

CITY OF WILDWOOD | CAPE MAY COUNTY PACIFIC AVENUE REDEVELOPMENT:

A VISION FOR THE RENEWAL OF WILDWOOD'S DOWNTOWN

ADOPTED: MAY 3, 2021



ACIA
Atlantic County Improvement Authority

PREPARED BY:
Clarke Caton Hintz





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Prepared for the:
City of Wildwood and Cape May County

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Clarke Caton Hintz
Architecture
Planning
Landscape Architecture

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CITY OF WILDWOOD | CAPE MAY COUNTY

PACIFIC AVENUE REDEVELOPMENT:

A VISION FOR THE RENEWAL OF WILDWOOD'S DOWNTOWN

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1.0 | INTRODUCTION, PURPOSE + PROCESS

INTRODUCTION AND PURPOSE OF THE PLAN

This plan has been prepared to inform a process of redevelopment that has begun in Wildwood in 2020, wherein the City Commission directed the Planning Board to study the Pacific Avenue corridor as an Area in Need of Redevelopment (AINR) pursuant to the criteria established at N.J.S.A. 40A:12A-1 et seq., known as the New Jersey "Local Redevelopment and Housing Law" ("LRHL"). Specifically, the guidance contained herein will be used as the basis for a redevelopment plan and the standards and guidelines of that plan, which has yet to be drafted. A redevelopment plan can include design guidelines, regulations and zoning. Additionally, it can set the stage for fiscal tools, such as long -term tax exemptions and redevelopment area bonds to support redevelopment efforts.

NEED FOR REDEVELOPMENT

In the mid-20th century, Pacific Avenue in Wildwood was the main retail shopping and entertainment district for the people of Cape May County and beyond. Small department stores and year-round mom and pop shops thrived side-by-side along the Avenue. Towards the end of the 20th Century, the shopping habits of the American consumer moved towards large scale shopping centers and big box stores. In the twenty years since the beginning of the 21st Century, many Americans have abandoned brick and mortar stores all together for the convenience and variety of online shopping. Pacific Avenue's great bones still drew entrepreneurs. Today, many successful small businesses still call Pacific Avenue home, but many of the former department stores and other large buildings have been shuttered or converted to other uses. Residential properties and commercial office spaces have appeared, intermittently, in an ad-hoc manner resulting in a street with an inconsistent mix of uses. While many buildings remain occupied, many are obsolete in terms of accommodating residential or commercial uses. Myriad vacancies exist and there is a persistent and growing trend of disinvestment.

A RENEWED VISION FOR PACIFIC AVENUE

This plan constitutes a conceptual vision for the redevelopment of the Pacific Avenue corridor, the historic downtown of Wildwood. This vision represents a shift from a widely spread, predominantly commercial district to a place that promotes a wider variety of residential development along with condensing non-residential to make a more vibrant commercial core. The plan is articulated through plans, diagrams, illustrations and precedents that illustrate the desired scale and character for redevelopment of this district within the City. Pacific Avenue is not a homogenous district: residential and non-residential uses coalesce and diminish in character, scale and intensity along its length. Historic buildings suggest potential for adaptive reuse to maintain historic fabric while enhancing viability and stewardship. This plan reflects this by defining smaller "sub-districts" based on shared characteristics, land use and urban design objectives.

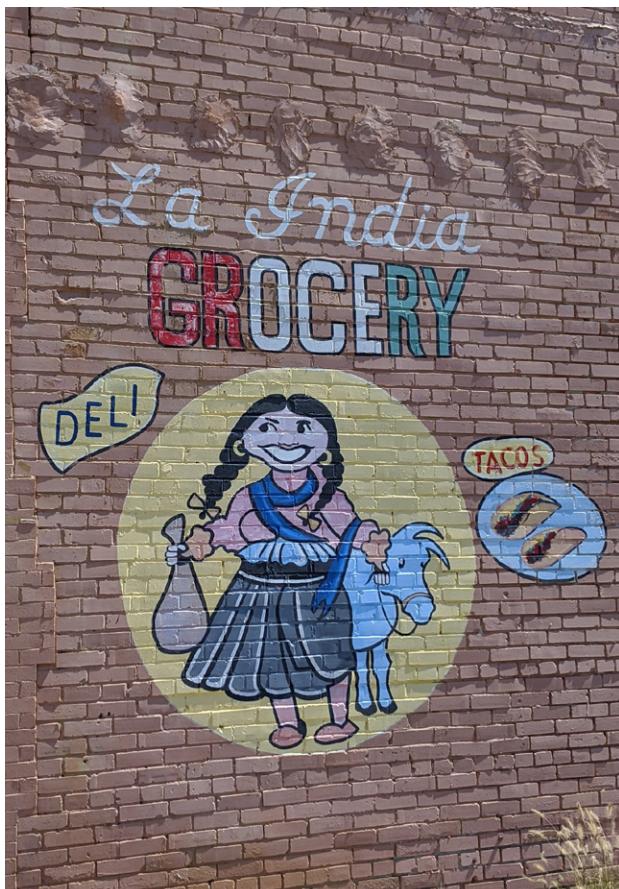
The recommendations of this plan are based on real estate market and financial analyses that provide fiscal grounding to the redevelopment approach suggested herein. Furthermore, the principles and concepts have been vetted and developed through a robust stakeholder engagement process that included public, business, City/County government and developer input and guidance.

PROJECT SPONSORSHIP, GUIDANCE + PROCESSS

This planning effort has been led by the Atlantic County Improvement Authority (ACIA), in partnership with the County of Cape May, City of Wildwood, and the South Jersey Economic Development District (SJDD). Additionally, the Wildwood Redevelopment Advisory Committee (WRAC) was formed to address Pacific Avenue's revitalization needs. Through this process, WRAC has served to facilitate two-way communication between the residents of Wildwood and the project team and stakeholders.



ACIA
Atlantic County Improvement Authority



2.0 | ANALYSIS OF THE PACIFIC AVENUE CORRIDOR

2.1 LOCATION + CONTEXT + ACCESS

The Pacific Avenue corridor is located in the heart of Wildwood. It extends over 1.3 miles (7,000 feet) between Cresse Avenue at the southern border with Wildwood Crest and 26th Avenue at the northern boundary with North Wildwood. It would take ~ ½ hour to walk the length of the street. Pacific Avenue itself is located approximately ½ mile from the Boardwalk, the hub of summer resort activity within the City, which is an easy 10-minute walk. As a mixed-use complement to the Boardwalk, Pacific Avenue has traditionally served as Wildwood's downtown, with restaurants, bars, entertainment, retail and residential uses that are independent of the beachfront resort and amusement culture.

This plan focuses on Pacific Avenue and the neighborhoods that are directly adjacent that form the corridor. The extent of the area that is the subject of this plan consists of the properties that:

- Have frontage on either side of Pacific Avenue
- Are located between Pacific Avenue and New Jersey Avenue
- Are located in the block between Schellenger and Oak Avenues, stretching between Pacific Avenue and Atlantic Avenue

Pacific Avenue intersects Rio Grande Avenue, and is parallel to New Jersey and Atlantic Avenues. There is also a grid of numerous local east-west streets intersecting Pacific Avenue along its entire length, providing rich connectivity between the neighborhoods and the corridor. This network of thoroughfares provides robust access to the corridor from within and outside of Wildwood City.

The right-of-way width is 50 feet for the majority of Pacific Avenue, from Cresse to Maple Avenue, with sidewalk of 10 feet on each side and a cartway of 30 feet. From Maple Avenue to 26th Street the right-of-way width increases to 60 feet, as the cartway bumps up to 40 feet. The existing sidewalks provide generous space for pedestrian movements while the relatively narrow cartway tends to calm vehicle speeds.

Beyond access, the hierarchy expressed in the street network can serve as part of the framework for suggested land use and development prototypes to reinforce the vision for the Pacific Avenue's future.



2.2 EXISTING CONDITIONS + CHARACTER + LAND USE

The study area exhibits a variety of existing conditions that reflect distinctions that can be categorized in three areas.

Pacific Avenue Commercial:

The existing Pacific Avenue commercial area consists of smaller-scale properties with a mixture of commercial and residential uses fronting Pacific Avenue.

Residential Neighborhoods:

The existing predominantly residential neighborhoods consists of abutting properties that front on Pacific Avenue.

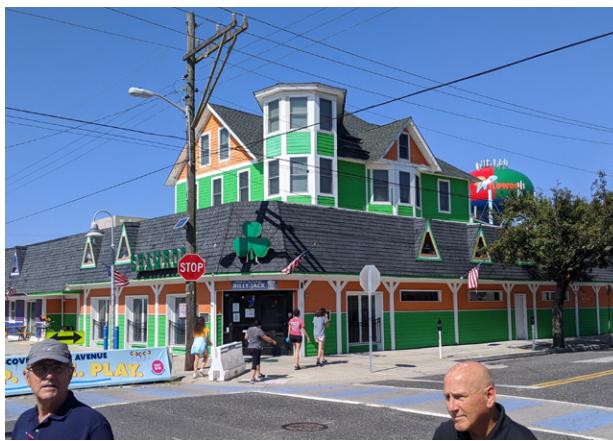
Downtown Center:

The downtown center, shown later in this document on page 24, is the commercial core of the historic downtown. It is roughly located between Spicer and Glenwood Avenues, containing the largest buildings and tract sizes and the highest concentration of commercial uses.

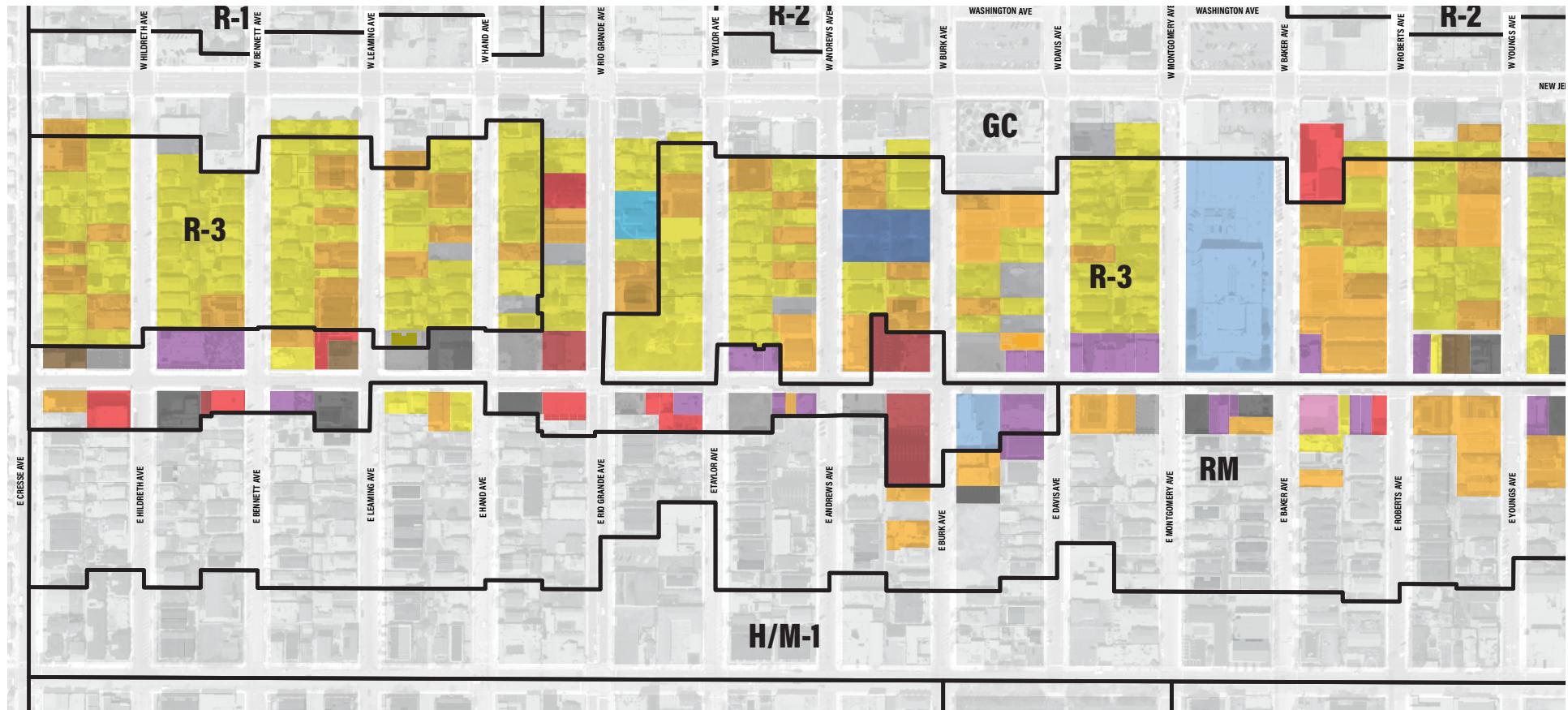
Along Pacific Avenue and within the Downtown Center, there are myriad of building types, uses, ages and conditions. These range from 19th century Victorian to mid-century to contemporary. Many properties exhibit obsolete uses and conditions related to their buildings or site. However, there are also older, historic buildings that lend themselves to reuse.



Existing conditions and use examples along Pacific Avenue



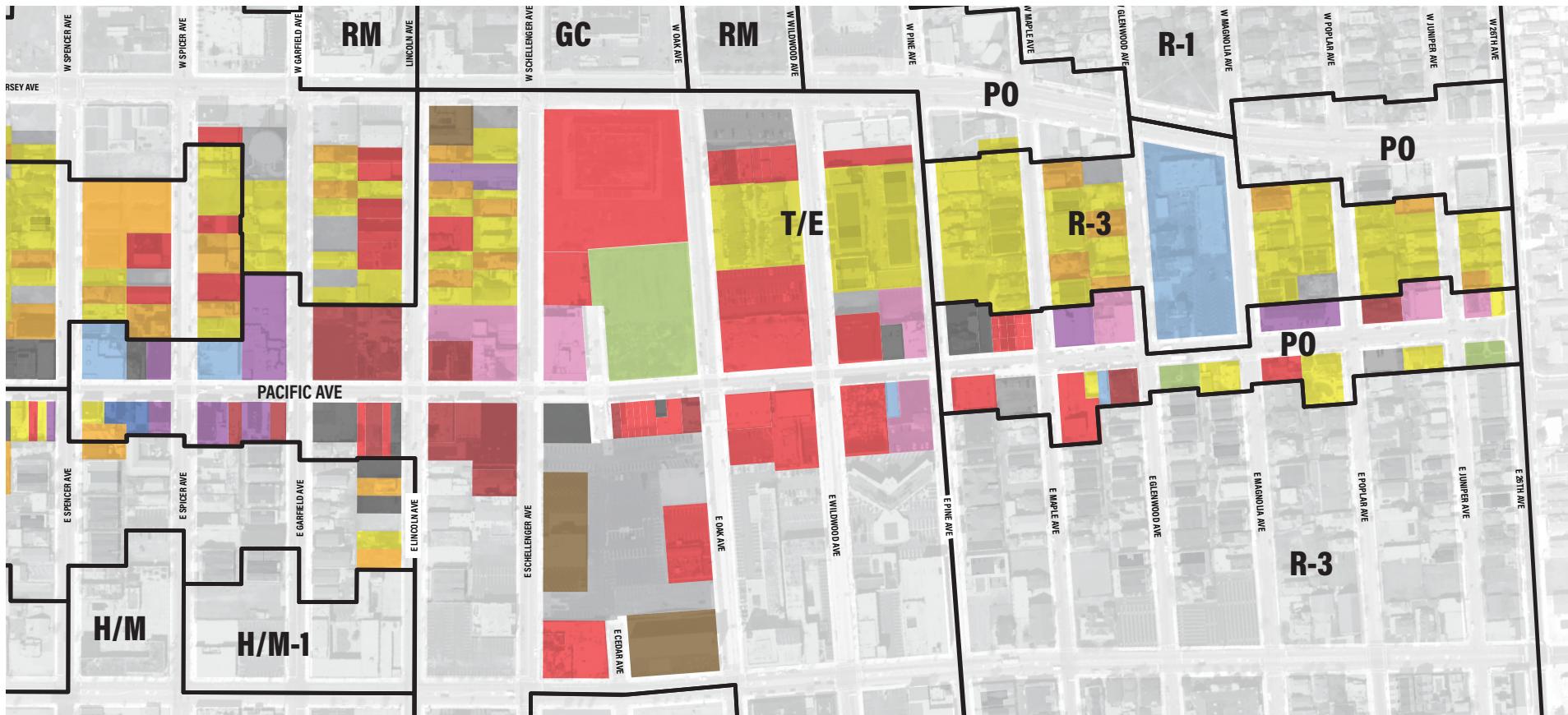
Existing conditions and use examples along Pacific Avenue



2.3 EXISTING LAND USE

LEGEND

Single or Two Family Residential	Commercial	Public	Vacant
Multi-family Residential	Restaurant/Bar/Club	Semi-Public (School/Church/Social Club)	
Hotel/Motel	Mixed-use	Park	
	Professional Office	Parking	



Data Sources: Map graphics were created and derived from using publicly available GIS data from the NJ Office of GIS Geographic information Network (NJGIN) and the City of Wildwood. Land use shown is a combination of field verification by the project team and google street view/aerial mapping verification and Mod IV land use classifications codes.

 Zoning District Boundaries

Zoning Districts

- R-1 - LOW DENSITY RESIDENTIAL
- R-2 - MEDIUM DENISTY RESIDENTIAL
- R-3 - HIGH DENISTY RESIDENTIAL
- RM - RESIDENTIAL MULTI-FAMILY
- GC - GENERAL COMMERCIAL
- H/M - HOTEL / MOTEL
- H/M-1 - HOTEL / MOTEL
- PO - PROFESSIONAL OFFICE
- T/E - TOURIST / ENTERTAINMENT



Vacant storefronts along Pacific Avenue



2.4 REAL ESTATE MARKET

During the course of this study, in-person observations of Pacific Avenue revealed many vacant storefronts and commercial buildings with "for sale" signs displayed. The retail/commercial market along Pacific Avenue has been in a persistent and growing state of decline for several years, except for certain "institutions" and basic and seasonal retail needs. There appears to be a very soft market for the retail space that exists, let alone any future retail absorption.

With the continuing retail vacuum, vacant and declining properties are, largely, not taking advantage of the ability to create residential uses allowed by zoning within the corridor. Nevertheless, the overall market strongly favors residential development in this region. Wildwood City's location and identity as a beachfront resort and community is an enormous

asset that has the potential to foster high quality and high value residential investment. However, residential trends show that such investment is passing Wildwood by.

In recent years, the City of Wildwood has lagged behind other nearby coastal communities in Cape May County in the production of new housing units.

As illustrated in the following charts, from 2012 through 2019, only 81 building permits were issued in Wildwood for new residential units. This represents a small fraction of the new residential permits issued during this period in nearby communities such as Wildwood Crest, North Wildwood, Lower Township and Cape May.

Moreover, the value of these new residential units permitted in Wildwood (as estimated by cost) averaged only \$146,362. During this same period, new

residential units in nearby towns had average costs ranging from \$176,329 in North Wildwood to \$331,720 in Cape May, up to \$617,361 in Avalon.

A significant contributing factor holding back the production of new residential units in Wildwood has been the City's property tax rate, which is the highest in the county.

As the accompanying chart indicates, Wildwood's 2019 property tax rate of 2.531% was by far the highest rate of all towns in Cape May County. The average municipal property tax rate of all towns in Cape May County in 2019 was 1.252%. Wildwood's property tax rate is more than double the average municipal tax rate in Cape May County.

