pacific Avenue and the city in general. Several opportunities to increase tourism during the off season include:
 - Marketing Wildwood as a wedding destination location at the Jersey Shore by capturing some wedding business from neighboring shore towns. The abundance of Doo-Wop hotels and memorabilia can attract a certain demographic to the City for these types of Weddings.
 - Partnering with restaurants and hotels to package wedding or special occasion events may help create partnerships and boost business.



The wedding industry is an opportunity for Wildwood



- o Creating a remote office space or shared workspace for tourists and second homeowners alike will make working remotely easier.
- Increase the occupancy rate along Pacific Avenue by recruiting some of the following uses:
 - o Entertainment oriented retail uses such as; ceramic, art, bead and arts and crafts studios.
 - o Food Hall or food court for restaurateurs that want to share a space with other restaurants. This concept involves a shared eating area and individual small kitchens for cooks to prepare and sell food.
 - o A restaurant district with a concentration of restaurants open during similar business hours. A critical mass of similar uses will increase the activity surrounding these uses.
 - o Compatible uses along Pacific Avenue that augment the current activities such as the Farmers Market and Movie Night with sidewalk sales and family nights with live street entertainment.
 - o Food truck area with outdoor public seating.



Entertainment retail is an opportunity along Pacific Avenue



Rooftop dining is another opportunity along Pacific Avenue

- Improve the perception of public safety along Pacific Avenue with increased bike, horse, and pedestrian policing efforts during peak business hours and planned events.
- Eliminate portions of the commercially zoned areas along Pacific Avenue to concentrate retail development that meets the needs of the year round and tourist population.
- Promote roof-top dining/lounge experiences on Pacific Avenue with views of the ocean.
- Redefine the streetscape on Pacific as public space through bulb-out extension via Parklets (see Appendix I).
- Encourage shared spaces to accommodate the seasonal fluctuations of commerce via co-working, work/live districts, and shared outdoor seating for mobile vendors etc.

Threats

- The business specific parking along Pacific Avenue allows business to provide parking for patrons, limiting the pedestrian activity and thus retail sales along the entire corridor.
- Continued significant vacancy of retail along Pacific Avenue drives down the rental rates of retail space along the entire corridor.
- Vacant and dilapidated buildings along Pacific Avenue create a sense of abandonment, decreases the perception of safety along the corridor, and discourages pedestrian interest and activity.



Vacant building that lead to blight are threats to the revitalization of Pacific Avenue

III. Recommendations

The following recommendations are the result of the SWOT analysis as well as case studies of communities that have successfully implemented strategies to improve downtown districts. The recommendations in this section are broken into four categories: Policies, Niche, Design, and Activities. A follow up plan can explore these recommendations in greater detail.

Policy

Policy recommendations that require municipal compliance and support such as the local zoning and planning boards are noted below.

- Reduce the amount of commercially zoned parcels along Pacific Avenue within the Business Improvement District. Rezoning the area along Pacific Avenue between Burke Avenue and Spicer Avenue to mixed density residential will help concentrate the retail activities while increasing the number of residents which will ultimately increase the demand for retail space and reduce vacancy.
- Define the primary target area for the initial business recruitment effort between Spicer Avenue and Pine Avenue, to build upon and support the continued success of the existing BID businesses.
- Focus business recruitment efforts along Pacific Avenue with the following uses:
 - o An anchor café such as a Starbucks or Dunkin Donuts.
 - o Nail salon or full service spa.
 - o Restaurant row
 - o Arts and Crafts Studios
 - o Ceramics Studios
 - o Art Studios
 - o Beading and Jewelry Studio
- Help define the restaurant district currently underway between Garfield and Spicer Street along Pacific Avenue with enhanced street lighting, parklets for added seating, and sidewalk seating. The development of this street as a model for parklet development is a prime opportunity as new restaurants are currently under construction. A restaurant row was suggested in the 2010 plan prepared by Triad Associates as well as the Plan for Pacific Avenue prepared by Remington and Vernick.
- Work cooperatively with the Doo Wop Preservation League to add parklet seating, and additional signage along Pacific Avenue.
- Adding a roof top restaurant along Pacific Avenue or along Ocean Avenue will increase activity.
- Prioritize areas for business recruitment, resale, and the repurpose of old abandoned buildings along Pacific Avenue.



Parklets are a creative way to add outdoor seating for restaurants along busy streets.

- Explore the possibility of establishing an Arts Council to administer the implementation of grant funded work/live artist housing district. Determine if there is an artist population in Wildwood or Cape May County that may be interested in living and working in Wildwood. Only through grassroots efforts will this option be viable.
- Working with the Doo Wop Preservation League continue to promote the preservation and enhancement of mid-century architectural assets through the identification of key buildings that act as anchors in the Business Improvement District while encouraging adaptive reuse.
- Commission the with local neon lighting artist for a pilot lighting enhancement projects along Pacific Avenue. The first block for neon light enhancements is suggested between Oak and East Wildwood Avenue funded by the Business Improvement District Façade fund.



