

Redevelopment Plan

*New Jersey Avenue North Redevelopment Plan
Area in Need of Redevelopment*

Borough of Wildwood Crest, New Jersey

Borough of Wildwood Crest
Cape May County, New Jersey
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Adopted:

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*The original of this document has been signed
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I. Introduction

By statutory authorization, this Redevelopment Plan, consistent with the New Jersey Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1 *et. seq.* (the “LRHL”), is being implemented to enable a more focused approach for the redevelopment of the Project Area in Borough of Wildwood Crest. The Project Area consists of property identified on the Official Tax Maps of the Borough of Wildwood Crest (the “Borough”) as

Block 22, Lots 20, 21, 22, 23, 24.02, 24.02, 25.01, and 25.02;

Block 23, Lots 1, 2, 3, 4, 5, and 6;

Block 27, Lots 20.01, 20.02, 21.01, 21.02, 22.01, 22.02, 23, 24, and 25;

Block 28, Lots 1, 2, 3, 4, 48, 49, 50;

Block 31, Lots 19, 20, 21, 22, 23, and 24;

Block 32, Lots 1, 2, 3, 4, 5, and 6;

Block 35, Lots 19, 20.01, 20.02, 21, 22, 23, and 24;

Block 39, Lots 20, 21, 22, 23, 24, and 25;

Block 40, Lots 1, 2, 3, 4, 5, and 6;

Block 43, Lots 20.01, 20.02, 21.01, 21.02, 22.01, 22.02, 23, 24, and 25; and

Block 44, Lots 1, 2, 3, 4, 5, 6 and 42

In order to address the conditions in the Borough and stimulate private investment, the Board of Commissioners of the Borough of Wildwood Crest (the “Commissioners”) have determined that the appropriate course of action to prevent further underutilization of the property is to redevelop the Project Area in accordance with the LHRL.

II. Designation of Area and Plan Development

A. Designation of the Redevelopment Area

The process, consistent with applicable state statutes, followed by the Borough in the determination as to the area’s qualification and designation as an area in need of rehabilitation and partially as a non-condemnation area in need of redevelopment was that the Commissioners, after receiving the recommendation of the Wildwood Crest Planning Board, adopted Resolution No. 22-288 on September 21, 2022, designating certain property as a rehabilitation area pursuant to the LHRL, including the following properties:

Block 22, Lots 20.01, 20.02, 21.01, 21.02, 22 (which encompasses former Lot 22.01), 23 (which encompasses former Lot 23.01), 24.01, 24.02, 25.01, 25.02;

Block 23, Lots 1, 2, 3, 4, 5, 6;

Block 27, Lots 19.02, 20.01, 20.02, 21.01, 21.02, 22.01, 22.02, 23, 24, 25;

Block 28, Lots 1, 2, 3, 4, 48, 49, 50;

Block 31, Lots 19, 20, 21, 22, 23, 24;

Block 32, Lots 1, 2, 3, 4, 5, 6;

Block 35, Lots 19, 20.01, 20.02, 21, 22, 23, 24;

Block 39, Lots 20, 21, 22, 23, 24, 25;

Block 40, Lots 1, 2, 3, 4, 5, 6

Subsequently, after again receiving the recommendation of the Wildwood Crest Planning Board, the Commissioners by Resolution No. 22-311, adopted on October 26, 2022, designated additional property as a rehabilitation area, including the following parcels:

Block 43, Lots 20.01, 20.02, 21.01, 21.02, 22.01, 22.02, 23, 24, and 25;

Block 44, Lots 1, 2, 3, 4, 5, 6, and 42

B. Redevelopment Plan Preparation Process

A redevelopment plan must be prepared and adopted by ordinance prior to undertaking any rehabilitation, redevelopment or housing project in all or a portion of the redevelopment area. The process, which is consistent with applicable state statutes, was followed by the Borough in the preparation of this Redevelopment Plan.