Partly as a consequence of this high tax rate, Wildwood has experienced a very slow rate of growth in the value of its property tax ratable base. Between 2015 – 2019, the total equalized valuation of all real property in the City of Wildwood grew only 4.54%. During that same 5-year period, equalized valuation of all real property throughout the County of Cape May grew by 14.56%, more than triple the growth rate of Wildwood.

In 2015, Wildwood's property tax ratables represented 3% of all the ratables in Cape May County. By 2019, Wildwood's share of County ratables had fallen to only 2.74% of all County ratables, which is a 9% difference from 2015.

These financial and housing market trends clearly indicate that Wildwood is falling further and further behind in the competition to attract capital and

New Residential Housing Units Authorized To Be Built

Annual 2012-2019

NJ Dept. of Labor and Workforce Development

Residential Building Permit Data from the U.S. Census for New Jersey

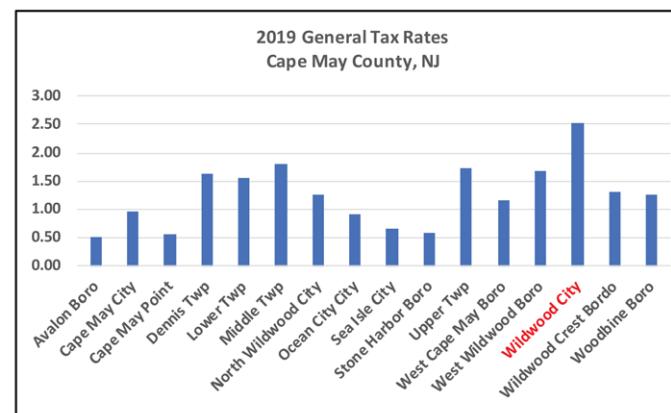
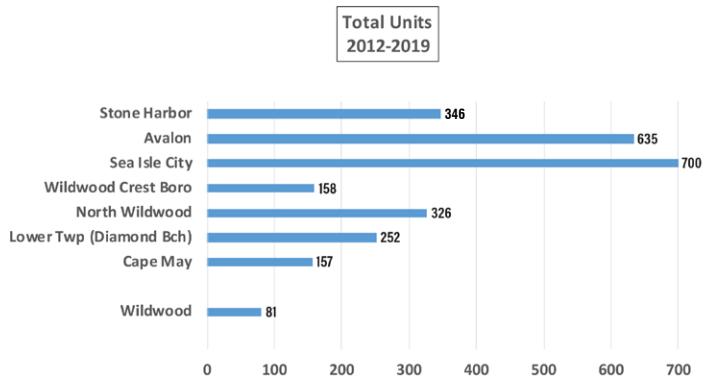
Totals 2012-2019	Total Units	Single- Family Units	Single- Family Value	Single Fam Value Per Unit	Two- Family Units	Two- Family Value	Two-Fam Value Per Unit	3-or-4 Family Units	3-or-4 Family Value	5-or-More Family Units	5-or-More Family Value
Wildwood	81	50	\$7,318,101	\$146,362	18	\$1,750,000	\$97,222	13	\$592,850	0	\$0
Cape May	157	130	\$43,123,567	\$331,720	2	\$191,830	\$95,915	0	\$0	25	\$589,000
Lower Twp (Diamond Bch)	252	197	\$36,146,094	\$183,483	2	\$204,000	\$102,000	0	\$0	53	\$513,000
North Wildwood	326	154	\$27,154,680	\$176,329	94	\$9,606,248	\$102,194	57	\$2,516,720	21	\$1,899,460
Wildwood Crest Boro	158	37	\$17,842,940	\$482,242	96	\$5,317,661	\$55,392	0	\$0	25	\$265,360
Sea Isle City	700	605	\$174,538,365	\$288,493	6	\$1,039,400	\$173,233	15	\$1,522,000	74	\$9,175,935
Avalon	635	551	\$340,165,982	\$617,361	84	\$18,824,344	\$224,099	0	\$0	0	\$0
Stone Harbor	346	324	\$197,446,686	\$609,403	0	\$0	\$0	0	\$0	22	\$6,631,000

New Residential Housing Units Authorized To Be Built

Annual 2012-2019

NJ Dept. of Labor and Workforce Development

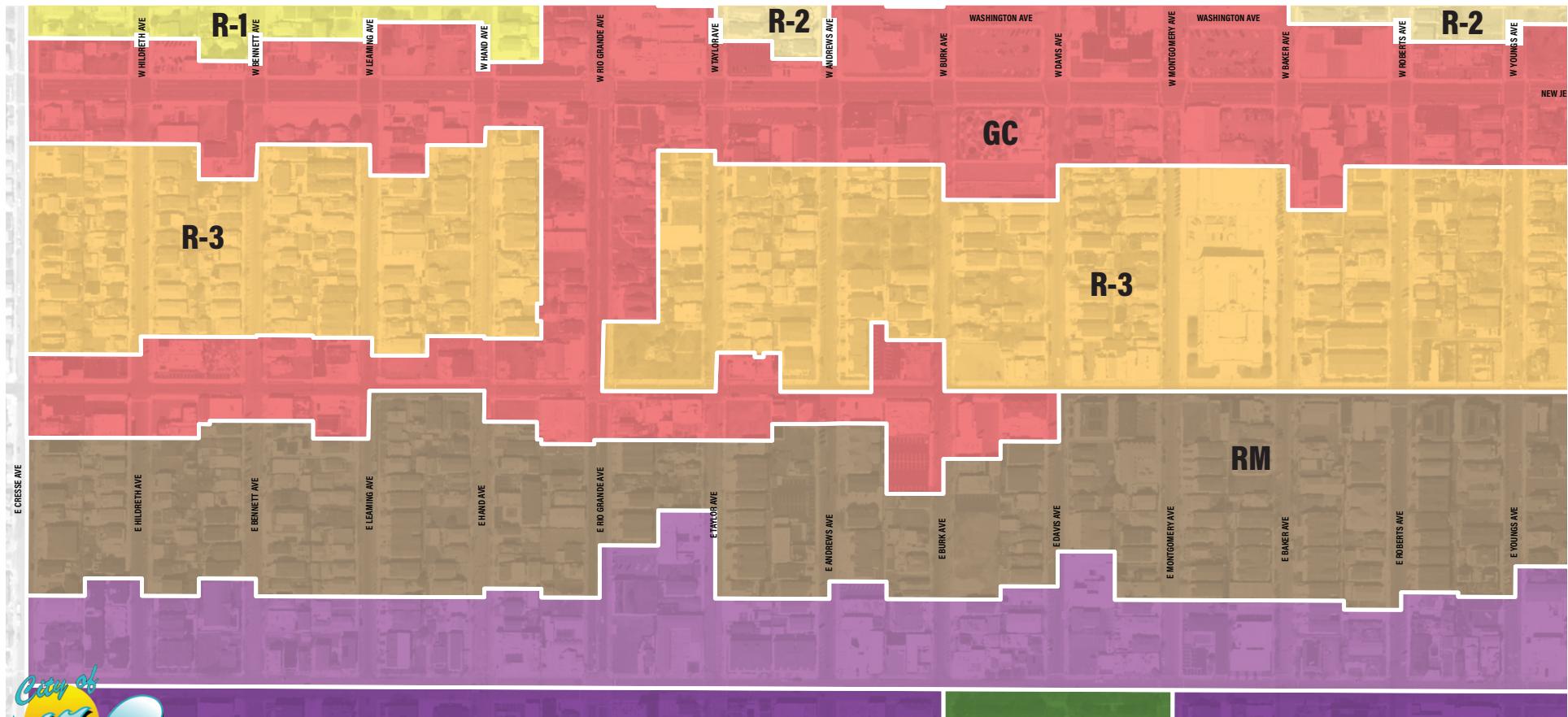
Residential Building Permit Data from the U.S. Census for New Jersey



Tax Rate	
<i>District</i>	
Avalon Boro	0.501
Cape May City	0.949
Cape May Point	0.564
Dennis Twp	1.63
Lower Twp	1.558
Middle Twp	1.792
North Wildwood City	1.264
Ocean City City	0.901
Sea Isle City	0.654
Stone Harbor Boro	0.578
Upper Twp	1.739
West Cape May Boro	1.145
West Wildwood Boro	1.672
Wildwood City	2.531
Wildwood Crest Boro	1.294
Woodbine Boro	1.264
Average Rate	1.252

investment in its downtown. In order to reverse these trends, new or amended regulations should be considered to provide for, and incentivize, residential redevelopment. Furthermore, such incentives should go beyond zoning regulations and should include financial incentives, such as those provided for through the NJ Redevelopment and Housing Law for long-term tax exemptions.

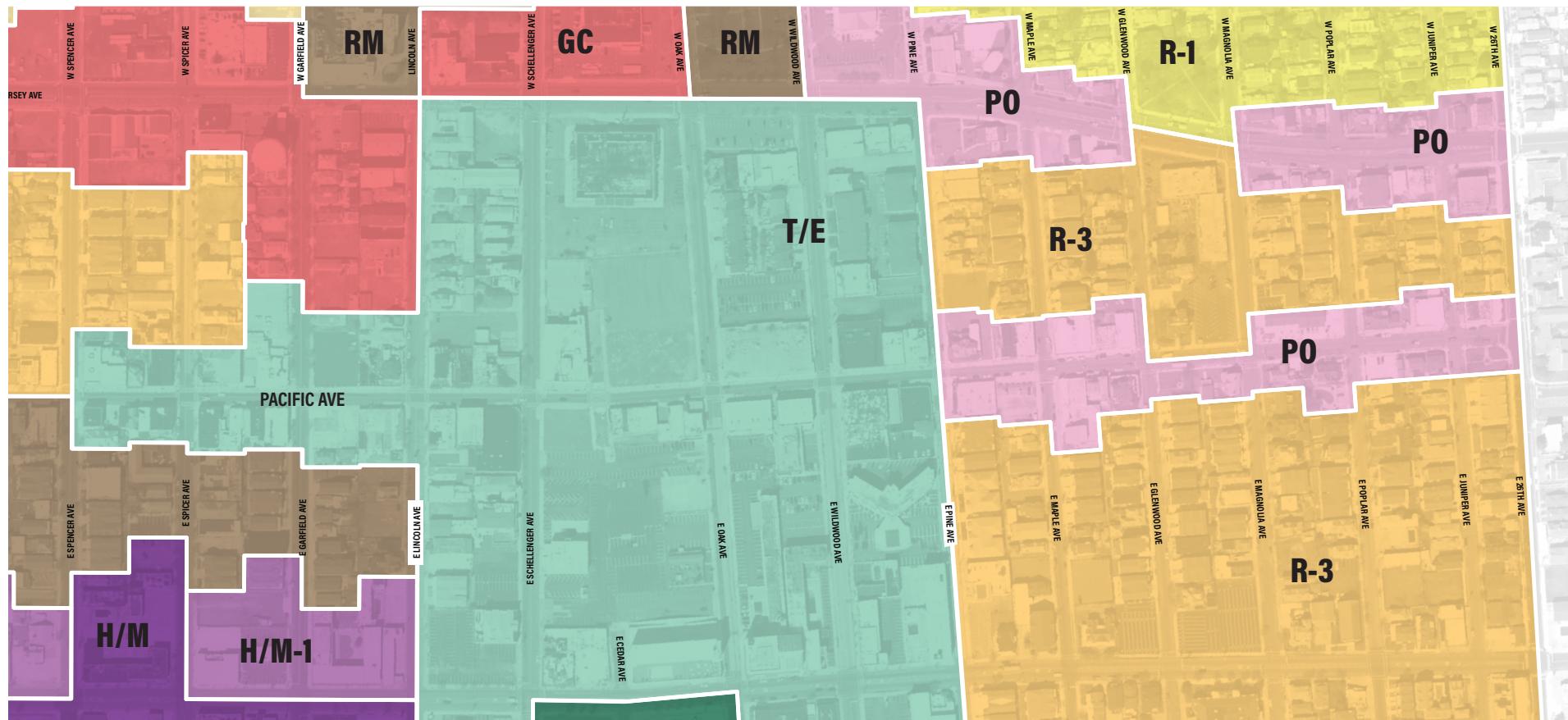
Wildwood NJ Equalized Property Valuations 2015 - 2019					
	2015	2019	2015-2019 Change	Percentage Of County	2019 Percentage Of County
Wildwood City	\$1,418,617,192	\$1,483,035,517	104.54%	3.00%	2.74%
Cape May County	\$47,309,191,810	\$54,195,723,655	114.56%		



2.5 EXISTING ZONING

There are five zones within the study area that permit various intensities and types of residential land uses:

- R-3 High-Density Residential Zone
- R-M High-Density Residential Zone
- GC General Commercial Zone
- GC General Commercial Zone
- PO Professional Office Zone
- T/E Tourist Entertainment Zone



Data Sources: Map graphics were created and derived from using publicly available GIS data from the NJ Office of GIS Geographic information Network (NJGIN) and the City of Wildwood. Zoning shown provided by the City of Wildwood.



Zoning District Boundaries

Zoning Districts

- R-1 - LOW DENSITY RESIDENTIAL
- R-2 - MEDIUM DENSITY RESIDENTIAL
- R-3 - HIGH DENSITY RESIDENTIAL
- RM - RESIDENTIAL MULTI-FAMILY
- BA-1 - BOARDWALK AMUSEMENT

- GC - GENERAL COMMERCIAL
- H/M - HOTEL / MOTEL
- H/M-1 - HOTEL / MOTEL
- PO - PROFESSIONAL OFFICE
- T/E - TOURIST / ENTERTAINMENT

R-3 High-Density Residential Zone

R-3 Permits:

- Single-family detached dwelling units.
- Two-family stacked (multistory) dwelling units.
- Single-family semidetached (duplex) dwelling units.
- Three-four family semidetached ("tri" or "quad") dwelling units.
- Townhouses.
- The maximum building height for these is 35 feet.

R-M High-Density Residential Zone

R-M Permits:

- Single-family detached dwelling units.
- Two-family stacked (multistory) dwelling units.
- Single-family semidetached (duplex) dwelling units.
- Three-four family semidetached ("tri" or "quad") dwelling units.
- Townhouses.
- The maximum building height for these is 35 feet.

GC General Commercial Zone

- Commercial zone, but permits residential units above ground floor commercial uses only with following caveats.
- Maximum permitted building height is 35 feet
- Requires a minimum of 1,500 square feet of living space per dwelling unit.

PO Professional Office Zone

- Commercial zone, but permits residential units above ground-floor commercial uses only with following caveats.
- Maximum permitted building height is 35 feet
- Requires a minimum of 1,500 square feet of living space per dwelling unit.

T/E Tourist Entertainment Zone

- Permits residential dwelling units above permitted nonresidential uses on the ground-floor. Such dwelling units shall provide a minimum 1,500 square feet of living space per dwelling unit.
- Conditionally permits a high-rise, multifamily residential buildings, but requires the inclusion of non-residential use components on the ground floor.

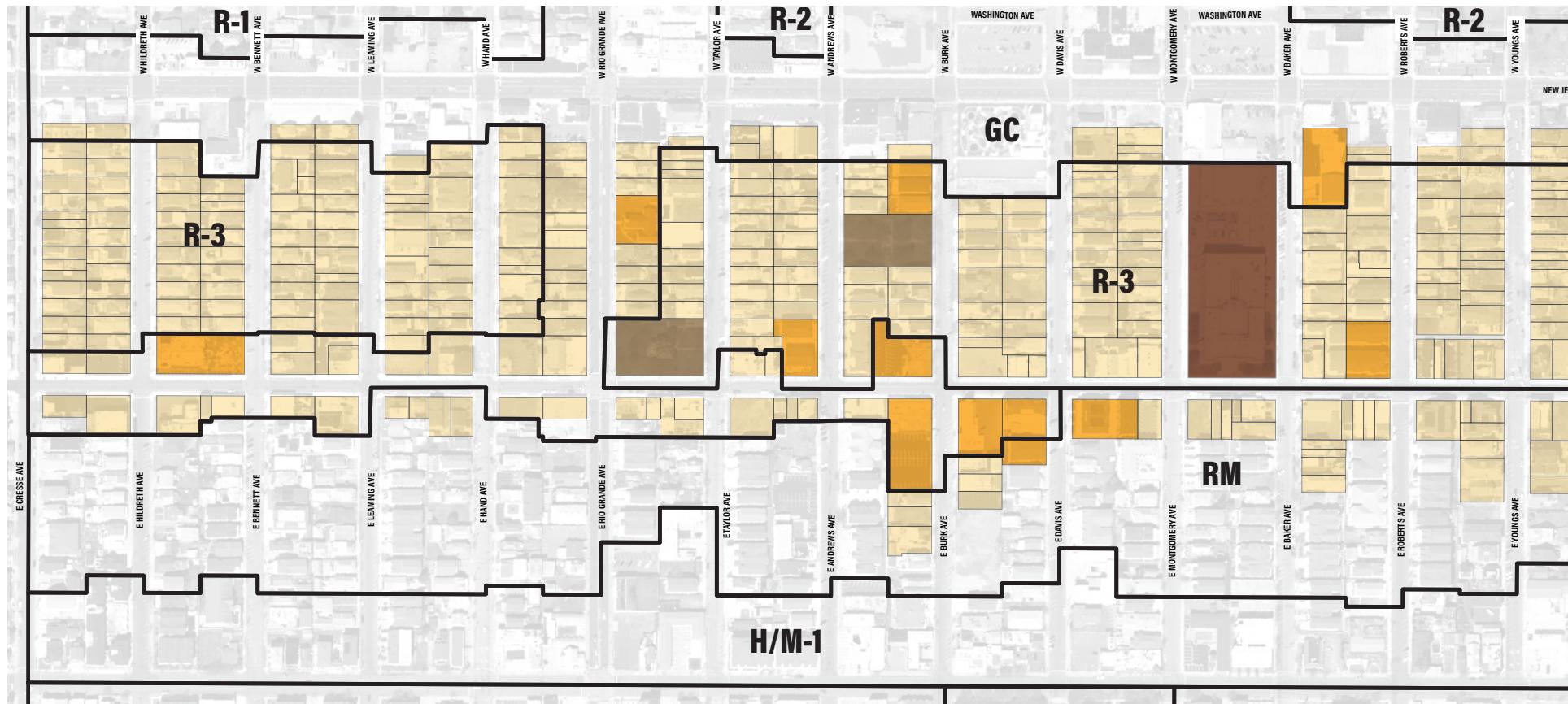
These zones provide for similar residential development of single-family detached homes to multi-family apartments. As the existing pattern of obsolescence and vacancy exhibited along Pacific Avenue shows, these zoning regulations alone are not sufficient to incentivize residential redevelopment to offset the decline of commercial uses. Barriers evident in the zoning include:

- Requirements for commercial ground floor uses in GC, PO and T/E zones: The commercial market has shrunk and this requirement does not reflect the market.

- Minimum requirements for 1,500 sf of floor area in multifamily dwelling units: Contemporary apartments average 700-900 square feet.
- Multifamily apartments not permitted R-3 or R-M zones: The low-density residential options have not been sufficient to convert obsolete/vacant parcels to residential. Higher density options along Pacific Avenue are warranted.
- Townhouses not permitted R-3 or R-M zones: Townhomes along Pacific Avenue present an additional option to incentivize the conversion of obsolete/vacant parcels to residential.
- Maximum building heights of 35 feet: Contemporary construction often exceeds 35 feet and requires three stories, due to the market for higher ceilings and architectural preferences. Additionally, the flood elevations speak to the need to allow for higher finished first floors.
- Minimum off-street parking requirements: The NJ Residential Site Improvement Standards (RSIS) contain relatively high requirements. If an opportunity to reduce the burden of providing off-street parking for new development arises, such as a centralized parking facility, these standards should be reviewed and, if feasible, adjusted.