A "restaurant row" creates a sense of place and increased activity along retail corridors.

Niche

Niche recommendations identify opportunities for the BID to create unique experiences in the Wildwoods with respect to Pacific Avenue.

- Develop a "Pop Up Event" calendar hosting a variety "spontaneous and unique events" along Pacific Avenue between May and October. Partnerships among various vendors, and marketing companies should be done to launch events. Suggested pop events include:
 - Pop up beer gardens
 - Festivals and markets
 - Bands and performances
 - Tournaments
 - Corn Hole Festivals/ Bean Bag Toss
 - Street entertainment
 - Food truck festival
 - Block parties
 - Pokemon Go Tournaments
- Advertise the wedding market and special occasion market.
- Encourage the recruitment of a food hall, or food court style restaurant market along Pacific Avenue that will increase the variety of uses along Pacific Avenue as well as foot traffic.



Enhanced lighting along Pacific Avenue will create a sense of place and improve lighting.

Design

Recommendations that redefine the space within the public realm to create a sense of place for the existing and proposed uses along Pacific Avenue.

- Promote the façade and signage improvement fund already offered by the Business Improvement District. Change the grant program to a *matching grant* program to encourage new signage. Distribute the "ReFacing Pacific Avenue, Design Guidelines for Reinventing Pacific Avenue, Wildwood New Jersey" (Appendix IV) report to current business owners along with an easy to read application guide to streamline and expedite the process.
- Encourage the collaboration among restaurants and hotels/motels to promote the wedding and special occasion campaign.
- Facilitate outdoor seating through Parklet development, public art, and landscaping. Policies and guidelines should be in place to implement this strategy.
- Improve the streetscape by maintaining plantings, adding additional seating, and improving the banners and lighting along Pacific Avenue.
- Add Trees along Pacific Avenue to soften the environment with dedicated funds for continued tree maintenance.



Promote the Façade improvement program to current business owners. Transition the grant program to a matching grant program to extend the reach of this initiative.

Activities

The activity recommendations identify actions the Wildwood Business Improvement District specifically can act as lead agency to facilitate revitalization.

- Continue special events along Pacific Avenue such as the farmers market, movie nights, and band performances throughout the summer and introduce other events and activities such as light shows and night tours etc.
- Encourage businesses to communicate their needs to the Business Improvement District Corporation through surveys and outreach.
- The BID can advertise the available parcels for sale and lease located within the District on the BID website.
- Create a walkway between the Boardwalk and Pacific Avenue by adding neon pole lights.
- Increase collaboration between the public and private land owners to more effectively develop vacant buildings as suggested and vetted in the 2010 Wildwood Business Improvement District Project Redevelopment Plan.





- Prioritize areas for business recruitment, resale, and the repurpose of old abandoned buildings along Pacific Avenue.
- Perform an analysis of businesses that currently operate in the shore communities of South Jersey for future outreach and potential solicitation.
- Continue social media campaign efforts to “get the message out” about the events in the Wildwood BID.
- Develop a plan or walkway utilizing existing right of way linking the boardwalk to Pacific Avenue.

Appendix I – Parklet examples





Appendix II- Pacific Avenue in the Wildwood BID



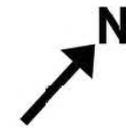


Appendix III - Business Improvement District Map



2017 GENERAL REEXAMINATION
of the
2007 COMPREHENSIVE MASTER PLAN UPDATE
City of Wildwood, Cape May County N.J.

Existing Land Use for the Wildwood Business Improvement District
Wildwood, NJ May 2016





Appendix IV - "Re-facing Pacific Avenue"



(RE)FACING PACIFIC
DESIGN GUIDELINES FOR REINVENTING PACIFIC AVENUE, WILDWOOD NEW JERSEY



(RE)FACING PACIFIC FROM GARFIELD TO MAPLE

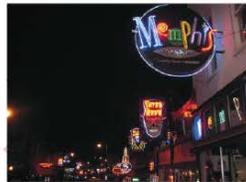
Pacific Avenue, Wildwood's main street, is rich with possibilities to explore and express Wildwood's heritage. Formerly Wildwood's main shopping street, Pacific Avenue can reemerge as a major dining and nightlife venue. The main focus of this booklet is to reinvigorate and re-energize the six block central section of Pacific Avenue from Maple Avenue to Garfield Avenue. This can be achieved by opening up blank facades to the street, providing sidewalk cafe seating, introducing large scale neon signage, and upgrading facades with new materials, colors, and lighting. By analyzing each block separately, this booklet is meant to inspire merchants and property owners to redesign and improve their facades, thereby attracting new business, and reinvigorating the street as a whole.