III. Statutory Requirements of Redevelopment Plan

According to the LRHL, a redevelopment plan shall include an outline for the planning, development, redevelopment, or rehabilitation of the area sufficient to indicate:

1. Its relationship to definitive local objectives as to appropriate land uses, density of population and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements.
2. Proposed land uses and building requirements in the project area.
3. Adequate provision for the temporary and permanent relocation as necessary of residents in the project area including an estimate of the extent to which decent, safe, and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market.
4. An identification of any property within the Project Area which is proposed to be acquired in accordance with the Redevelopment Plan.
5. Any significant relationship of the Redevelopment Plan to:
 - The Master Plans of contiguous municipalities;
 - The Master Plan of the County in which the municipality is located;
 - The State Development and Redevelopment Plan adopted pursuant to the “State Planning Act” PL 1985, C398 (C52:18A-196 et al.); and
 - The local ordinances and master plan.

6. A housing inventory of all affordable housing units to be removed; and
7. A plan for replacement of any affordable housing removed pursuant to the Redevelopment Plan.
8. Proposed locations for public electric vehicle charging infrastructure within the project area in a manner that appropriately connects with an essential public charging network.

IV. Description of Project Area

This Redevelopment Plan is applicable to Block 22, Lots 20, 21, 22, 23, 24.02, 24.02, 25.01, and 25.02; Block 23, Lots 1, 2, 3, 4, 5, and 6; Block 27, Lots 20.01, 20.02, 21.01, 21.02, 22.01, 22.02, 23, 24, and 25; Block 28, Lots 1, 2, 3, 4, 48, 49, 50; Block 31, Lots 19, 20, 21, 22, 23, and 24; Block 32, Lots 1, 2, 3, 4, 5, and 6; Block 35, Lots 19, 20.01, 20.02, 21, 22, 23, and 24; Block 39, Lots 20, 21, 22, 23, 24, and 25; Block 40, Lots 1, 2, 3, 4, 5, and 6; Block 43, Lots 20.01, 20.02, 21.01, 21.02, 22.01, 22.02, 23, 24, and 25; and Block 44, Lots 1, 2, 3, 4, 5, and 6. identified on the Official Tax Map of the Borough of Wildwood Crest (the “Project Area”).

A. Project Area Context

On September 21, 2022, Block 22, Lots 20, 21, 22, 23, 24.02, 24.02, 25.01, and 25.02; Block 23, Lots 1, 2, 3, 4, 5, and 6; Block 27, Lots 20.01, 20.02, 21.01, 21.02, 22.01, 22.02, 23, 24, and 25; Block 28, Lots 1, 2, 3, 4, 48, 49, 50; Block 31, Lots 19, 20, 21, 22, 23, and 24; Block 32, Lots 1, 2, 3, 4, 5, and 6; Block 35, Lots 19, 20.01, 20.02, 21, 22, 23, and 24; Block 39, Lots 20, 21, 22, 23, 24, and 25; Block 40, Lots 1, 2, 3, 4, 5, and 6 were declared an area in need of rehabilitation. On October 26, 2022, Block 43, Lots 20.01, 20.02, 21.01, 21.02, 22.01, 22.02, 23, 24, and 25; and Block 44, Lots 1, 2, 3, 4, 5, and 6 were declared an area in need of rehabilitation. The Project area is located south of Heather Road, and north of Columbine Road located both east and west of the New Jersey Avenue right-of-way and said lots extending 90 feet to 120 feet in depth from New Jersey Avenue following the zone line. The Project Area consists of a mix of single-family, commercial, and Mixed-use buildings along a four-lane stretch of New Jersey Avenue.

B. Existing Land Use

The existing permitted uses for all parcels within the Borough are set forth in the Wildwood Crest Land Development Ordinance and in the various specific Redevelopment Plans which have been adopted by the Wildwood Crest Commissioners. The Project Area is located in the B-1 Business District and in limited cases, the existing surrounding R-2 Residential District that area currently occupied by various commercial and residential uses.