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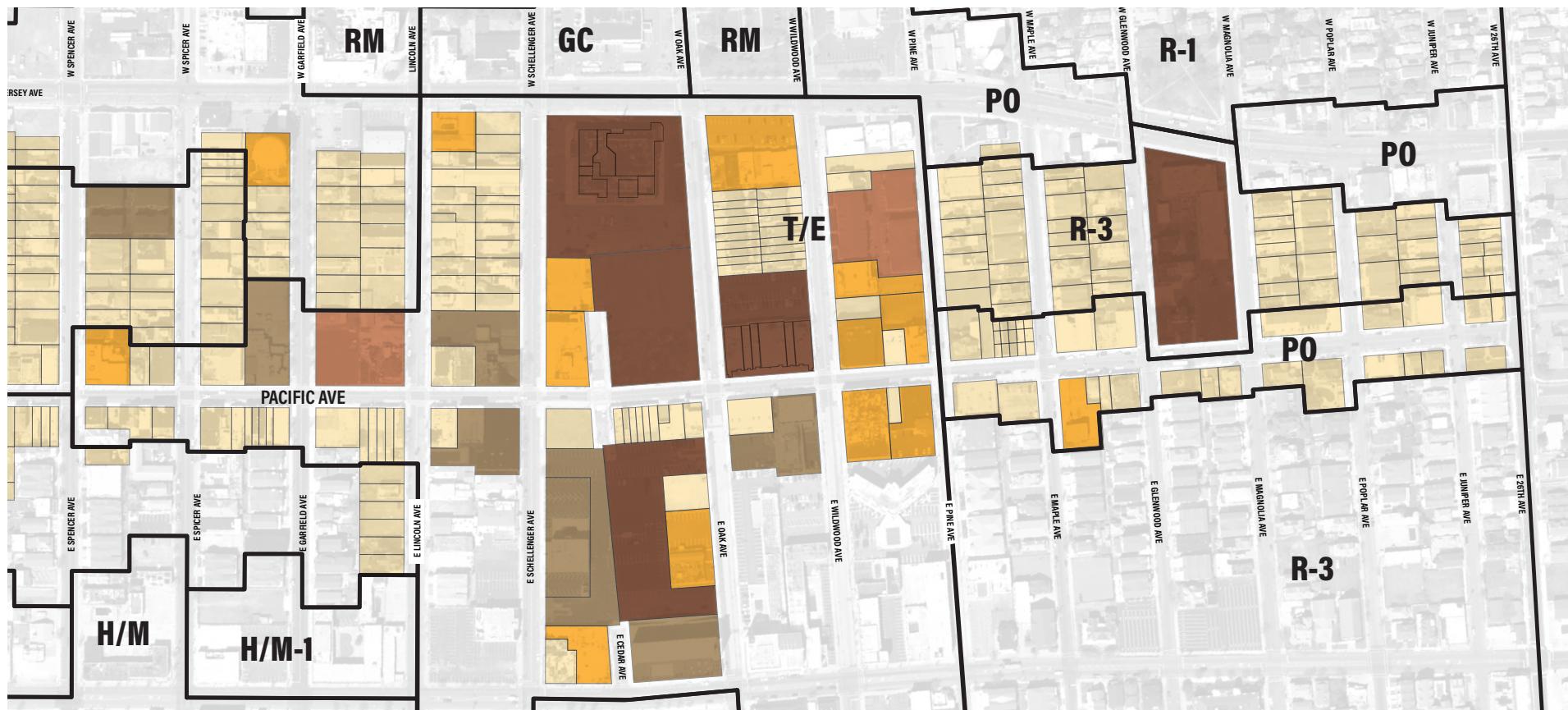
2.6 BLOCKS AND PARCEL SIZES

The tax blocks within the study area are, with few exceptions, 200 feet in width. This means that the cross streets along Pacific Avenue occur every 200 feet. These are relatively narrow blocks which allow for rich connectivity between the abutting residential neighborhoods and Pacific Avenue.

Parcel sizes were analyzed to understand the capacity for future development and the relative intensity thereof. The most prevalent lot size in the study area is under 1/4 of an acre, with 40' x 100' lots being the

most common. It is likely that the original Wildwood City plat was laid out with a 40' x 100' module.

Larger parcels are located, mostly, within the historic downtown center, suggesting greater opportunities for meaningful redevelopment. These parcels should be capable of supporting higher intensity development than the other areas of the study area, along Pacific Avenue or within the abutting neighborhoods.



Data Sources: Map graphics were created and derived from using publicly available GIS data from the NJ Office of GIS Geographic information Network (NJGIN) and the City of Wildwood. Lot size analysis was derived and analyzed using the publicly available GIS parcel data from the NJGIN.

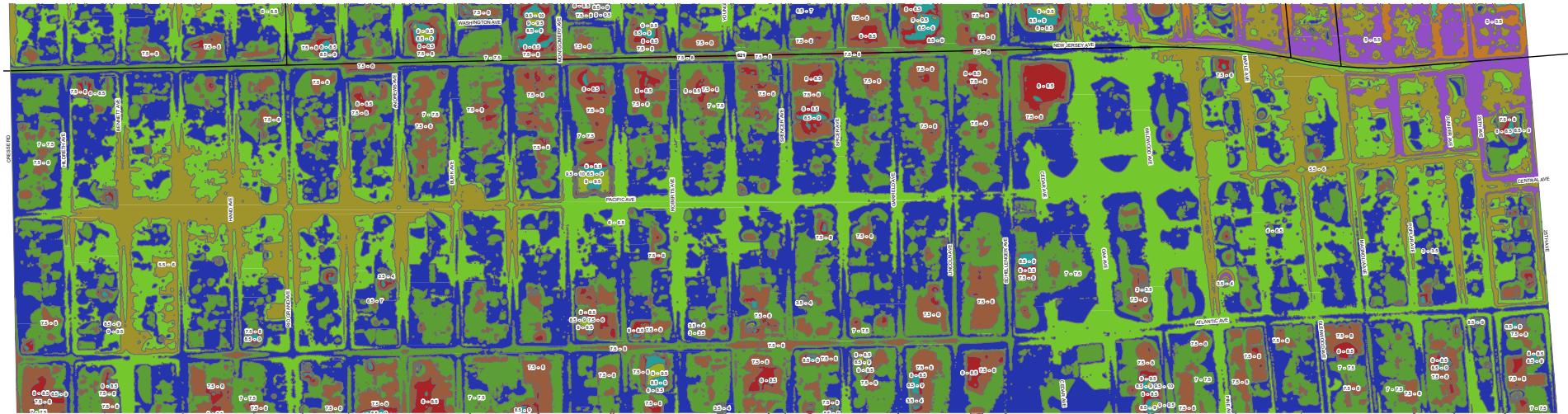


 Zoning District Boundaries

Zoning Districts

R-1 - LOW DENSITY RESIDENTIAL
 R-2 - MEDIUM DENSITY RESIDENTIAL
 R-3 - HIGH DENSITY RESIDENTIAL
 RM - RESIDENTIAL MULTI-FAMILY

GC - GENERAL COMMERCIAL
 H/M - HOTEL / MOTEL
 H/M-1 - HOTEL / MOTEL
 PO - PROFESSIONAL OFFICE
 T/E - TOURIST / ENTERTAINMENT

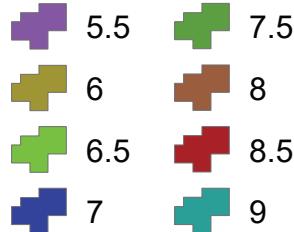


CONTOUR MAP

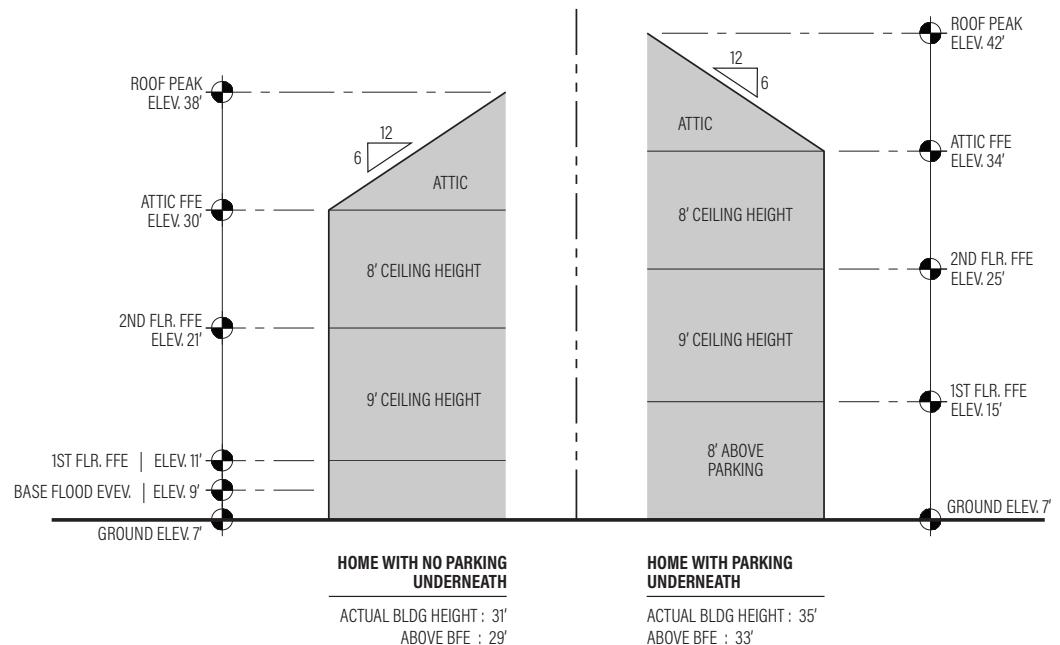
Data Sources: Contour and flood information mapping provided by the County of Cape May Planning Department

2.7 FLOODING

ELEVATION (IN FEET)



Flood characteristics of the study area should inform land use and the size and configuration of new construction. Ground elevations of the properties within the study area range from elevation 7 to elevation 9. Base flood elevation (BFE) within the study area is predominantly 9 feet. Finished floor elevations for new construction must be at least 2 feet above base flood elevation. This means that for most properties, new construction would be required to set the first finished floor at elevation 11, which may be 2-4 feet above the existing ground elevation.



MINIMUM RESIDENTIAL BUILDING HEIGHTS + FIRST FINISHED FLOOR

NON-RESIDENTIAL FLOOD MITIGATION

Within the City of Wildwood non-residential uses are permitted at-grade, provided they are designed with flood mitigation measures as described in the Flood Damage and Prevention ordinance (Chapter 27 of Wildwood's Municipal Code) and relevant building codes. These measures consist of wet or dry flood proofing depending on the use and building type. The ground floor uses and mechanical equipment must be flood proofed to the minimum Design Flood Elevations (DFE) which is the BFE + 2'. All new non-residential and substantial improvements to existing non-residential buildings are reviewed to the applicable standards.



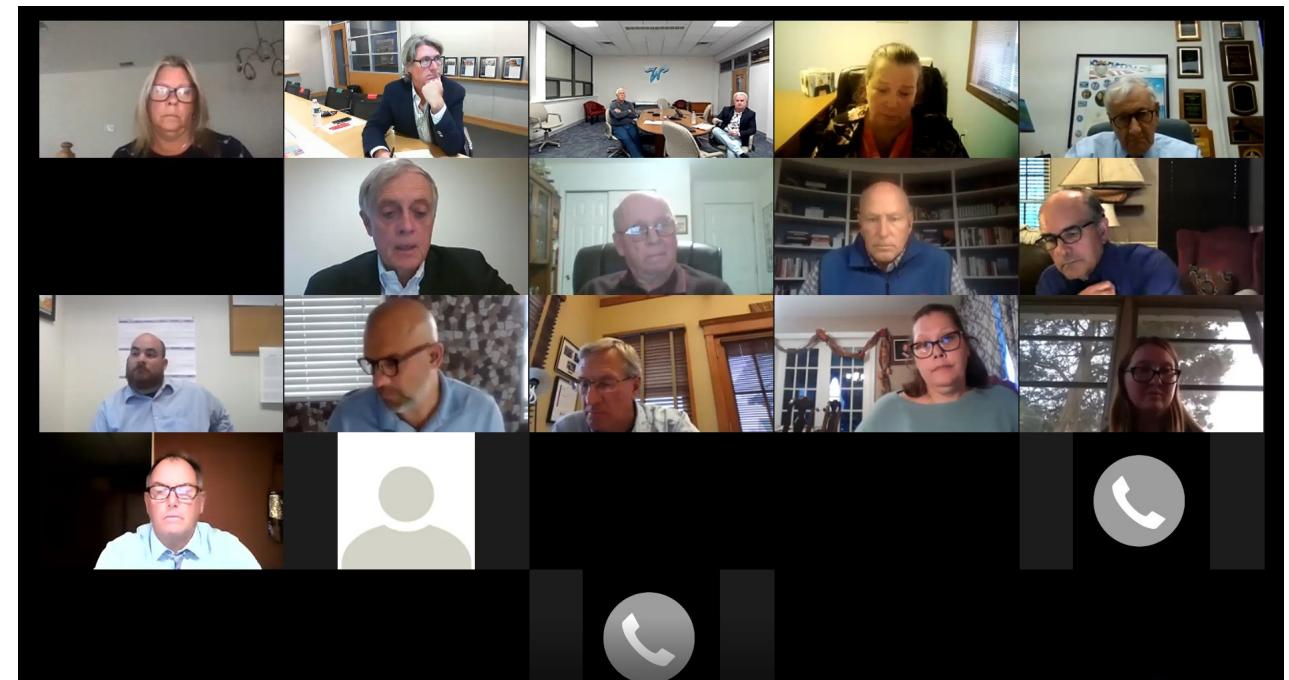
Building access with raised interior to preserve streetwall alignment



Removable flood barriers on existing structures

2.8 STAKEHOLDER MEETING OUTCOMES

Four stakeholder meetings among were held to gather input for the Pacific Avenue Redevelopment Initiative. The analysis was presented at each meeting as well as a public planning board meeting. Each meeting was attended by a different group; #1 Business and Community Groups; #2 Economic Initiators and Public Officials; #3 Developers; and #4 The General Public. A total of 68 stakeholders attended and participated. In general there was widespread support and enthusiasm among the stakeholders for the potential of transformative change along Pacific Avenue and surrounding neighborhoods. A summary of the key takeaways from the stakeholders can be seen below. The pages that follow consist of more detailed notes and comments from the stakeholders in attendance at the meetings.



Zoom Virtual Stakeholder Meeting

The Redevelopment Plan should:

- Incorporate a mix of residential types in new and infill development: Townhouses, Duplexes, Single-family, Multifamily Apartments.
- Encourage a year round residential "community" along Pacific Avenue to help attract and retain people and commercial
- Foster connections and serve the diverse communities within Wildwood.
- Capitalize on the good things happening in Wildwood and help shift the perception of Wildwood as dangerous.
- Revise regulatory barriers at the municipal level to encourage development for residential and consolidate new commercial.
- Provide incentives for existing commercial businesses to remain along Pacific Ave, while encouraging new commercial to fill in existing vacant properties or consolidate between Spencer and Glenwood Avenues.
- Provide Incentives for development with widely used fiscal redevelopment tools such as long term PILOTS and investigate potential for tax rate mitigations.
- Create opportunities for tourism and entertainment uses in the Pacific Avenue corridor.
- Create new opportunities for the continuation of outdoor dining and entertainment within the corridor especially between Schellenger and Spencer Avenues.
- Provide incentives and encourage adaptive reuse of existing structures.
- Investigate the potential for a centralized shared parking area/structure
- Create meaningful east-west connections from the Boardwalk to the Pacific Avenue Corridor
- Develop design standards that adhere to good urban design practices to maintain the walkability of Pacific Avenue.

General Support

- There was overall widespread support and excitement among all stakeholder meetings of the project while recalling the vibrancy of Pacific Avenue in earlier eras.
- The redevelopment could offer an opportunity for older, retired folks looking to live in a beach town and in walkable downtown who might not need access to job opportunities, etc. "empty nesters" who want the same things as millennials."
- The redevelopment may offer opportunities for teleworkers due to the pandemic concerns.
- Wildwood recently overtook Boston as a "most traveled to" destination by US travelers.
- Wildwood is fortunate to be on the island with growth occurring in neighboring towns.
- The community saw success with outdoor movie nights and outdoor eating, and outdoor concerts. This project could also encourage activity beyond Pacific Avenue.
- The undertaking of the redevelopment project will generate enthusiasm that gives a better perception of Wildwood. The new entrance improvements at Rio Grande provide aesthetic and structural, change the perception.
- Visitors often want to know what the new thing in Wildwood is, and the Pacific Ave redevelopment can help generate buzz and excitement.

- The possibility of young professional residents that are full-time residences. Making this affordable for young people, young couples, young professionals is an attractive option to explore.
- More residential will need more services usually found in a city. These services are currently underserved along Pacific Ave but could be returned if there are more people.

General Concern

- Wildwood has an image perception problem: high tax, unsafe and poor school reputation. Change in this perception is required for successful redevelopment.
- Underutilized and blighted buildings can make folks feel unsafe. The redevelopment could help change this perception.
- Comments were made that there is too much focus on residential. Wildwood is an amusement and vacation town.
- Concern was raised that the redevelopment will enriching wealthy bankers and developers while not assisting local longtime residents and business owners.
- Concern was raised about new redevelopment that would turn Wildwood into Avalon, Stone Harbor, etc. and change Wildwood's blue collar, working class reputation. Additional tourism should be considered.
- Many plans have occurred in the past with no action or progress. Some stakeholders were

- concerned this initiative would be the same.
- More existing property owners should be consulted during the redevelopment initiative process.
- First floor commercial under residential requirement is a barrier to development.

Developer Comments

Encouraging or enabling smaller players (developers) and individuals that want to invest in the area

Regional developers

- Key for larger scale residential redevelopment is consolidating lots that are owned by multiple owners.
- Larger developers could be interested if an eminent domain process was implemented ahead of time to acquire parcels. The municipality would need to exert pressure, and exert rights as a municipality. If they don't, they will compromise the overall vision.
- Not a lot of opportunities for people who work on the island to live on the island, they tend to live in Cape May County, Lower, etc.
- Four story buildings might make the most sense. Building the density that is needed to make multi-family successful.
- Parking is an issue. The market may not be able to bear structured parking due to cost.
- A centralized shared parking structure may make it competitive. The lack of parking can be a hindrance for large development.
- The front of the building should engage with the street, not just a facade of parking. The marketability comes from street engagement.
- Anchor developments could be necessary to make a transformative change.
- To anchor a redevelopment, you need rental, people who will be there 24/7, not seasonal. Multi-family rental apartments could be developed. A rental apartment tenant is the worker. The people who live and work here, and the stock needs to be affordable for them and good for young crowd. Condos and for-sale, look as an opportunity to buy and rent them out to summer vacationers.
- Prefer the entire block for larger individual development
- Developers will build whatever the City wants but taxes are a barrier
- Mix of residential types should anchor redevelopment; bars and restaurants tough; liquor licenses too expensive.
- Off-street parking requirements is a problem, need to reduce. A Centralized parking structure would be a large benefit.
- Pacific Avenue: Maybe close for outdoor dining
- Difficult to get financing for retail. Bond for retail.
- Limited brewery/craft distillery would be possible.
- Supermarket: red hot; small whole foods; combine with multi-family; essentially; organic healthy foods.