Prepared by Stokes Architecture,
for Pacific Avenue Improvement District

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STREETSCAPE DESIGN INFLUENCES

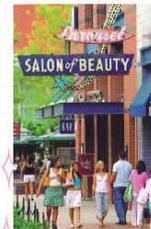


Outdoor seating and the ability to open the facade up to the street/sidewalk allows the interior functions of the space to spill out to the exterior, creating a dynamic interaction between inside and outside and enlivening the street.



An active streetscape pulls inhabitants along the facades in its path. Eye-catching signage, vibrant colors, and inviting facade arrangements draw the passerby in to interact with the spaces that surrounds them.

AWNINGS AND SIGNAGE DESIGN INFLUENCES

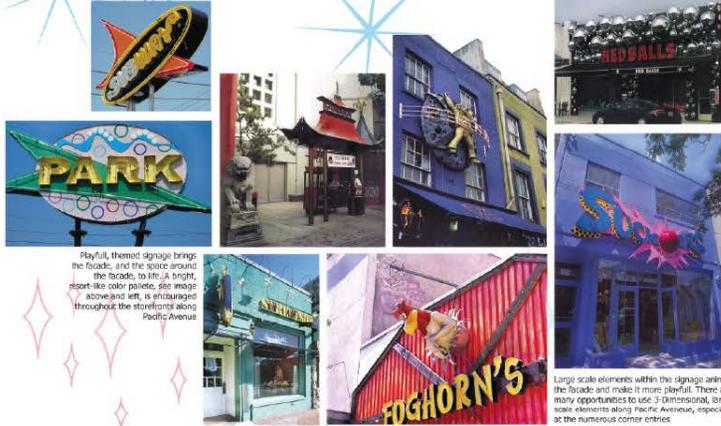


Animated signage and awnings draw attention to the facade and bring life to the streetscape. Bright colors and large scale shapes are integral factors to effective signage.





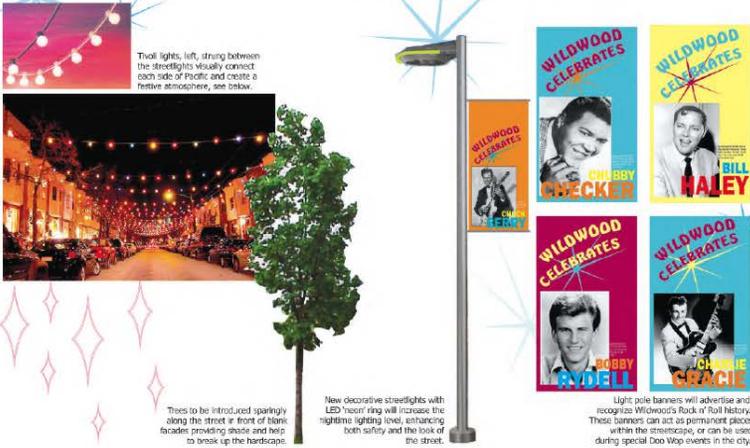
SIGNAGE DESIGN INFLUENCES



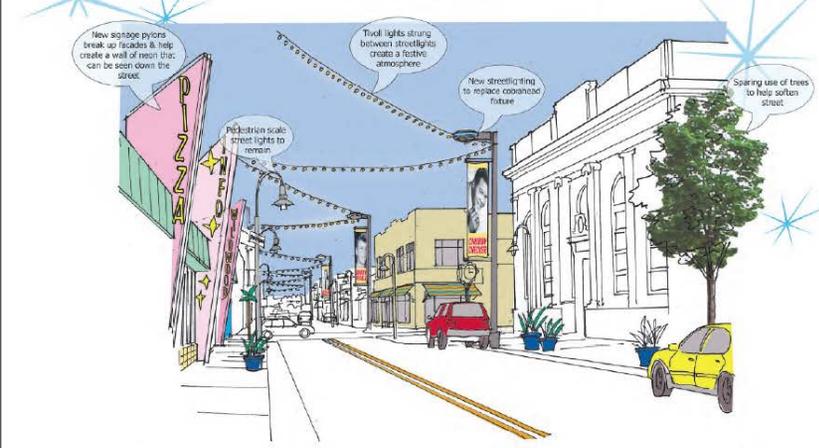
COLOR DESIGN INFLUENCES



STREETSCAPE INTERVENTIONS



STREETSCAPE LOOKING NORTH FROM OAK AVENUE





OAK / SCHELLENGER NORTHEAST CORNER

The addition of signage pylons will help to break up and activate the storefront facades at the South end of the block. Adding seating and more greenery within the open space at mid block is encouraged.