V. Statement of Goals and Objectives

The Borough seeks to alleviate the conditions found in the Redevelopment Area and support use of property in the area in a manner which will better contribute to serve the public health, safety and welfare of the community and the region. To achieve this overall goal, the following goals and objectives have been established:

1. The primary goal of this Redevelopment Plan is to eliminate those conditions that cause the area to be considered an “area in need of rehabilitation” or an “area in need of redevelopment,” as the case may be.
3. The stimulation of private investment in the rehabilitation area and redevelopment area by assembling sites and assisting as necessary and appropriate to support such redevelopment.
4. The creation of housing that is conducive to wholesome living conditions and beneficial to the safety, health and morals and welfare of the community.
5. The making available of the full range of benefits and inducements for the Project Area, including federal, state, county, and local government funding.

VI. Proposed Land Uses and Building Requirements

For the Project Area the following use, density, bulk standards, design standards and performance standards shall supersede the underlying existing zoning and development regulations, except that in instances where the plan does not impose a supplemental or superseding control or requirement, the standards of the Land Development Ordinance shall apply. For developers of projects including more than three (3) units, an executed Redevelopment Agreement with the Borough shall be required (as a checklist item) as a part of an application submission for site plan approval to the Borough Planning Board or as part of any other application for land use approvals. All other relevant land use and building requirements including, but not limited to, loading, landscaping, lighting, signage, façade treatments and outside storage shall apply as set forth in the Wildwood Crest Land Development Ordinance.

A. Permitted Uses

1. Food service establishments such as a restaurant, including eat-in, sit-down, curbside, and take-out or a combination thereof.
2. Stores and shops for the conduct of any retail sales or service business, excluding drive-in establishments.
3. Personal service establishments including, but not limited to, tailor, barber shops, beauty salons, hair, nail, and skin care services, diet and weight reduction, tanning, massage (as an accessory use only), fitness center.
4. Photographic, art, or music studio with instruction, rental and/or gallery space.

5. Food and food service establishments, including bakeries, candy and nut shops, specialty foods, and sandwich shops.
6. Professional, scientific, and technical services such as lawyers, accountants, architects, realtors, insurance, marketing, advertising, media, travel agencies, governmental offices, post offices, social security; and retail showrooms and offices incidental to these uses such as furnishings or design studio.
7. Banks, Savings and Loan Associations, and Other Fiduciary Institutions. Drive-up facilities are not permitted.
8. Practitioner of Healing Arts, wellness, group instruction for yoga, dance, fitness, or meditation.
9. Child care centers (see Land Development Ordinance Section 85-84).
10. Second and third floor residential pursuant to the bulk and area requirements of VI-E.2; and design standards of VI-F.

B. Prohibited Uses

All uses not listed above shall be prohibited in the Project Area, and specifically the following:

1. Outdoor coin-operated or mechanically controlled businesses including but not limited to car washes, shooting galleries.
2. Pool rooms, dance halls, moving picture theaters, ice-skating, or roller-skating rinks, outdoor machine operated amusements (video machines) or bowling alleys.
3. Drive-up, drive-in, and drive-through either as a principal or accessory use.
4. Motor vehicle service stations and repair facilities.
5. Tattoo facilities, except where permitted as an accessory to a permitted principal use.
6. Dry cleaning and laundry services, linen and uniform supply, and coin-operated laundries.
7. Vape supplies or spaces associated with smoking vape supplies.
8. Piercing, except when accessory to a principal permitted use.
9. Sales of guns, weapons, ammunition, and gun ranges.

C. Accessory Uses

The following accessory uses shall be permitted in the Central Business District:

1. Fences and walls (see Land Development Ordinance Section 85-82.)
2. Signs (see Land Development Ordinance Section 85-97.)
3. Parking lots and parking garages.
4. Accessory uses and accessory buildings incidental to the above uses, i.e. fully enclosed storage, dumpster in side or rear yard only, signs, off-street parking and loading, and display kiosks.
5. Public utility installations.
6. Offices accessory to a principally permitted use.