- A survey for local developers to hear about barriers to development could be performed to gather more developer input.

Local developer

- "I think the best play is a residential community," commercial is more successful when condensed. Try to condense commercial, make the balance residential. His thought is small residential, duplexes, condos, townhouses, possibly single families.
- Series of lots, not just handpicking off. Not enough ROI for single developments.
- There has to be combined properties, not developed single lots.
- Makes it easier for a developer to buy from a group of owners, rather than from one owner at a time.
- Eminent domain is a tough sell from a development standpoint.
- There could be clustering of four story, then that leads to three story, two, duplexes, singles, etc. but the price may not justify the cost of construction for four story.
- Attached parking, or parking close is key. A centralized parking lot some distance away is a tough sell.
- A long term PILOT certainly helps. It is not a huge driving factor. Helps as a selling point, but it is not an end all be all.

- From residential standpoint, you need to get people on board as far as buyers. As much development over a three or four block area, but selectively, so it all ties in together.
- Will this sell? Can I take a couple of million bucks and invest it, or should I put it somewhere else?
- Initial sales create the snowball effects.
- Low prices, high taxes. People weigh things out this way. What softens that is the purchase price. But low price fights with the construction cost.
- The development in Pacific Avenue needs to be vast to really make a big change, not dwindling spotted development.
- Not done anything on Pacific, but have looked at projects many times.
- Not fully sold on the year round residential.
- Doesn't know if folks will want to work there remotely year round, there is no guarantee that the trend will stick.
- Need families and people to get the year round restaurants, etc.

Economic Factors, Economic Development, and Taxes

- There is a need to bring year round residents and businesses.
- Provide incentives for current year-round residents in Wildwood, Wildwood Crest, North Wildwood, and West Wildwood or other surrounding areas to move to the downtown.
- To get a specific "vibe" with coffee shops, stores, etc., there needs to be people or residential development.
- PILOT is essential, there must be financial incentive from the city and assistance from the County. Redevelopment is possible with help from the municipality and the county.
- Wildwood lags behind surrounding communities in property values, sale values, quantity and value of homes being built. The High tax rate is a barrier. Can't get the tax rate down without more rateables.
- There are currently many vacancies in existing commercial spaces, there is no lack of commercial space. What we need to find is something to fill those spaces.
- Incentives for local business owners to expand or locate businesses along Pacific should be considered
- Provide incentives for commercial business that want to stay or move to the Pacific Ave. Corridor could be considered
- Open up the corridor down to the Boardwalk from Pacific. Attract people from the boardwalk to Pacific.
- Chain stores on Pacific such as Wawa or Applebee's or others could be considered if the market dictates.

Education

- The Pacific Avenue Redevelopment can help with perception change. Also hearing good reviews about how Wildwood schools are handling pandemic situation better than neighboring towns.

Housing

- A desire for quality residential used for highest and best purpose
- There is general concern with excess secondary and vacation homes. The redevelopment should target more permanent year-round residents.
- The idea of putting housing and condos on Pacific Avenue is new to some longtime residents but generally well received.

Land Use and Zoning

- Consolidating commercial zoning (rightsizing), and expanding residential zoning should be considered.
- Current zoning and lot configuration in Wildwood is different between the three towns on the island. Lot sizes and zoning determine the type of homes being built, and explain the differences between the communities.
- Shopping on Pacific Avenue is a historical recollection. 20 blocks of commercial is not sustainable. A mix of residential is viable while strengthening existing commercial.

Redevelopment Process

- Wildwood has a diverse year-round community. Make sure to include these communities in as stakeholders and engage these groups. It is important to include as many residents as possible in this conversation.
- Questions: Which buildings are developers deeming unfit for adaptive reuse and how is that decision made? What is the plan for parking for retail? Will feasibility studies be done for any particular project? Answered: The project is in the information gathering phase. These aspects will be determined as the plan becomes developed.

Socioeconomic Concerns

- Concern was raised that redevelopment is going to push out the working class and make way for the upper class.
- Wildwood is historically blue collar, and blue collar communities often cannot support the cost of new construction and the disproportionate effected by eminent domain.
- There was concern that consolidating properties along with rising property values will lead to larger developers and corporations being able to participate in redevelopment. Wildwood should retain its local and small business character.

Urban Design

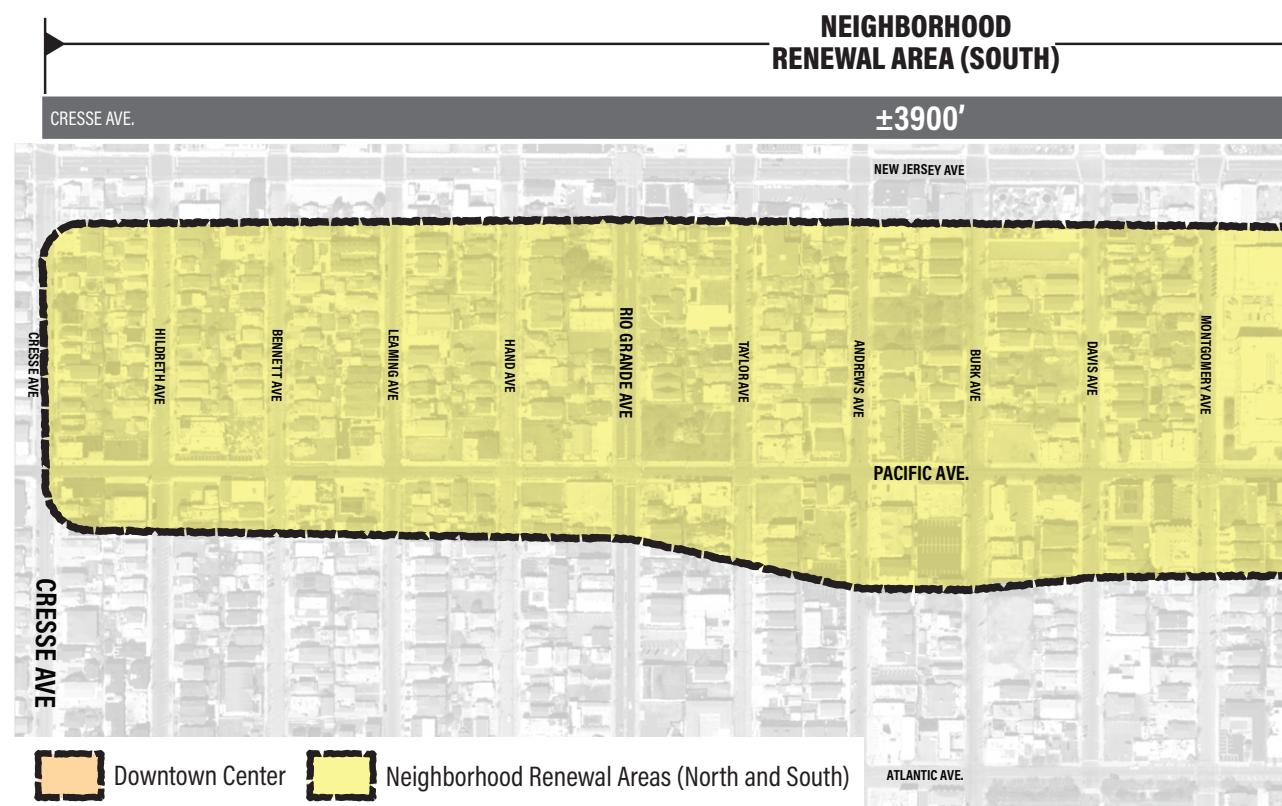
- The redevelopment should generally support adaptive reuse if appropriate.
- Concentrating commercial or retail between Schellenger and Spencer was recommended.
- The downtown along Pacific Avenue has good urban design "bones". The narrow streets create an intimacy and walkability.
- The redevelopment may encourage shop owners to move their shops closer to this downtown. It's a nice place, there isn't crime, but we want it to be more vibrant.
- New development must be in some way connected to the beach or nature, boardwalk, and culture of sorts. This can happen down the corridors of Schellenger and Oak Avenue.
- Design guidelines for developers should be considered
- There is a desire create a vibrant, walkable destination and encourage business owners to stay and add residential where appropriate.

3.0 | DESIGN PLAN

As detailed in the analysis, the Pacific Avenue study area is not uniform in its character. The planning and design framework of this plan reflects these existing differences while also setting the table for the implementation of the future vision for the historic downtown of Wildwood. The principles governing the renewal of these districts have much in common, but they are differentiated through the calibration of recommendations related to land use and residential development prototypes.

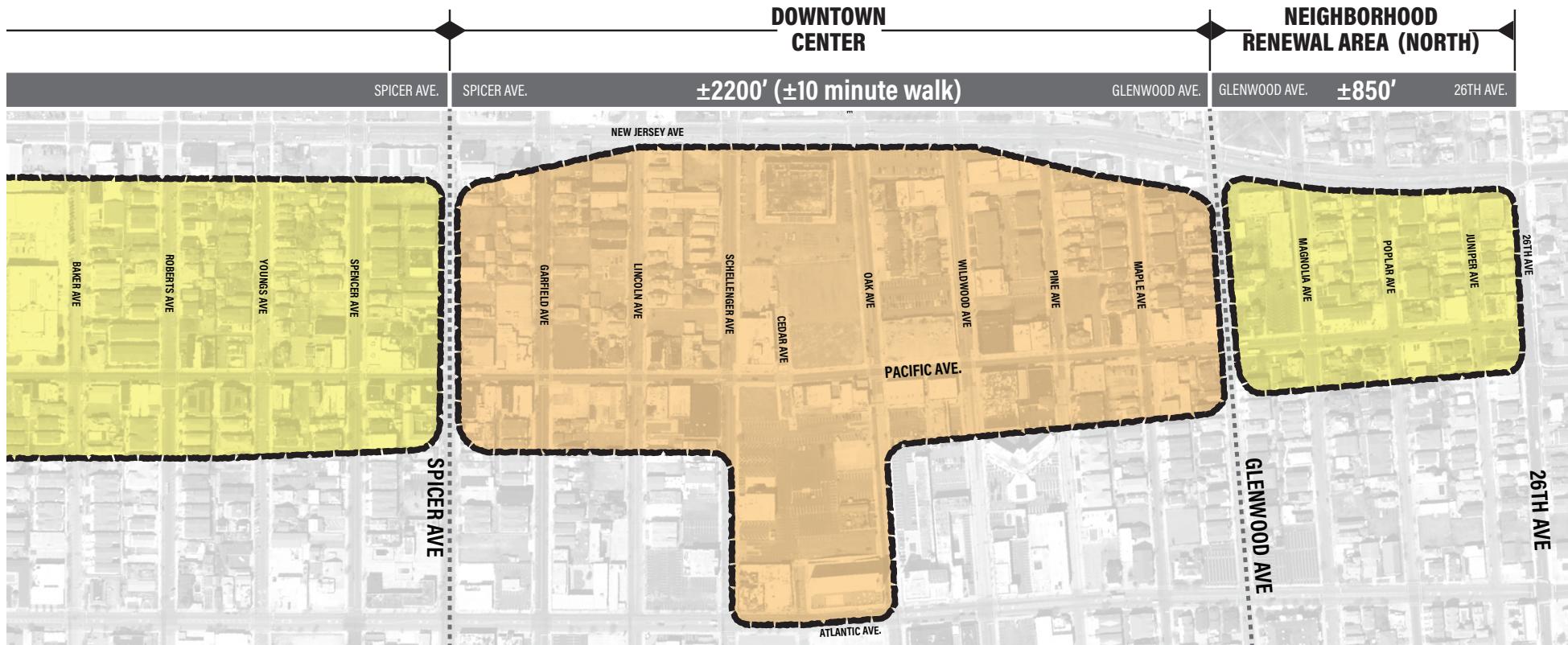
3.1 DOWNTOWN CENTER

The Downtown Center represents the hub of the historic downtown of Wildwood. This district contains the largest properties in the study area, including some of the largest and sturdiest existing historic buildings. Redevelopment of this important district should include a concentration of commercial uses, along with higher density multifamily residential uses, to strengthen and restore the Downtown as a prominent place within the City. These uses should be unshackled from existing regulations that create obstacles to redevelopment through the adoption of new regulations and design guidelines. Higher density development should, directly, frame Pacific Avenue to reinforce its hierarchy in the overall City fabric, with lower density development in the abutting residential neighborhoods. Building design and placement should contribute towards an inviting, walkable street function and character that complements the use of Pacific Avenue as a public place. Ultimately, the



Downtown Center should contain combinations of new commercial, public and residential uses that contribute to the renewal of the Downtown.

- Promote transformative commercial and multi-family residential redevelopment through more flexible design and streamlined zoning requirements
- Remove restrictive zoning requirements related to commercial use requirements and minimum dwelling unit sizes
- Continue to allow, but not require, mixed-use development
- Encourage adaptive reuse of existing historic buildings to create viable residential uses
- Reinforce and strengthen the identity of the Downtown through unified design guidance
- Encourage high-quality architecture and urban design
- Adopt guidelines to promote a pedestrian-friendly street frontage along Pacific Avenue, relating to access and activation of frontages



- Restrict vehicular access to sites to streets other than Pacific Avenue
- Integrate elements to support and encourage alternative modes to automobile transportation

3.2 NEIGHBORHOOD RENEWAL AREAS

Neighborhood Renewal Areas include the areas along Pacific Avenue that are outside of the Downtown Center and those neighborhoods located to the west of Pacific Avenue, but east or New Jersey Avenue. The overall objective for these areas is to reinforce the

residential neighborhoods through new residential prototypes that contribute to desirable, pedestrian-oriented street character. Furthermore, this district is intended to promote multifamily residential redevelopment directly fronting on Pacific Avenue. Redevelopment of these areas should:

- Promote new residential development that contributes to a desirable visual and spatial street character
- Provide incentives for multifamily residential development on Pacific Avenue –fronting lots,

but restrict vehicular access to streets other than Pacific Avenue

- Incentivize the removal of incompatible non-residential uses
- Reduce the overall amount of commercial space to better align with the market
- Encourage high-quality architecture and urban design
- Maintain appropriate relationships between buildings and streets, both vertically and horizontally

3.2 NEIGHBORHOOD RENEWAL AREAS (CONT'D)

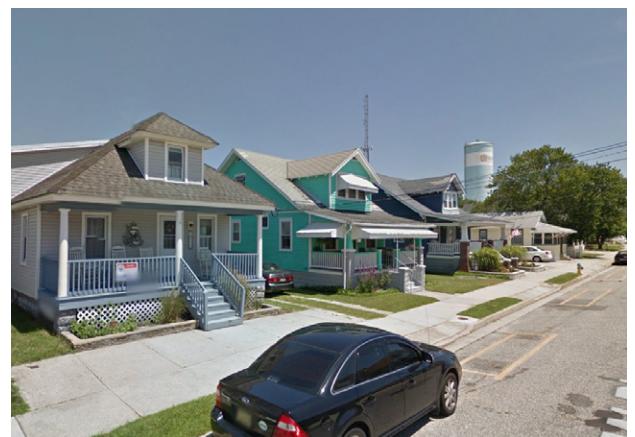
- Maintain and enhance the experience of pedestrians along all streets
- Reduce the negative impacts of off-street parking on the character of streets
- Minimize impervious surfaces and maximize the potential for plant material
- Accommodate current and future base flood elevations through zoning regulations to ensure that architecture and building design continues to provide for marketable properties that contribute to a desirable urban character
- Unify historic architectural precedents and contemporary designs through common spatial requirements to create an identifiable neighborhood character
- Encourage adaptive reuse of existing historic buildings
- Integrate elements to support and encourage alternative modes to automobile transportation

3.3 PLANNING + DESIGN: EXISTING RESIDENTIAL PRECEDENTS

Preferred Single and Two-Family Residential

The following images of existing homes from Wildwood depict single-family and two-family homes. They represent a range of eras of construction, that could be classified as "traditional". They also contain the following attributes that are deemed to be desirable from an architectural as well as a community design perspective. Future redevelopment of single-family and two-family dwellings should be incorporate the following attributes of traditional homes in Wildwood:

- Direct connection to the street from the front of the building
- Robust architectural elements, but avoid ornamentation
- All porches facing street have a roof with strong eaves
- First floor porches of only one story
- First floor elevation set at least two feet, but not more than four feet, from the ground elevation at the front, provided compliant with base flood elevation requirements
- No surface parking in front of home
- Locate home maximum of 15 feet from the street line
- No pavement or aggregate used as a ground cover



Existing Wildwood housing styles

3.4 MULTIFAMILY RESIDENTIAL PRECEDENTS

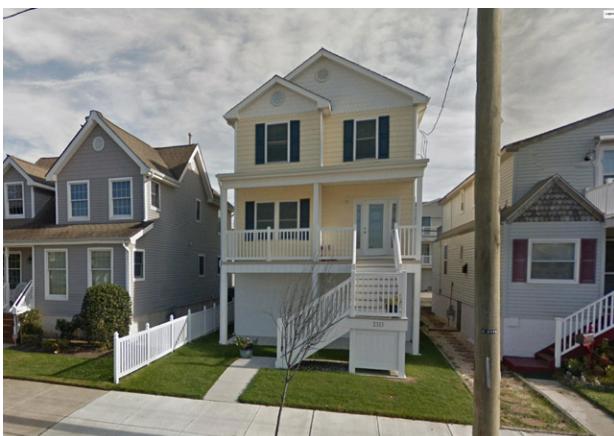
While the single-and two family guidance expresses a preference for traditionally-inspired architecture, multifamily buildings fronting on Pacific Avenue and those within the Downtown Center need not adhere to the traditional architecture. Current development of multifamily residential buildings more often is finding that the market prefers a more contemporary approach. These buildings have the ability to incorporate large areas of glass that bring in light and promote views. They often utilize roof space and terracing for "green" purposes, including stormwater management, as well as open space for residents. However, such buildings can still adhere to design principles that promote a cohesive and desirable community design and public street frontage. This means active and lively ground floors, articulation of building facades and architectural emphasis to promote legibility of entrances.