PROPOSED FACADE

EXISTING FACADE

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SCHELLENGER / OAK NORTHWEST CORNER

The majority of the businesses on Pacific Avenue are retail shops and restaurants, with some entertainment/music venues interspersed. The existing building within this block is currently not in use and is currently for sale. The proposed intervention for this block, shown below, includes a condo/hotel with retail and restaurant spaces on the ground floor and an open public courtyard along Pacific Avenue. The hotel is 5 stories and is set back from the street. The outdoor plaza could become the focal point of the street, with the possibility of a space for outdoor performances. The plaza would be enclosed on two sides with retail and restaurants, and would have extensive outdoor seating.

PROPOSED FACADE

PROPOSED PLAN

WILDWOOD / OAK EAST

The buildings on this block are in good repair and need little intervention. The Marine National Bank building, on the North end of the block, should simply be cleaned/restored. Modifications to the Crest Savings Bank, on the South end of the block, include the addition of large graphic signs and some trees for shading and to break up handscaping.

PROPOSED FACADE

EXISTING FACADE

OAK / WILDWOOD WEST

The addition of large pylons will animate this block and provide signage perpendicular to the street. Pylons will be outlined in neon. Storefronts should be expanded to the street, eliminating the dark arcade. Restaurants are encouraged, which could make use of the arcade for outdoor seating.

PROPOSED FACADE

EXISTING FACADE



PINE / WILDWOOD EAST

The most prominent facade on this block is the former Murphy building at the south end. The upper floor of the building has a lot of potential for professional offices or lofts. The first floor could be opened up to the street and become a major retail destination. Elements such as awnings and signage will make the facade more playful and will give it character. The remaining facades on the block are in good repair, but the addition of large scale neon signage is encouraged.

PROPOSED FACADE

- Large scale themed neon signage
- Large scale themed neon signage
- Provide new fabric awnings with signage appropriate to current building use
- Possible office or loft apartments at second level. Restore facade, replace windows
- Provide decorative tile and planters at unused entry
- Provide new planters along facade to engage sidewalk and break up hardscaping
- Provide new glass curtain wall to open up interior of space for retail use

EXISTING FACADE

- Facade in good repair, minor intervention needed
- Facade in good repair, minor intervention needed
- Remove obsolete signage and update with new signage
- Boarded up windows, debris
- Facade in poor repair

WILDWOOD / PINE WEST

The renovated facade of the Capital Broadcast Building should provide inspiration as to what can be achieved when renovating a facade. The former Woolworth building, at the South end of the block, could be enlivened by a sculptural neon pylon at the corner. The upper floor could become loft apartments. This building, along with the Murphy building, have the potential, with the right retail tenants, to anchor the street, as they once did.

PROPOSED FACADE

- Provide new pylons and neon lighting at corner to animate entry and create street corner
- Replace second floor windows
- Provide new metal trim similar to base of storefront
- New resort themed paint colors
- Trim around second floor windows to unify facade
- Provide new signage relative to building use
- Provide new metal trim similar to base of storefront
- New light fixtures at doors and windows
- New address signage
- New architectural canopies and awnings to open up and animate facade

EXISTING FACADE

- Remove signage and trim at facade. Update both signage and trim
- Existing base trim in good repair
- Excellent example of a renewed facade
- Blank facade doors, street

MAPLE / PINE EAST

This block is in good repair and is in need of any major intervention. The addition of large scale neon signs will, however, help to bring the different functions with the building together and will make the block more exciting.

PROPOSED FACADE

- Replace sign with new, themed sign. Lighting system can remain
- New large scale neon signage

EXISTING FACADE

- Corrugated metal is a good background material

PINE / MAPLE WEST

Many of the facades within this block already have a lot of character. The single remaining victorian specific suffers from an inappropriate ground floor renovation. It is proposed to reface this facade to be into the historic facade above. The building next door could be improved by a total facade renovation. Other buildings on this block could be improved by well-placed signage.

PROPOSED FACADE

- Reinforce corner entry
- New signage on canopy roof
- New architectural canopy with signage relative to the use of building
- Re-finish facade with new material - faceted metal screen wall
- Provide new large scale neon signage appropriate to building use
- Provide new neon/lit sign on face of mansard
- Provide new large scale barber's pole to animate facade

EXISTING FACADE

- Remove existing roof signage, replace with updated themed signage relative to building use
- Update facade to appropriate architectural period
- Facade in poor repair
- Facade in good repair, minor intervention needed
- Lower section of facade in conflict with victorian above



Appendix V - Park Renderings



2017 GENERAL REEXAMINATION
of the
2007 COMPREHENSIVE MASTER PLAN UPDATE
City of Wildwood, Cape May County N.J.





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**Revising the
Wildwood Business Improvement District**