7. Walk-up windows for streetside service of food and beverages such as ice cream, confections, bakeries, or food service.
8. Outdoor eating to a permitted restaurant or food service establishment.
9. Piercing accessory to a permitted principal use.

D. Conditional Uses

The following conditional uses shall be permitted in the District:

1. Place of worship, club, or fraternal organization.
 - a. Located within the principal building.
 - b. Only above the first finished floor
 - c. On-site parking must be provided as required per §85-89 of the Land Development Ordinance.
2. Satellite earth station antennas (see Land Development Ordinance Section 85-85.)

E. Bulk and Area Regulations

1. For existing commercial and residential buildings, the following standards shall apply:
 - a. Minimum lot area for interior lots is required to be a minimum of 2,700 square feet and minimum lot area for corner lots is required to be a minimum of 3,600 square feet, except as permitted at E.2 below.
 - b. The ceiling height of the first finished floor shall be at least 9-feet high.
 - c. Minimum lot frontage shall be 30 feet for interior lots and 40 feet for corner lots.
 - d. Minimum lot width shall be 30 feet for interior lots and 40 feet for corner lots.
 - e. Lot yards for principal building shall be the following:
 - i. Front: 2 feet minimum to 8 feet maximum.
 - ii. Side: 0 feet minimum to 4 feet on each side.
 - iii. Rear: 4 feet minimum.
 - f. Maximum Lot Coverage shall be 85%.
 - g. Maximum Building Coverage shall be 60%.
 - h. Maximum Building height shall be two (2) stories, but not to exceed twenty-nine (29) feet in height to the topmost point of the roof from the base flood elevation.
2. Second and third floor residential uses complying with the following bulk and area regulations:
 - a. Density limitations include:
 - i. Residential uses are permitted at a base density of one (1) unit per two thousand (2,000) square feet of total lot area. Where affordable housing is provided pursuant to the Fair Housing Act, the Borough's Affordable Housing Inclusionary Zoning Ordinance, Affordable Housing Overlay Zone Ordinance, and Affirmative Marketing Plan a minimum of one-thousand five hundred (1,500) square feet of total lot area.

- ii. The habitable area of residential use on each of the second and third floors shall be no greater than the gross leasable area of the nonresidential use on the first floor. Balconies, decks, porches, and open common stairs are not considered in the calculation of the residential habitable area. Semi-enclosed parking, residential storage, and refuse areas, common stairs, and other common areas shall not be included in the calculation of the gross leasable area.
 - iii. The total residential habitable area on the second and third floors combined shall not be greater than seventy-five (75%) percent of the lot area.
- b. Residential uses shall be located within the principal building and only above the first finished floor.
- c. All first floor uses shall provide venting of odors and exhaust above the roof of the residential use.
- d. The residential portion shall have a direct and separate entrance upon a street either directly or via an unobstructed passageway.
- e. No principal structure shall be constructed closer than twenty-five (25) feet to any residential zone boundary.
- f. In no case shall any residential unit be located on the first floor, and in every case any residential uses shall be located over a commercial use. No habitable floor area or decks shall be permitted to cantilever or overhang the floor below, except for balconies less than twenty (20) square feet in area, which may extend up to three (3) feet from the building but may not encroach into the right-of-way.
- g. No residential use shall be permitted to be located over the following commercial structures or uses: repair garages, automobile service stations, commercial parking lots, or commercial parking structures on New Jersey Avenue.
- h. Residential semi-enclosed parking or storage areas can be located within a building but may take up no more than twenty-five (25) percent of the first-floor area. The first-floor area is measured along the outside perimeter of all exterior wall, and includes all enclosed interior building areas, and semi-enclosed parking area where provided.
- i. Residential parking, as required, shall be provided in the rear yard. The number of off-street parking spaces for the residential uses shall be provided at a rate of 0.8 per one-bedroom unit, 1.3 per two-bedroom unit, and 1.9 per three-bedroom unit.
- j. Off-street Parking is not required for commercial uses.
- k. Parking shall be buffered and screened from adjacent residential districts by a minimum five (5) foot wide planted strip and fencing consistent with Land Development Ordinance §85-82. Bumper blocks shall be used to prohibit vehicle overhang into the buffer.