Multi-family residential precedents

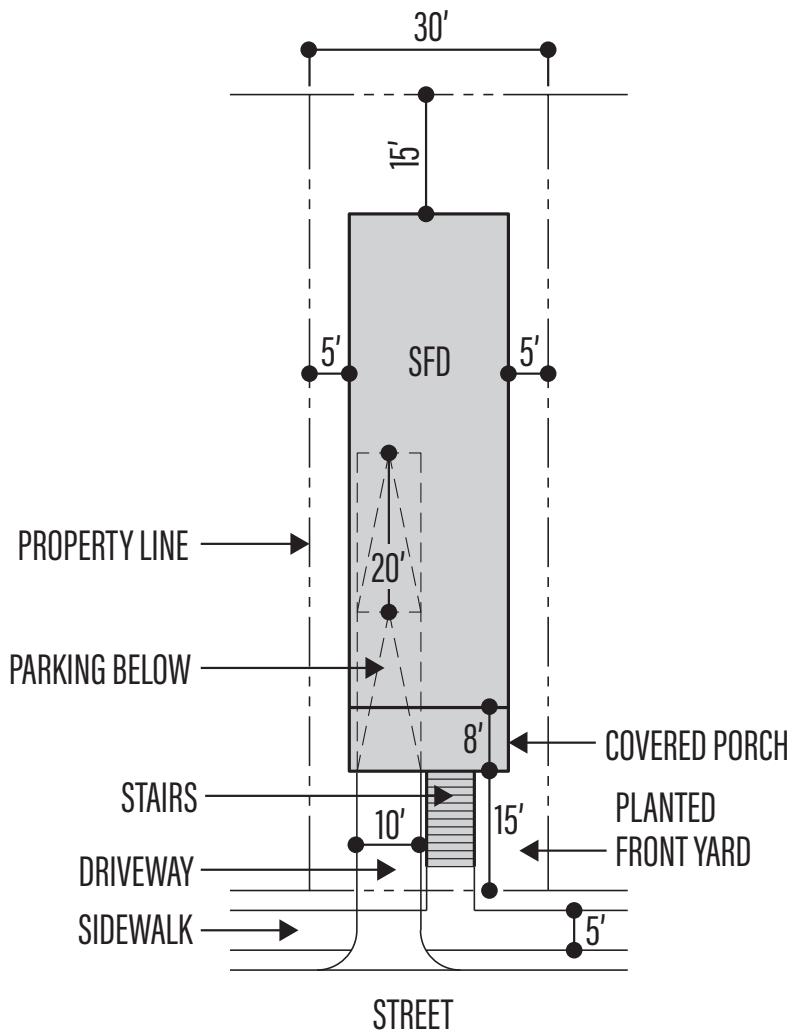
Unlike the preceding examples, the following images show existing Wildwood multifamily residential buildings that do not engage the street as traditional homes do. This results in a "deadening" of the street in terms of pedestrian-friendliness and an inviting architectural "edge". Such attributes should be avoided:





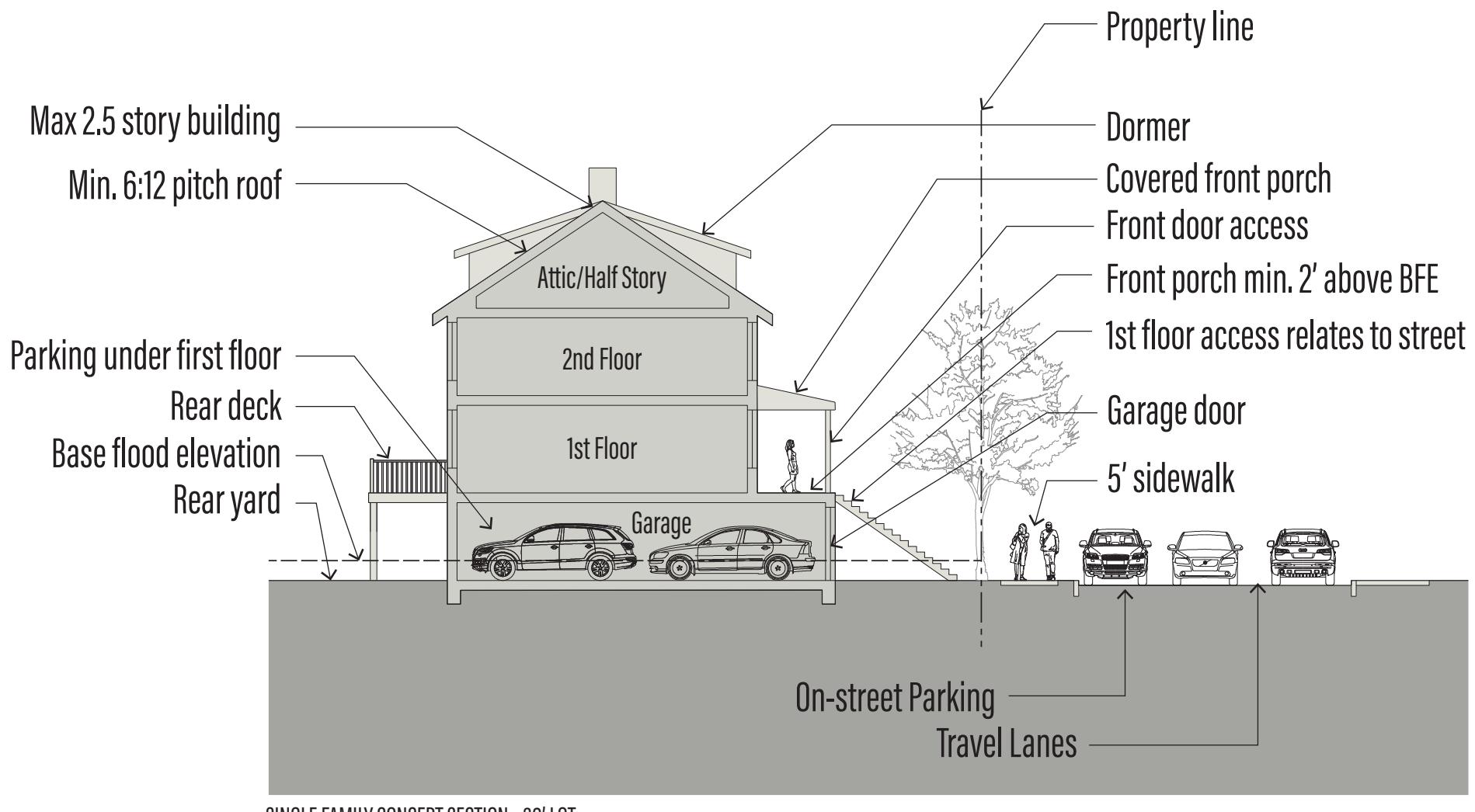
30' lot residential precedents

3.5 DESIGN GUIDANCE: SINGLE-FAMILY RESIDENTIAL - 30' LOT



SINGLE FAMILY CONCEPT - 30' LOT

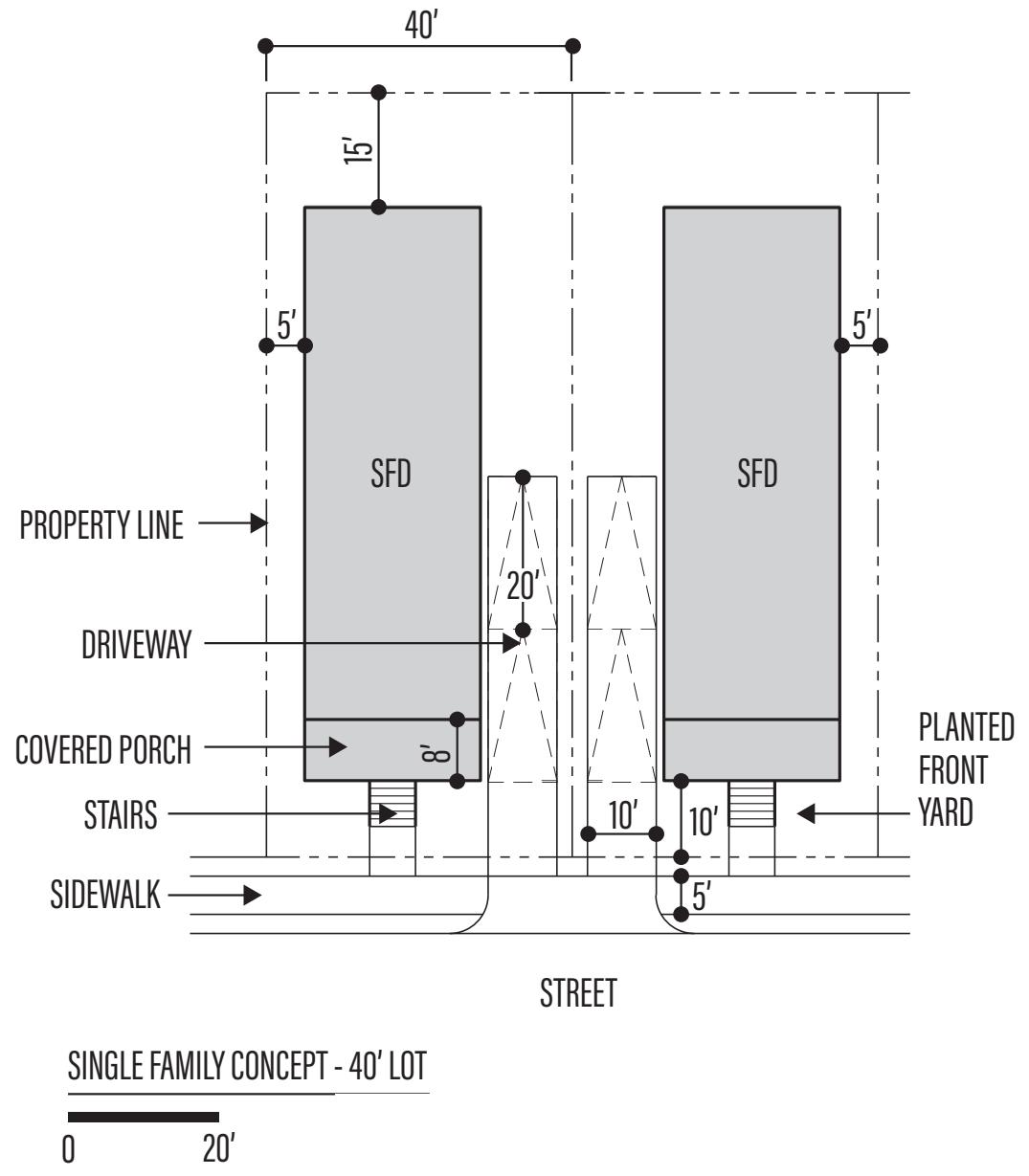
0 20'