- I. If bays of semi-enclosed parking or service areas are provided at the rear of the site, they shall not exceed forty (40) feet in length, or eighty (80%) percent of the first-floor façade length and shall be spaced a minimum of ten (10) feet apart by an area of the building façade in the same plane as the second-floor façade.
 - m. No stairs accessing second, or third floor residential units or decks shall be located in any front yard, except as may be required at the first-floor entry.
3. Building height is permitted to be three (3) stories, but not to exceed thirty-one (31) feet in height to the topmost point of the roof from the base flood elevation, except as may be permitted below.
 - a. Building height may be increased up to four (4) additional feet, but only when the first-floor ceiling height is increased to provide generous interior ceiling heights for first floor commercial uses, commensurate or equal to the height that the first finished floor exceeds nine (9) feet in height, up to 35 feet.
4. Principal vehicular ingress and egress
 - a. Vehicular access from New Jersey Avenue to corner lots is prohibited.
 - b. Vehicular access from New Jersey Avenue to interior lots may be permitted once all options including, shared driveways, rear access easements, and other methods to provide vehicular access without utilizing New Jersey Avenue have been exhausted.
 - c. Corner lot development shall provide access easements at driveway and vehicular circulation aisles granting access to interior lots from the east west side street.

F. Design Standards

Any permitted and conditional use in the Project Area shall only be permitted if it complies with the following standards:

1. Parking and Service Areas
 - a. Curbing or curb stops shall be provided in all off-street parking areas and along all access-ways.
 - b. No parking area, access drive or aisle may be permitted closer than five (5) feet to any property line.
 - c. Off-street parking areas and access-ways thereto shall be properly drained, and all such areas shall have a paved hard surface.
 - d. All off-street parking areas and access-ways shall be so arranged that cars and trucks may be turned on the lot so that it is not necessary to back into any roadway.
 - e. Common or joint driveway access and parking to the rear of sites is encouraged.
 - f. Access driveways onto major thoroughfares shall be permitted only if alternatives, including side or rear access and common or shared single access driveways, have been considered by the Planning Board.