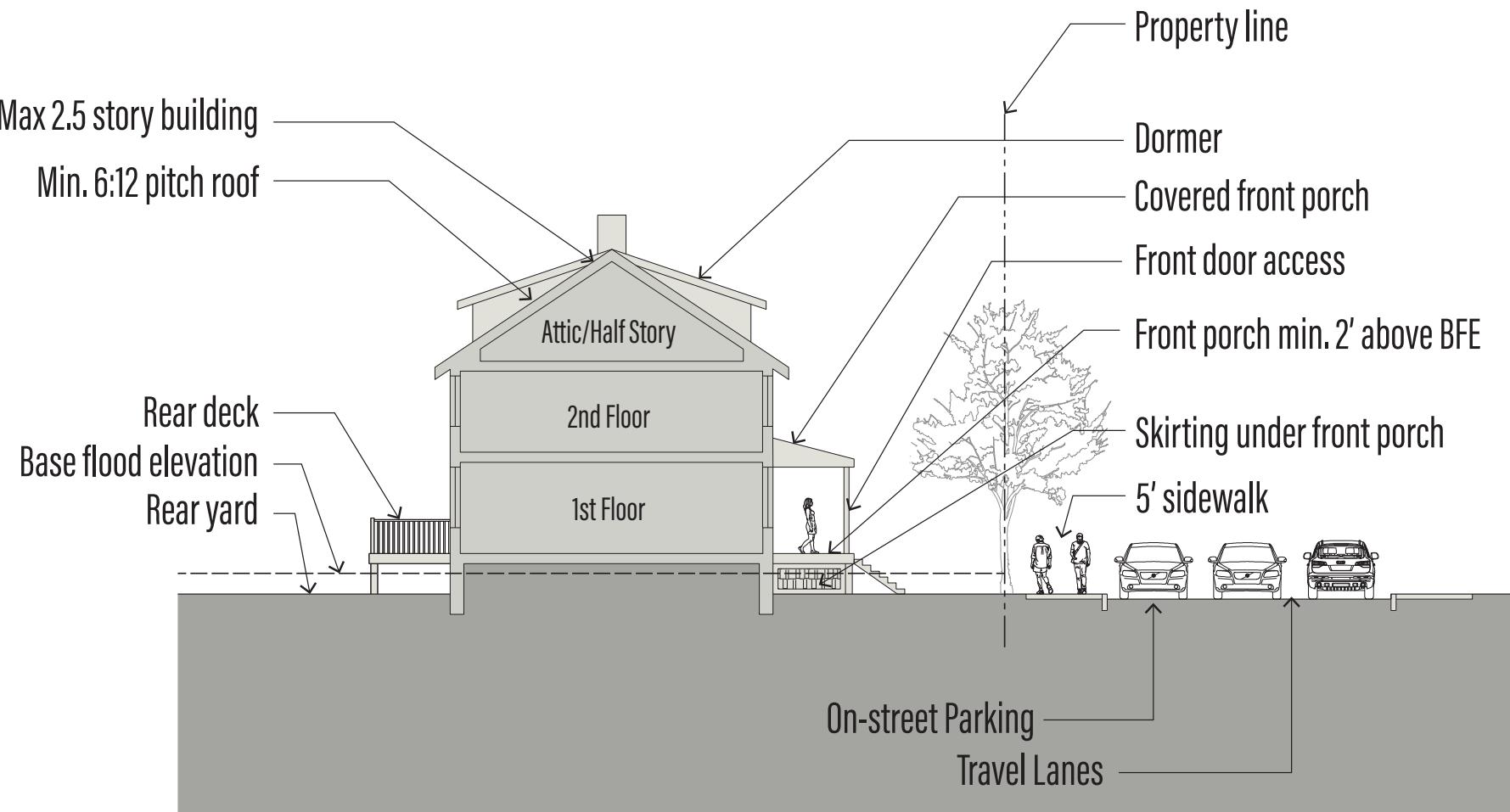




40' lot residential precedents

3.6 DESIGN GUIDANCE: SINGLE-FAMILY RESIDENTIAL - 40' LOT



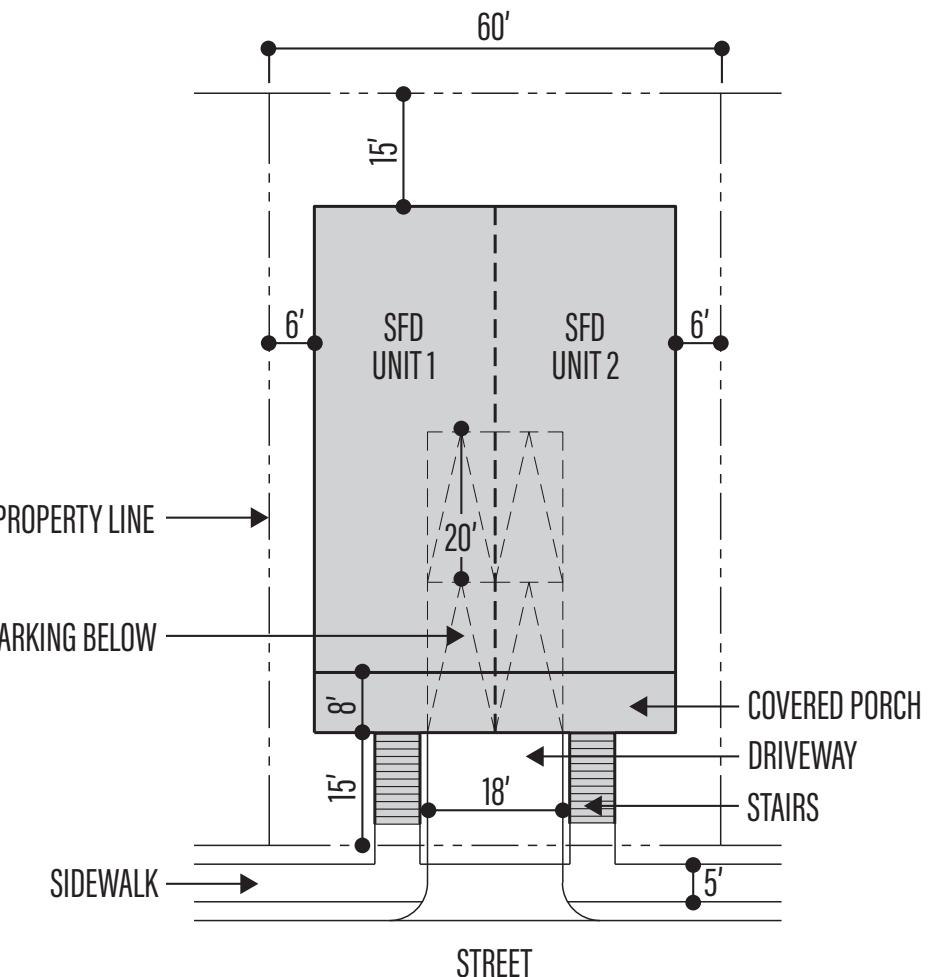


SINGLE FAMILY CONCEPT SECTION - 40' LOT



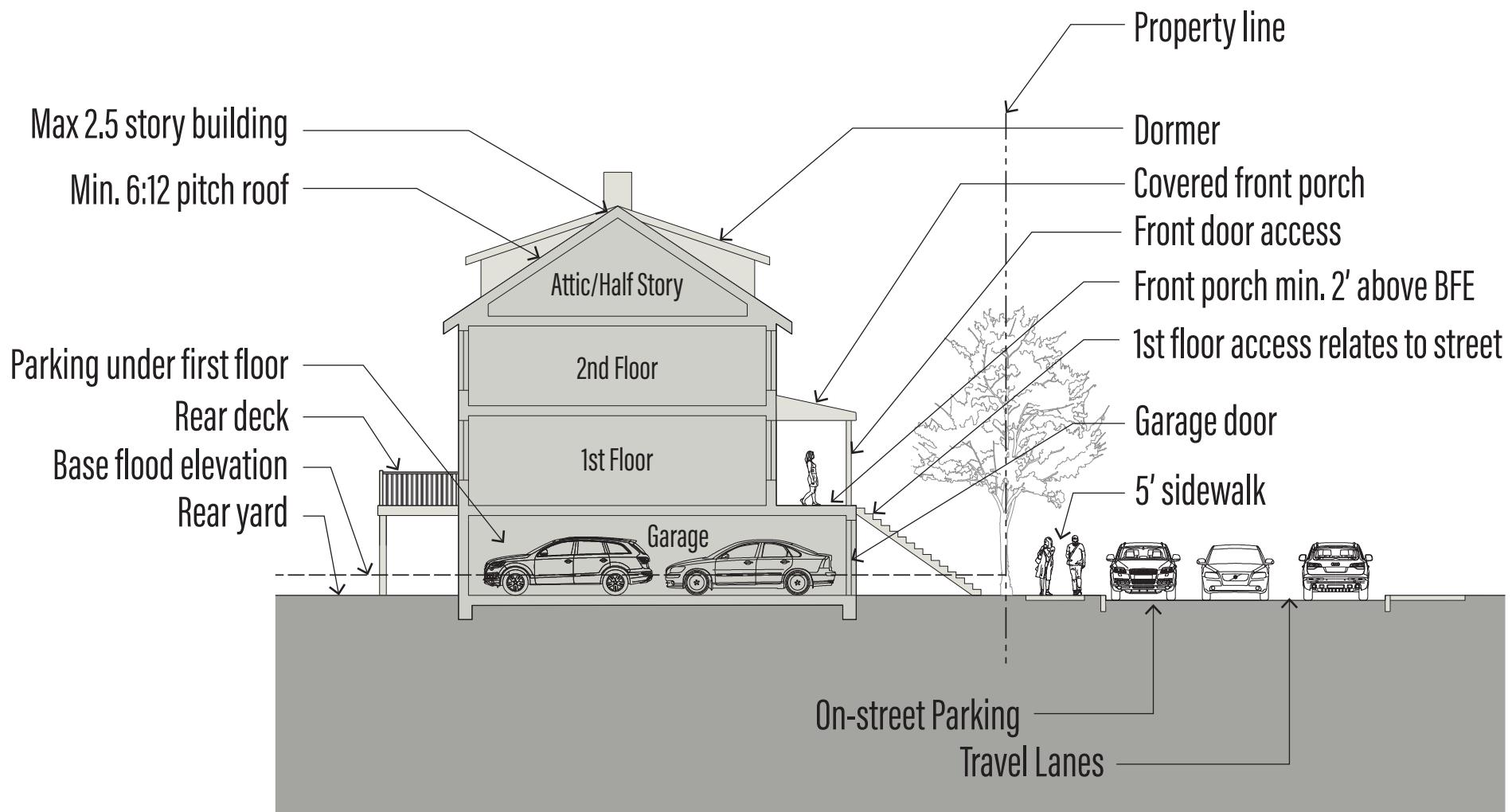
60' lot twin residential precedents

3.7 DESIGN GUIDANCE: TWO-FAMILY RESIDENTIAL - 60' LOT



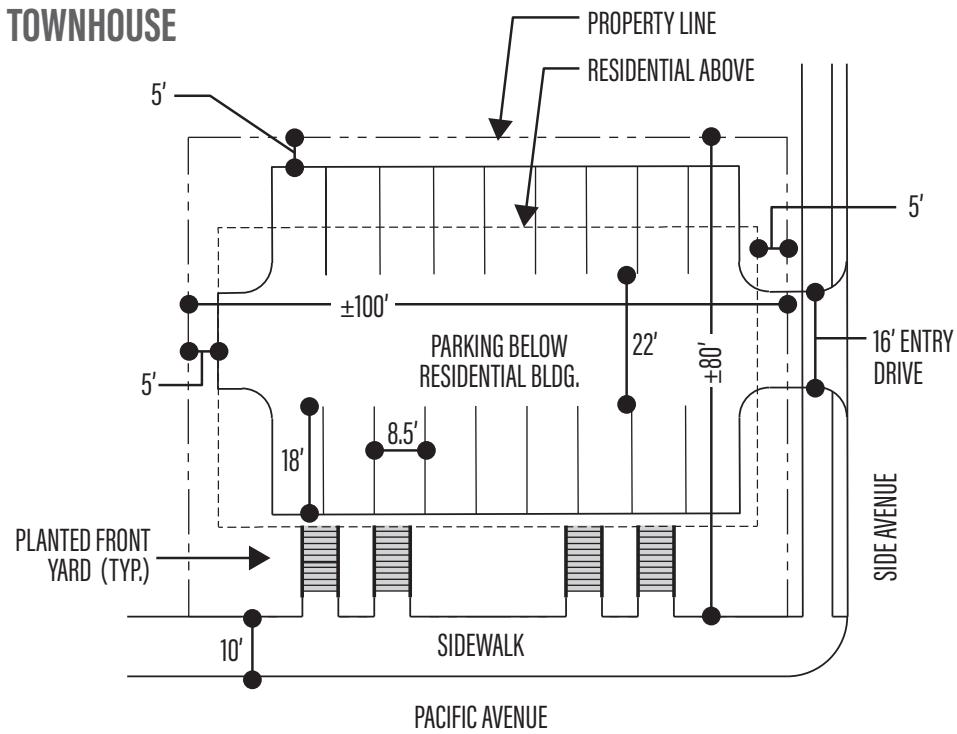
TWO FAMILY ATTACHED CONCEPT - 60' LOT

0 20'



TWO-FAMILY CONCEPT SECTION - 60' LOT

3.8 DESIGN GUIDANCE: TOWNHOUSE

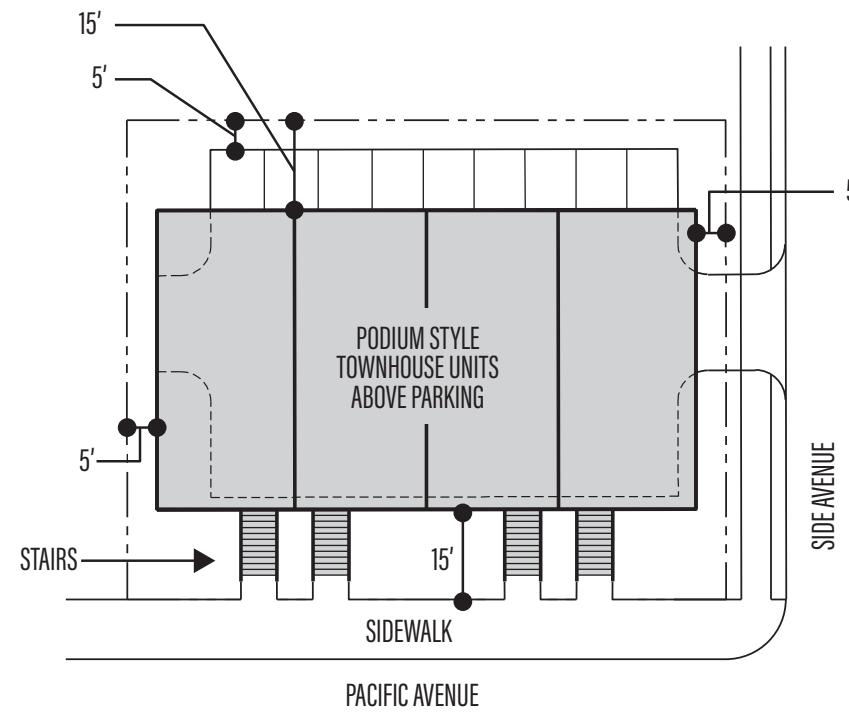


GROUND LEVEL PLAN

0 30'



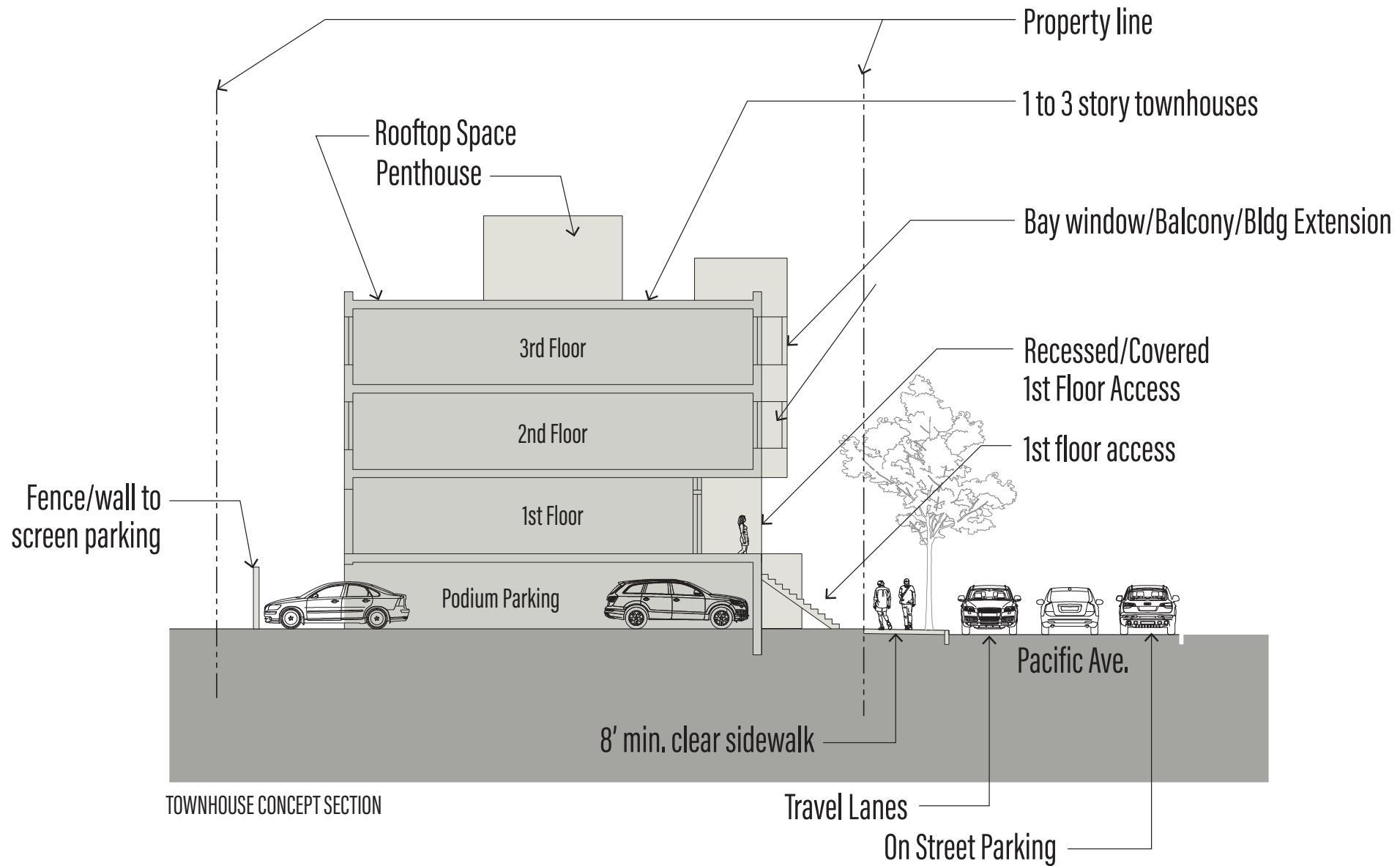
Townhouse residential precedents



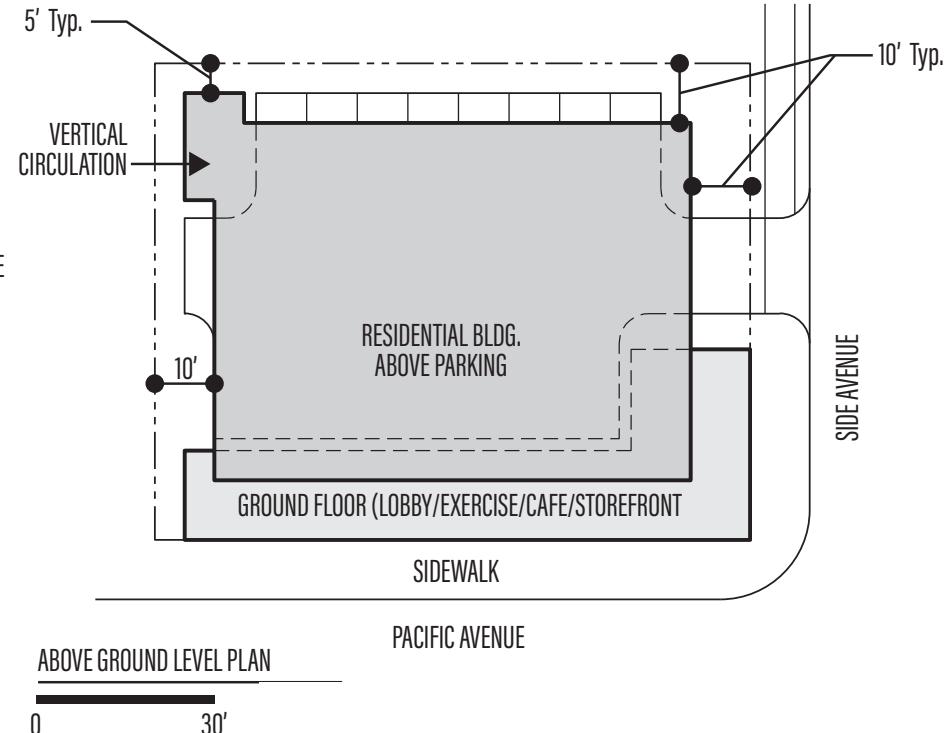
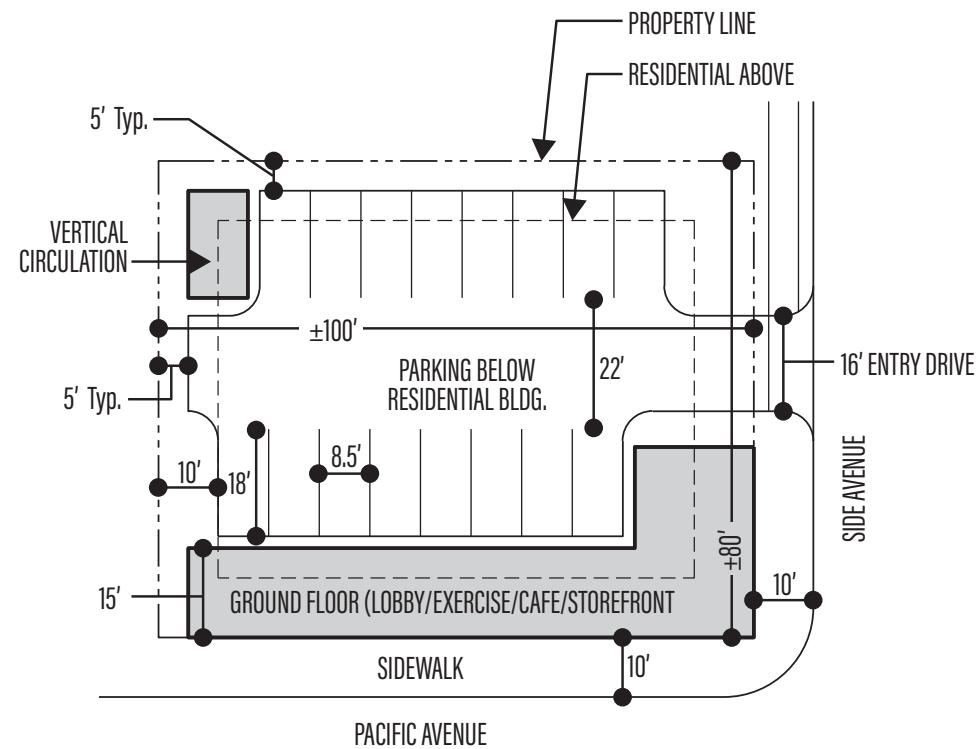
ABOVE GROUND LEVEL PLAN

0 30



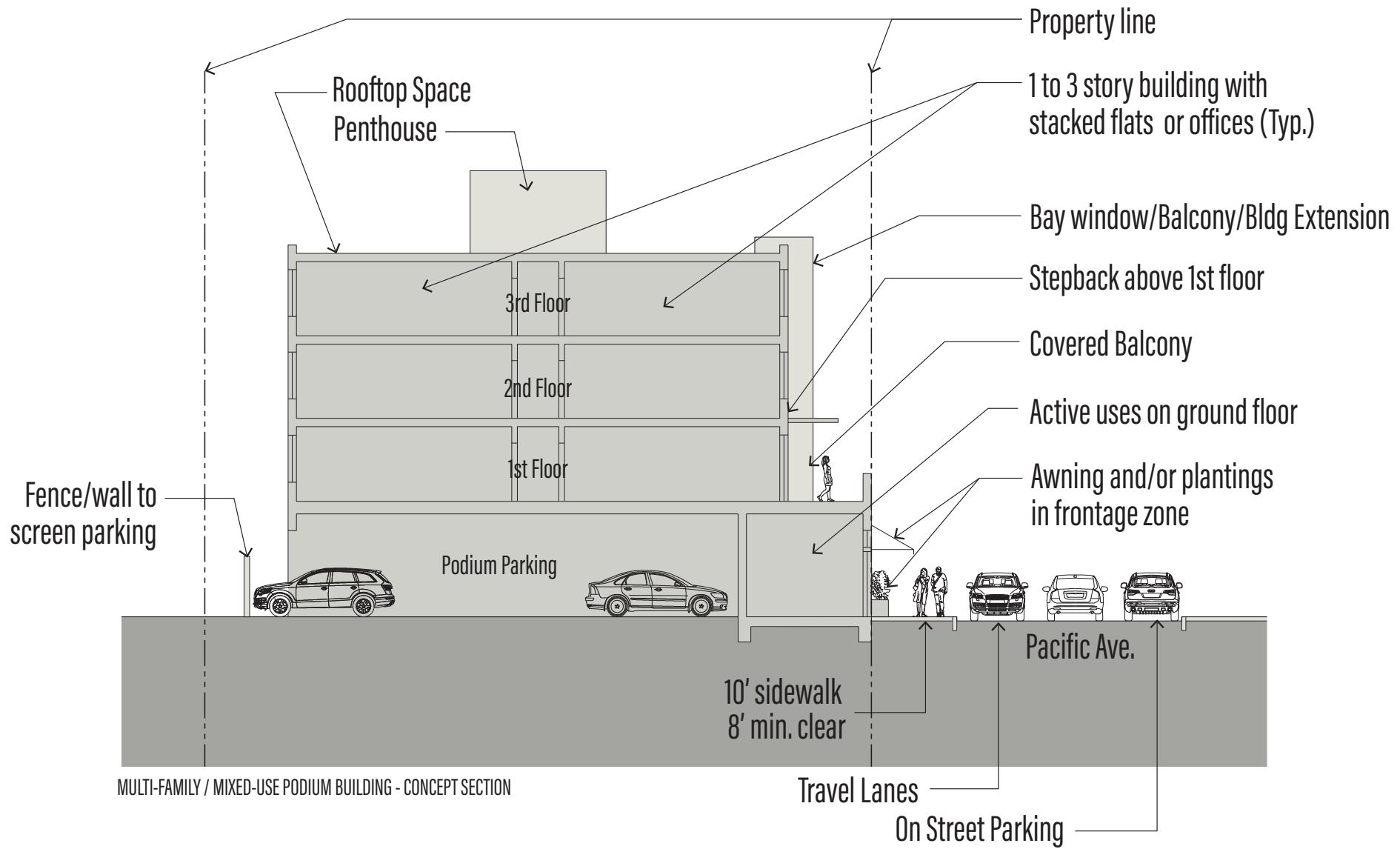


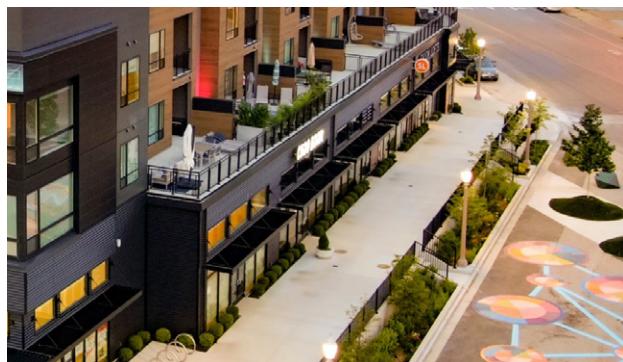
3.9 DESIGN GUIDANCE: MULTI-FAMILY / MIXED-USE - PODIUM BUILDING



Multi-family podium building residential precedents

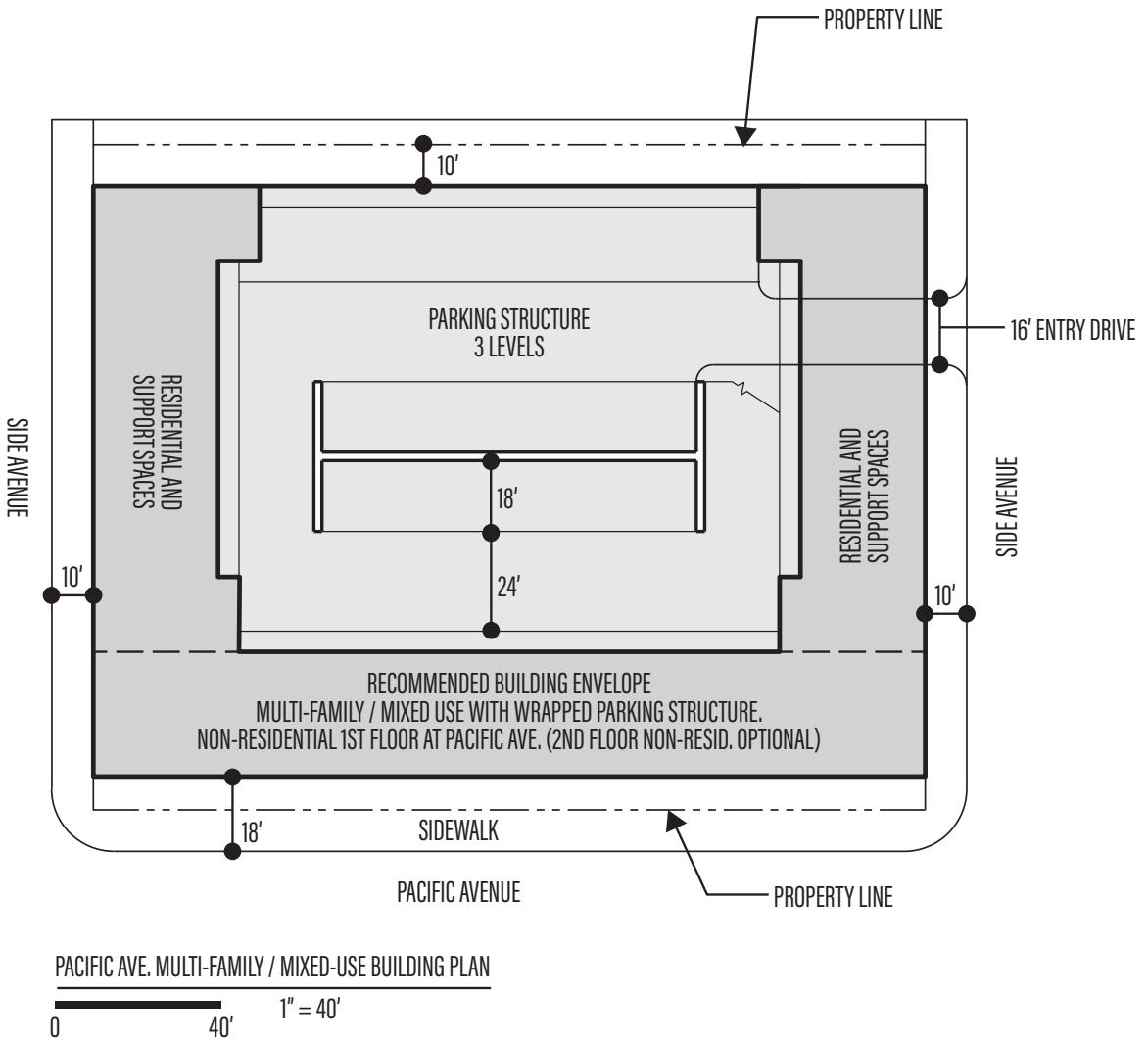


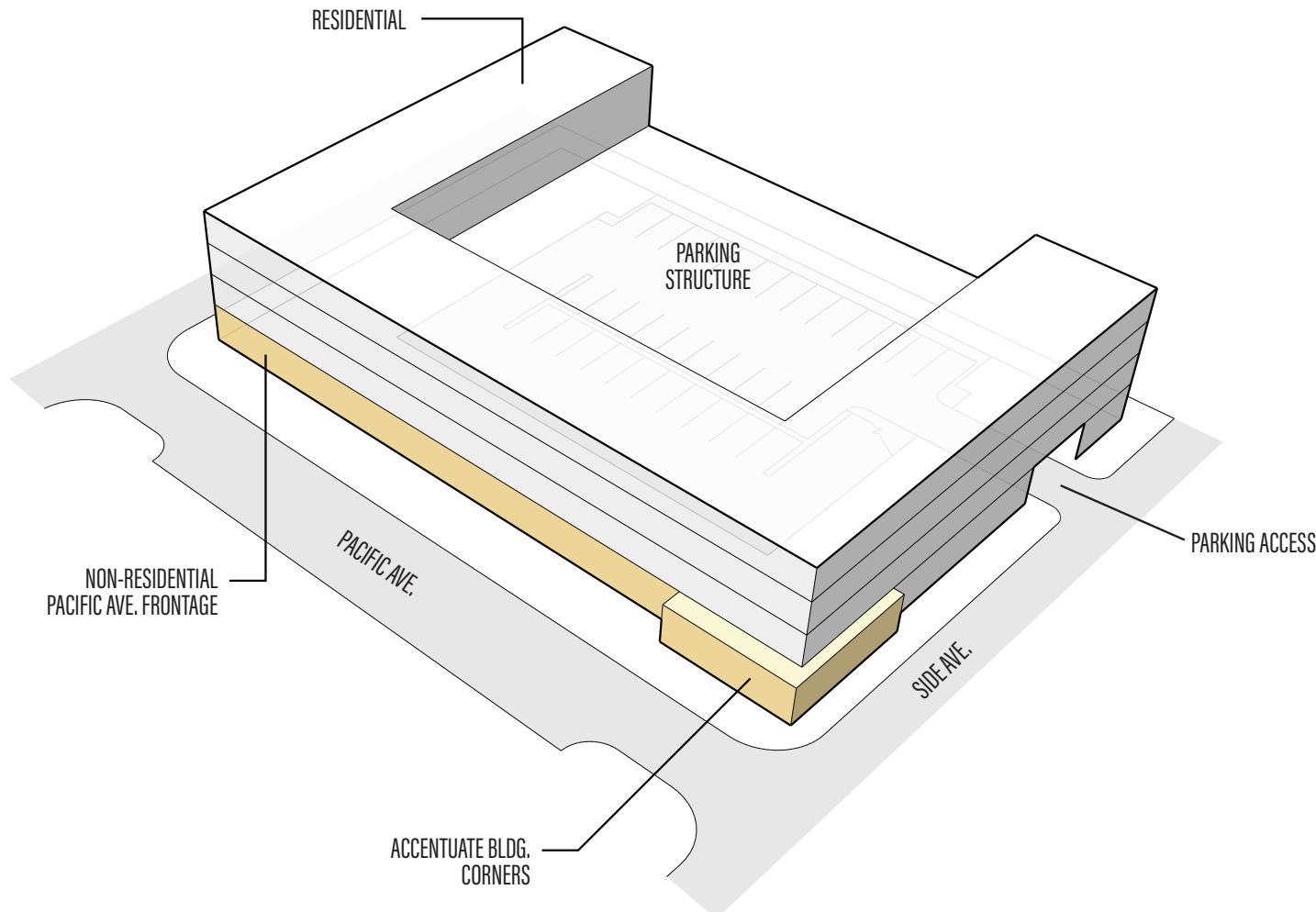




Multi-family / Mixed-use residential precedents

3.10 DESIGN GUIDANCE: MULTI-FAMILY / MIXED-USE - WRAPPED PARKING STRUCTURE BUILDING





MULTI-FAMILY / MIXED-USE WRAPPED PARKING STRUCTURE BUILDING - CONCEPT SECTION

3.11 DESIGN GUIDANCE: ADAPTIVE RE-USE OF EXISTING BUILDINGS

Adaptive reuse involves the repurposing of existing buildings for a new use. There are several buildings along Pacific Avenue where such an approach may be appropriate and successful. These include the Great Whale department store, Randyland and the Crest Savings Bank (former Marine National Bank)



Examples of existing Pacific Ave properties for potential adaptive reuse

Precedents for adaptive reuse show how existing buildings may be retained and expanded while retaining their historic architectural character at the street level.

There is no one solution to repurposing worthwhile buildings. However, the guidance from the US Secretary of Interior Standards for historic preservation should be employed in approaching such projects. Adaptive reuse of buildings should be encouraged where the essential character of the building can be maintained or enhanced.

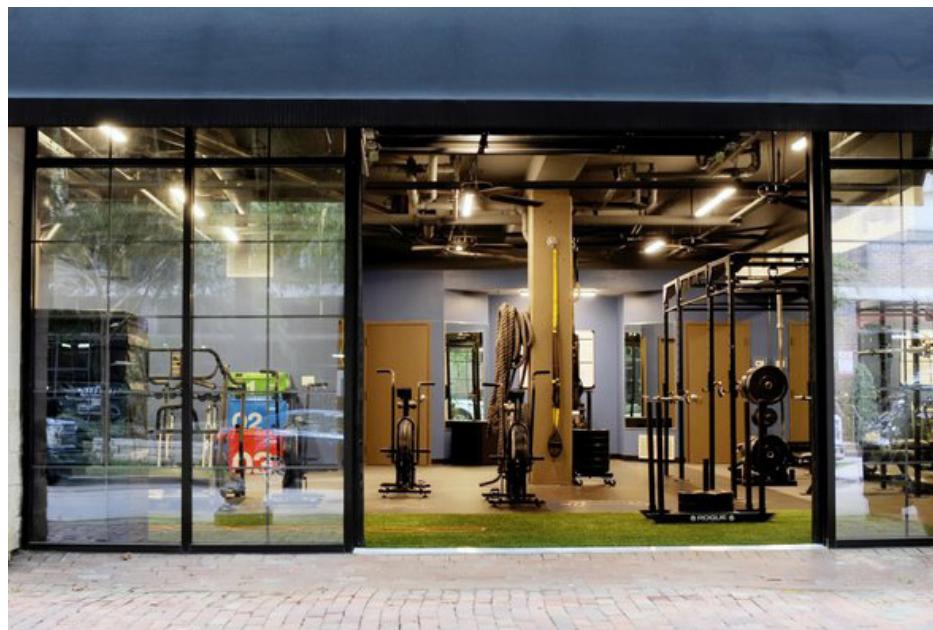


3.11 DESIGN GUIDANCE: NON-RESIDENTIAL USES IN DOWNTOWN CENTER

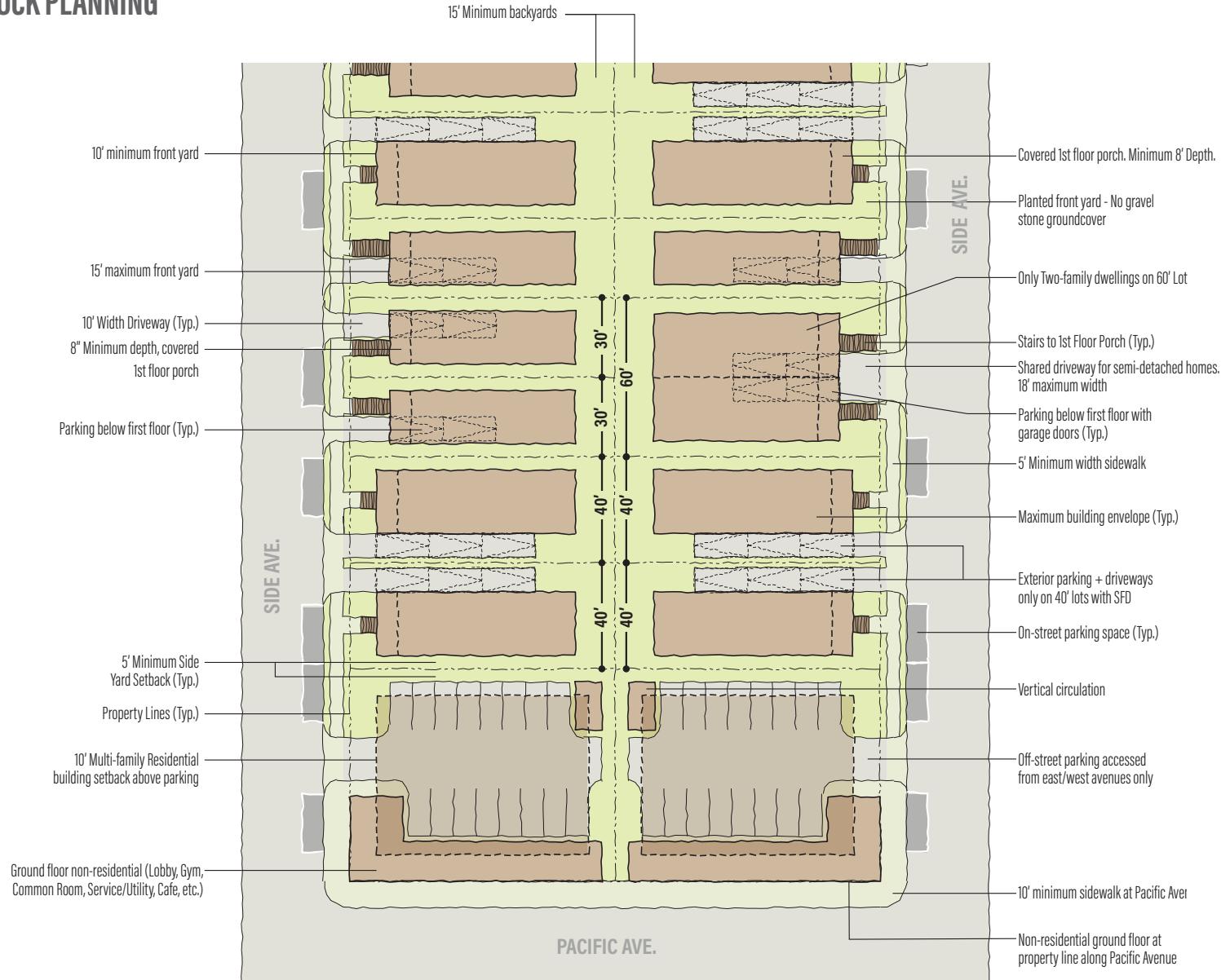
The Downtown Center contains larger development parcels thus providing more opportunity for new non-commercial development or relocated existing commercial development. Concentrating new commercial, mixed-use and residential development here creates a vibrant mixed use district for living, working and entertainment. Non-residential development should take cues from the existing Wildwood character as well as look to a contemporary use and urban design aesthetic. Commercial development should consist of high quality materials and design. Design of new non-residential uses should also engage the street to create a walkable pedestrian oriented environment.



Non-residential precedents



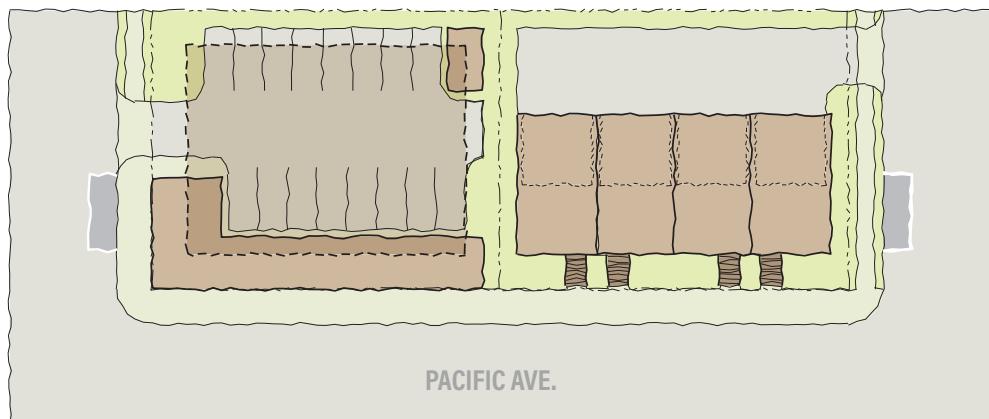
3.13 DESIGN GUIDANCE: BLOCK PLANNING



Block Planning Design Guidelines



Block Planning Design Standards - Pacific Ave. block with podium stacked townhouses option



Block Planning Design Standards - Pacific Ave. block with standard townhouses option

4.0 | IMPLEMENTATION

4.1 WHY REDEVELOPMENT

The guidelines herein have been prepared to inform a process of redevelopment that began in Wildwood in 2020 wherein the City Commission directed the Planning Board to study the Pacific Avenue corridor as an Area in Need of Redevelopment (AINR) pursuant to the criteria established at N.J.S.A. 40A:12A-1 et seq., known as the New Jersey "Local Redevelopment and Housing Law" ("LRHL"). The LRHL permits a municipality to designate an area for redevelopment and to create a plan (zoning amendment) to facilitate the redevelopment. The guidance contained herein will be used to prepare a redevelopment plan. A redevelopment plan provides a more effective set of "tools" to promote new investment and development, beyond that of a typical zoning ordinance.

4.2 CONTENTS OF A REDEVELOPMENT PLAN

A redevelopment governs development within a redevelopment area and includes:

- Goals and objectives
- Specifies land uses and building requirements
- Can supersede zoning or act as an overlay zone
- Identifies properties to be acquired if applicable
- Adopted by the Governing Body by ordinance
- Vigorous and expanded control of design of buildings, sites and other private elements.

4.3 POWERS DERIVED FROM A REDEVELOPMENT PLAN

Among its powers, a redevelopment plan also provides for the heightened ability negotiate, plan and finance redevelopment. The redevelopment powers allow for a municipality of redevelopment entity to:

- Undertake redevelopment projects
- Issue bonds
- Acquire properties
- Construct improvements
- Arrange or contract with public agencies or redevelopers
- Collect revenue from a redeveloper to defray costs
- Provide for credit or loans to redevelopers
- Lease or convey property without public bidding
- Enter upon property to conduct investigations
- Arrange for the relocation of residents or businesses
- Program of voluntary or enforced repair, rehabilitation or removal of buildings and improvements
- Long-term tax abatement (PILOTs)

4.4 THE POWER OF TAX ABATEMENT TO LEVERAGE REDEVELOPMENT

Among its powers, a redevelopment plan provides for the ability to reduce conforming development from

property taxes for up to 30 years. While the entire City is a Rehabilitation Area, such property tax exemptions are limited to five years and have not been successful in turning the tide of disinvestment in the study area. A Redevelopment Plan could be coupled with municipal financial incentives to encourage new investment in the Pacific Avenue Corridor. This can be achieved by the adoption of ordinances permitting new development in this area to obtain the benefit of property tax abatement under the N.J. Long Term Tax Exemption Statute (N.J.S.A 40A:20-1 et. seq.). With the designation of Redevelopment Area, and adoption of a Redevelopment Plan, up to 30 -year tax abatements are permitted. These are characterized as Payments in-lieu of Taxes (PILOT).

The following illustration shows the potential benefit of PILOTs on a theoretical redevelopment project making new homes built in the Pacific Avenue corridor affordable to more buyers. The first illustration (columns A-D) indicate that a new home costing \$350,000 and subject to full real estate taxes will require the buyer to have a minimum income of \$88,832.

However, in the second example (Columns E-G), this same \$350,000 new home is subject to a long-term PILOT agreement which reduces the payments in lieu of taxes to 57% of full taxes. In this case, a buyer's minimum income to purchase this new home has dropped 14%, down to \$76,013.

This opens the market for such homes to a much wider group of buyers and will serve to attract investment in new residential development.