- g. Impervious parking coverage shall be limited, to the extent possible, by the use of parking in or under buildings, the elimination of excess paving, grassed land bank parking, and the use of permeable surfaces for paving where appropriate.
 - h. Parking areas shall be designed to minimize pedestrian and moving vehicle conflicts. Pedestrian walkways, parking lot islands, signage crosswalks, and pavement texture differentiation shall be required by the Planning Board where appropriate to ensure the safe movement of pedestrians.
 - i. All parking and service areas shall be screened from the view of adjoining residentially zoned properties and/or actual residential use.
2. Parking Lot Extension Into Residential Zones. Any permitted use in the Project Area may be permitted to extend its parking area into an adjacent residential zone if it complies with the following regulations:
- a. No access shall be permitted to the parking area from within the residential zone.
 - b. Any parking area may extend a maximum of sixty-five (65) feet into the residential zone.
 - c. A buffer strip shall be provided between the parking area and the residential zone. The buffer strip shall consist of a five (5)-foot wide planted area and a screen fence of six (6) feet in height. Shrubs shall be planted five (5) feet on center and shall be five (5) feet in height at the time of planting. Evergreen trees shall be six (6) feet to eight (8) feet tall and deciduous trees shall have a minimum caliper of three and one-half (3 1/2) inches measured six (6) inches above the ground.
3. Off-Street Parking Location. Parking spaces will be provided on-site. The off-street parking requirements contained in Article XV of the Land Development Ordinance of the Borough of Wildwood Crest are waived for permitted commercial uses. All required off-street parking shall be designed in accordance with the standards contained in Article XV of the Land Development Ordinance. The number of off-street parking spaces for the residential uses shall be provided at a rate of 0.8 per one-bedroom unit, 1.3 per two-bedroom unit, and 1.9 per three-bedroom unit.
4. Building Design
- a. The treatment of side and rear walls of any building in terms of building materials shall be similar to the treatment of the front facade.
 - b. The display of merchandise or nonpermanent uses and/or activities, e.g., outdoor eating areas, placed on the exterior premises of any building is permitted during operating hours only.
 - c. Buildings shall be oriented, to the extent possible, so as to maximize the potential for the use of solar energy for heating, cooling, and energy conservation.
 - d. All buildings shall have a unified architectural treatment whether constructed as new or as an additional structure physically and aesthetically integrated with the existing structure. The Planning Board shall consider in its architectural review items such as materials, colors, building setbacks, facade treatments, and building height and shall encourage the revitalization of existing structures to insure compatibility with proposed building additions.

- i. A minimum of forty (40) percent of the building façade area measured from the sidewalk elevation to a height of ten (10) feet above the sidewalk shall be comprised of clear, nonreflective glass in the form of doors, window, and/or display cases. Opaque coverings, solid shelf systems, and glazing which prohibit visibility into the display area are prohibited.
 - ii. A minimum clear distance of six (6) feet and an average clear distance of eight (8) feet of pedestrian walkway shall exist between the curbline and the building façade.
 - iii. Buildings or facades in excess of fifty (50) feet in length, which face any street, shall be articulated with vertical divisions to reduce the scale and uniformity of large-scale buildings. Vertical divisions or bays shall be provided every thirty-three (33) feet or less on all street-side building facades. Building elements which may be employed are pilasters, piers, projecting bays, arcades, changes in façade materials, colors, forms, detailing, and roof or parapet, to appear to be several separate buildings consistent with traditional town center architecture.
 - iv. A minimum setback two (2) feet but not more than three (3) feet for forty (40) percent of the façade area facing New Jersey Avenue on the second and third floor must be provided. Uncovered balconies with open railings, less than twenty (20) square feet in area may extend up to three (3) feet from the façade but may not encroach into the right-of-way.
 - v. A minimum setback of six (6) feet shall be provided for twenty (20) percent of the façade area facing the street on the second and third floor. Decks and roofed porches shall have a minimum setback of two (2) feet, but in no case may extend beyond the vertical plane of the first floor.
 - vi. Roofs may be flat, however parapets must be provided along street frontages to screen rooftop mechanical equipment.
 - vii. Roofs may be pitched.
 - viii. Rooftop decks and patios are not permitted.
 - ix. Parapets, cupolas, and other vertical elements above the roof may project up to three (3) feet above the permitted height.
5. Site Design and Building Layout
- a. The site design and layout of buildings and parking areas shall be reviewed so as to provide an aesthetically pleasing design and efficient arrangement. Particular attention shall be given to safety and fire protection, impact on surrounding development and contiguous and adjacent buildings and lands.
 - b. To promote a desirable visual environment and to ensure good civic design, the Planning Board in its review shall consider, but not be limited in its consideration of, visual impacts of the proposed development, including views and view interference, shadow effects and solar orientation, noise impacts, and design compatibility with surrounding land uses.