Wildwood, NJ
Pacific Avenue Redevelopment Area
Impact of PILOT Agreements on Home Buyer Minimum Income
Rev. 02.26.2021

Buyer Income Required to Purchase	
Assuming Full Property Taxes	
Sales Price	\$350,000
Down payment	20.00%
Mortgage	\$280,000
Financing Assumptions	
Interest Rate	4.00%
Amortization	30
Monthly Pmt	\$1,337
Annual Mortgage Payment	\$16,041
Annual Housing Expenses	
Annual Mortgage Payment	\$16,041
Property Taxes % of Value	2.5310%
Insurance % of Value	0.50%
Homeowner's Assoc Assessment annual	\$0
Total Housing Expense	\$26,650
Housing Expense Ratio	30.00%
Minimum Income to Purchase	\$88,832
PILOT Calculation	
(By Statute)	
Mortgage @ 100% Financing	\$350,000
Prevailing Mortgage Rate	4.00%
Amortization	30
Monthly Payment	\$1,671
Annual Payment	\$20,051
Condo or Homeowner Fees	\$0
Total ("Annual Gross Revenue")	\$20,051
PILOT Rate as % of AGR	25.00%
PILOT	\$5,013
Full Taxes	\$8,859

Buyer Income Required to Purchase	
Assuming PILOT Formula as % AGR	
Sales Price	\$350,000
Down payment	20.00%
Mortgage	\$280,000
Financing Assumptions	
Interest Rate	4.00%
Amortization	30
Monthly Pmt	\$1,337
Annual Mortgage Payment	\$16,041
Annual Housing Expenses	
Annual Mortgage Payment	\$16,041
PILOT (see calculation below)	\$5,013
Insurance % of Value	0.50%
Homeowner's Assoc Assessment	\$0
Total Housing Expense	\$22,804
Housing Expense Ratio	30.00%
Minimum Income to Purchase	\$76,013
PILOT as % of Full Taxes	
57%	
For Sale Units - PILOT Calculation as % AGR	
Home Purchase Price	\$350,000
Assumed 100% Purchase Money Mortgage	\$350,000
Mortgage Rate (see note below)	4.00%
PILOT	30
Annual Mortgage Payment (100% Financing)	\$20,051
Annual Common Area Fees	\$0
Total "Annual Gross Revenue"	\$20,051
PILOT Pymt	25.00%
PILOT Pymt	\$5,013

Buyer Income Required to Purchase	
Assuming PILOT Formula @ 2% Sales Price	
Sales Price	\$350,000
Down payment	20.00%
Mortgage	\$280,000
Financing Assumptions	
Interest Rate	4.00%
Amortization	30
Monthly Pmt	\$1,337
Annual Mortgage Payment	\$16,041
Annual Housing Expenses	
Annual Mortgage Payment	\$16,041
PILOT 2%	\$7,000
Insurance % of Value	0.50%
Homeowner's Assoc Assessment	\$0
Total Housing Expense	\$24,791
Housing Expense Ratio	30.00%
Minimum Income to Purchase	\$82,637
PILOT as % of Full Taxes	
79%	
For Sale Units - PILOT Calculation @ 2% Cost	
Home Purchase Price	\$900,000
Assumed 100% Purchase Money Mortgage	N/A
Mortgage Rate (see note below)	
PILOT Pymt	2.00%
PILOT Pymt	\$18,000

"Prevailing lawful interest rate for mortgage financing for comparable properties within the municipality."

4.5 WILDWOOD BUSINESS IMPROVEMENT DISTRICT (BID)

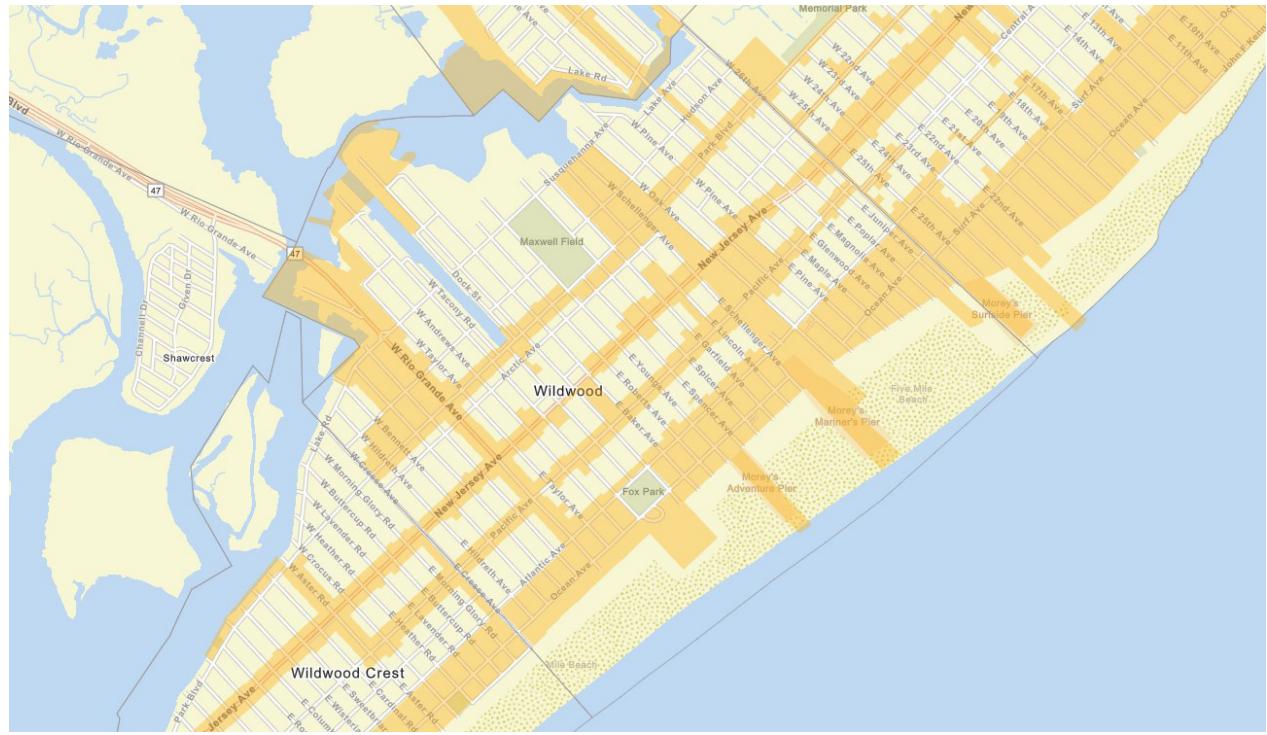
The Wildwood Business Improvement District, Management Corporation (BID) is a private, non-profit management corporation charged with overseeing the Downtown Business Improvement District. It was created in 2004. The Wildwood BID represents all of the properties from west of Ocean Avenue to west of Pacific Avenue and from 26th- Cresse Avenues. It has focused on physical improvements while also working to enhance the public's perception of the Downtown as a place for shopping and living. The Bid's work has led to substantial funds for improvements to Pacific and Rio Grande Avenues and the publication of Re-Design Guidelines for Pacific Avenue.

4.6 WILDWOOD OPPORTUNITY ZONE

Wildwood has been designated as a Federal Opportunity Zone. The Opportunity Zone program was enacted as part of the 2017 federal Tax Cuts and Jobs Act and is designed to drive long-term capital investments into low-income rural and urban communities. This Federal program provides opportunities for private investors to support investments in distressed communities through participation in Qualified Opportunity Funds.

4.7 URBAN ENTERPRISE ZONE: A RECENT EFFORT

In 2002 Wildwood created an Urban Enterprise Zone (UEZ). This designation encompasses several areas of the City, including the properties fronting on Pacific Avenue. UEZ's are intended to support business



WILDWOOD'S URBAN ENTERPRISE ZONE (UEZ) AREA

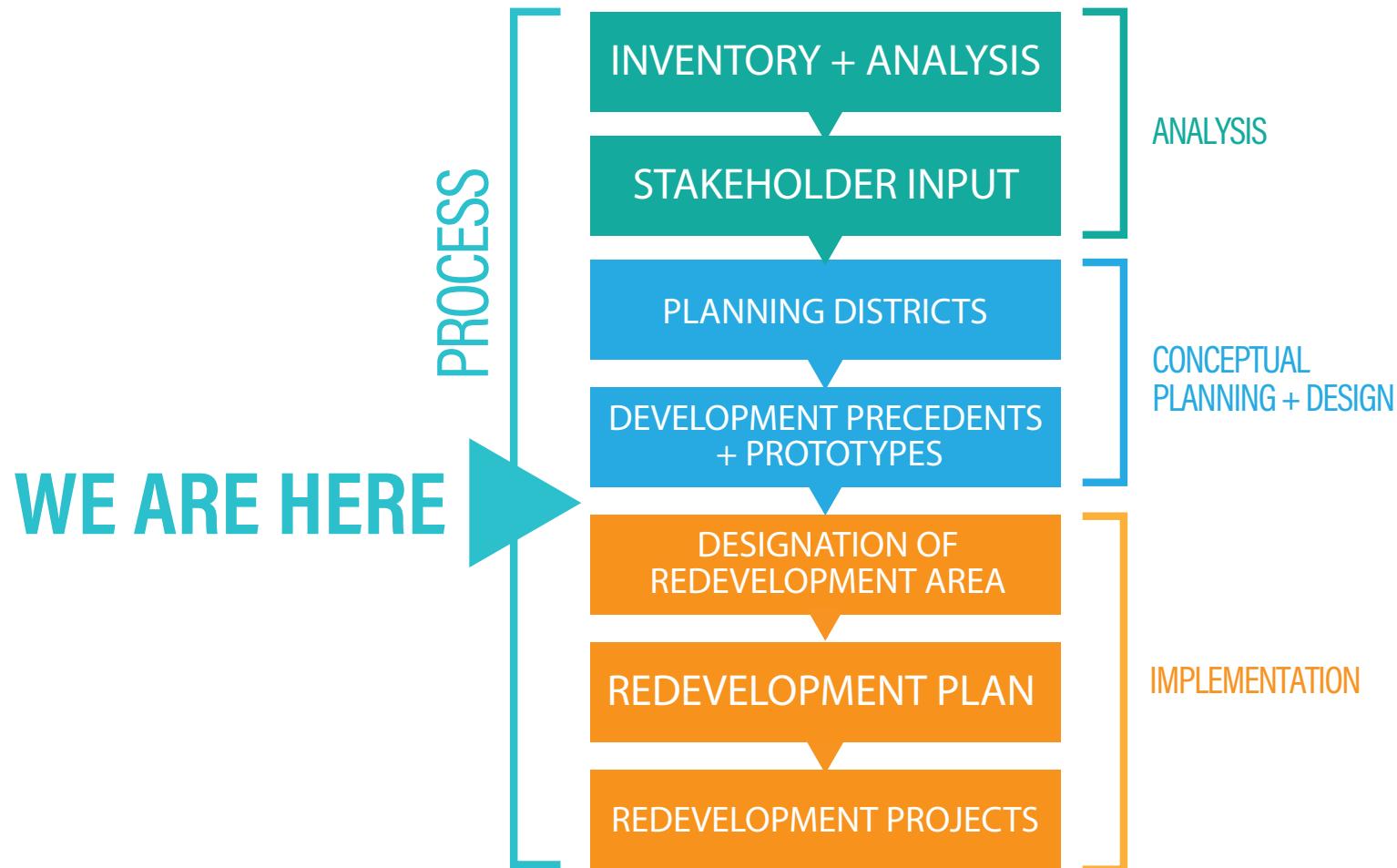
development and activity in distressed areas through the following benefits:

- Reduced Sales Tax
- Tax Free Purchases on certain items such as capital equipment, facility expansions, and upgrades
- Financial Assistance from agencies such as NJEDA
- Subsidized unemployment insurance costs for certain employees
- Energy Sales Tax Exemption for qualified manufacturing firms with at least 250 employees, 50% of whom are working in manufacturing
- Tax Credit Options

- » Up to \$1,500 for new permanent full-time employees hired; or
- » Up to 8% Corporate Business Tax credit on qualified investments.

The UEZ was put in place to provide for very specific support of businesses. However, it did not address the larger spectrum of elements that may promote and facilitate effective redevelopment of the Pacific Avenue. Furthermore, it does not encompass the entirety of the study area, such as land use, zoning and urban design guidance, which can complement financial incentives. The use of long-term tax exemption and redevelopment to promote residential redevelopment should take up slack where the UEZ has been ineffective .

5.0 | NEXT STEPS



APPENDIX | - RESOLUTION No. 2021-005

**CITY OF WILDWOOD PLANNING/ZONING
BOARD OF ADJUSTMENT
CAPE MAY COUNTY, NEW JERSEY**

RESOLUTION NO. 2021-005

WHEREAS, pursuant to the New Jersey Municipal Land Use Law, specifically N.J.S.A. 40:55D-25 and 40:55D-28, Municipal Planning Boards are given exclusive authority to adopt or amend a Municipality's Master Plan, or a component thereof; and

WHEREAS, the City of Wildwood's original Master Plan was adopted in 1971 and same has been periodically reexamined over the years to address changing goals and objectives; and

WHEREAS, re-examinations of the City of Wildwood Master Plan were completed in 1987, 1997, 2003, and 2004; and

WHEREAS the City of Wildwood adopted a Comprehensive Master Plan Update in 2007; and

WHEREAS, on February 5, 2018, the City of Wildwood adopted its most Master Plan re-examination report, prepared by Stuart B. Wiser, PP, AICP, dated January 15, 2018, which addressed the City's land development objectives and the status of the goals set forth in the 2007 Master Plan and which proposed changes to the development regulations that would further achieve the original goals or address any significant changes that had occurred since the last report was adopted; and

WHEREAS, pursuant to the Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1 et seq. Municipal Governing Bodies, in conjunction with their Planning Boards, are empowered to implement redevelopment plans and carry out projects pursuant to the aforementioned Statute; and

WHEREAS, in 2020, pursuant to N.J.S.A. 40A:12A-6 of the Redevelopment Law, the Board of Commissioners of the City of Wildwood authorized and directed the Planning Board to conduct an investigation of the Pacific Avenue Corridor in order to make recommendations to the City as to whether or not the area in question should be designated as an area in need of redevelopment; and

WHEREAS, the City has partnered with the County of Cape May and the Atlantic County Improvement Authority to undertake the aforementioned study; and

WHEREAS, the City has retained the services of Michael F. Sullivan, ASLA, AICP with Clarke Caton Hintz who has prepared a document entitled, 'Pacific Avenue Redevelopment: A Vision for the Renewal of Wildwood's Downtown,' dated April 19, 2021, outlining the preliminary findings and proposed goals and objectives associated with the redevelopment of the Pacific Avenue Corridor which the Board finds appropriate to incorporate and make a part of the Land Use Element of the City's most recent Master Plan re-examination report; and

WHEREAS, at its May 3, 2021 meeting, the Planning Board reviewed the proposed 'Pacific Avenue Redevelopment: A Vision for the Renewal of Wildwood's Downtown' dated April 19, 2021, received a presentation of said report from Mr. Sullivan, and, after a discussion amongst the members of the Board, found same to be consistent with the City's Master Plan.

NOW THEREFORE, BE IT RESOLVED by the Planning Board of the City of Wildwood, as follows:

1. The aforementioned recitals are incorporated herein by referenced as though same were set forth at length.

2. The Board has reviewed the 'Pacific Avenue Redevelopment: A Vision for the Renewal of Wildwood's Downtown' dated April 19, 2021 and finds that same is consistent with the City's Master Plan.
3. The Board voted unanimously to amend the Land Use Element of the City's most recent Master Plan re-examination report in order to incorporate the 'Pacific Avenue Redevelopment: A Vision for the Renewal of Wildwood's Downtown' dated April 19, 2021, as a component of same.
4. If any provision or part of this Resolution shall be deemed invalid, such parts shall be severed and the invalidity thereby shall not affect the remaining provisions of this Resolution.
5. A copy of this resolution shall be forward to the Board of Commissioners of the City of Wildwood and a copy of this resolution shall be available for public inspection in the City Clerk's Office.

BE IT FURTHER RESOLVED that a copy of this Resolution shall be filed with the Office of the Clerk of the City of Wildwood.

MOTION TO APPROVE

MADE BY: S. Schmidt
SECONDED BY: G. Clark

ROLL CALL VOTE

Name	Yes	No	Abstain	Absent
J. Bruno				X
G. Clark	X			
K. Fitzsimons	X			
J. Hesley				X
T. Kieninger	X			
S. Mikulski				X
S. Schmidt	X			
J. Spuhler	X			
P. Swetsky	X			
B. Evans				X
P. Arcuri	X			
N. Fluharty	X			

DATED: 5/3/21



Todd Kieninger, Board Chairman



Kate Dunn, Board Secretary

ACKNOWLEDGMENTS

WILDWOOD REDEVELOPMENT ADVISORY COMMITTEE:

John Donio, Chair	Wildwood Business Improvement District
Angel Daniels, Member	Greater Wildwood Chamber of Commerce
Kevin Lare, Member	Cape May County Administration
Leslie Gimeno, Member	Cape May County Planning Department
Todd Keininger, Member	Chariman, Wildwood Planning Board
Tom Byrne, Member	Greater Wildwood Tourism Development Authority
Anthony DeSalle, At-large Member	Crest Savings Bank
Ryan Troiano, At-large Member	Wlldwood Fire Department

WITH ASSISTANCE FROM:

Pete Byron	Mayor, City of Wildwood
Krista Fitzsimons	Commissioner, City of Wildwood
Steve Mikulski	Commissioner, City of Wildwood
Carl Groon	City Administrator, City of Wildwood
Sue Maxwell	City of Wildwood
Steve O'Connor	City of Wildwood
Steve Booy	City of Wildwood
Jason Hesley	City of Wildwood
Will Morey	County Commissioner, Cape May County
John Lamey	Atlantic County Improvement Authority
Bob McGuigan	Atlantic County Improvement Authority
Louis Joyce	South Jersey Economic Development District
Jack Morey	Greater Wildwood Tourism Development Authority
John Siciliano	Greater Wildwood Tourism Development Authority
George Greenland	Greater Wildwood Tourism Development Authority
Tracey Dufault	Greater Wildwood Chamber of Commerce
Scott Mullen	Cape May County Planning Department
Jason Downie	Cape May County Planning Department

CONSULTANTS

Clarke Caton Hintz



Michael F. Sullivan, ASLA, AICP

Geoffrey Vaughn, PLA, ASLA



Robert S. Powell

Gerry Doherty

STAKEHOLDER MEETING PARTICIPANTS

ACIA	Individual Developers
Cape May County	Ingerman
Cape May County COC	Jaycees/ Crest Savings
City of Wildwood	Lions Club
Clarke Caton Hintz	Nassau Capital Advisors
Crest Savings Bank	Restaurant Association
General Public	SJEDD
GWCOC	Sons of Italy
GWTIDA	Wildwood Planning Board
Historical Society	Wildwood Schools
Hotel/Motel Association	WWBID

Alan Gould	Geoff Long	Kevin Lare	Scott Mullen
Amy Mahon	Geoff Rogers	Krista Fitzsimons	Scott Peter
Angel Daniels	Geoffrey Vaughn	Lauren Cobucci	Scott Schmidt
Anthony DeSalle	George Greenland	Leslie Gimeno	Seth Rockmacher
Kelly A. Betzala-McHugh	Greg Cobucci	Louis Joyce	Shay Roddy
Bob McGuigan	Jack Morey	Matt Furman	Steve Booy
Bob Powell	Jason Fuscellaro	Michael Sullivan	Steve Mikulski
Brendan Sciarra	Jason Hesley	Michelle Chambers	Steve O'Connor
Brian Rickus	Jennifer Wetzel	Natalie DeFillipo	Sue Maxwell
Carl Groon	Jodie Dieduardo	Nicole Rockmacher	Tammy Davis
Carol Kane	John Donio	Patrick Rosenello	Taylor Henry
Cathy McCollough	John Lamey	Pete Byron	Todd Keininger
Cathy Nesbitt Smith	John Schwartz	Randy Senna	Tom Byrne
Celia Rossi	John Siciliano	Rocco Tonzelli	Tracey Default
Dennis Pierce	Joseph Toland	Russ Rohrman	Vicki Clark
Dianna Newkirk	Josephine Sharpe	Ryan Troiano	Will Morey
Ernie Troiano III	Joy Cole O'Brien		

SCAN ME



FIND MORE INFORMATION ABOUT
CLARKE CATON HINTZ AT:

clarkecatonhintz.com



Clarke Caton Hintz

Architecture

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