- c. All solid waste and recycling, not stored within a building, shall be stored within an enclosed container. An enclosure matching the building with gates shall be provided complying with the area requirements per Chapter 37 of the Borough Code and Land Development Ordinance §85-89.
6. General Design Requirements. Any development in this district which will be used wholly or in part for business purposes shall be designed so as to provide a comprehensive development plan for the area for which it is a part, the goals being to control means of access and to coordinate internal pedestrian and vehicular traffic flow relating to existing development and architectural compatibility.
7. Facade Review. Any new facade or change in the facade of an existing building (architecture, color, and design) shall be reviewed by the Development Review Committee and approved by the Planning Board.

VII. Relationship of the Redevelopment Plan to Other Plans

A. Relationship to Master Plans of Contiguous Municipalities

Wildwood Crest Borough is located within Cape May County and bordered by multiple municipalities: to the north by Wildwood City and to the south by Lower Township, the barrier island portion of which is known as Diamond Beach. As one travels from north to south, it is impossible to discern differences in land use. The adjacent municipalities' land use is similar to Wildwood Crest along the boundaries and there are no inconsistencies.

The Project Area is internal to the Borough of Wildwood Crest and not contiguous to any other municipality. Therefore, it is anticipated that this redevelopment plan will have no effect on the Master Plans of the surrounding municipalities.

B. Relationship to Cape May County Master Plan

The Redevelopment Plan is consistent with the General Planning Goal of the County of Cape May's Comprehensive Plan to promote economic development and diversify the local and regional economies to encourage new opportunities for all individuals and businesses. The goals and objectives of the Redevelopment Plan are further consistent with the Comprehensive Plan's Land Use Goal to Provide Sufficient Space for a Variety of Land Uses by encouraging municipalities to provide sufficient space for a variety of land uses, including, but not limited to, space for commercial/residential development, public spaces, and other community assets and by encouraging municipalities to enact zoning that facilitates the development of a variety of housing types that meet the needs of a broad spectrum of the population.

The county plan seeks consistency with the State Plan and state regulations. Cape May County coordinates wastewater systems, assists communities with hazard mitigation and resiliency, and maintains a county bridge and road system. The county will actively participate in resiliency and sustainability-based planning processes, upon issuance of the new State Development and Redevelopment Plan.

Amendments to incorporate modified bulkhead design or elevation above flood hazards have been identified and amended as necessary for private development. Further the Borough participates in the Cape May County Hazard Mitigation Plan.

C. Relationship to State Development and Redevelopment Plan

The State Development and Redevelopment Plan (“SDRP”) was adopted in 2001. In 2012, the State of New Jersey proposed a Strategic Plan to update the 2001 SDRP. However, this updated plan was never adopted. Therefore, the 2001 is the most current SDRP.

This Plan furthers State Planning Goal #1: Revitalize the State’s Cities and Towns and Goal #3: Promote Beneficial Economic Growth, Development and Renewal for All Residents of New Jersey by providing for enhanced development opportunity in a town center in need of revitalization.

Under the SDRP, the site is classified Environmentally Sensitive/Barrier Islands Planning Area (PA5B) for which, in part, the intent of such areas is to (i) protect and enhance the existing character of barrier island communities, and (ii) revitalize cities and towns. This plan for redevelopment is consistent with the SDRP’s intentions for PA5B.

The Interactive State Plan Online Map illustrates the entirety of the study area and surrounds as Environmentally Sensitive/ Barrier Islands Planning Area (PA5B), within the Wildwoods Designated Regional Center, which includes Wildwood City, West Wildwood Borough, and Wildwood Crest Borough. The 2001 State Plan (State Plan) characterizes these areas, inclusive of PA-5B and Designated Centers as areas for growth. Specifically, these areas provide the following:

- Protect environmental resources through the protection of large contiguous areas of land.
- Accommodate growth in Centers.
- Protect the character of existing stable communities.
- Confine programmed sewers and public water services to Centers.
- Revitalize cities and towns.

The State Plan characterizes that these designated areas are fully developed or almost so and, anticipates most changes in land use will take the form of redevelopment in more compact forms. The character of communities, including density and function, should limit the use of scarce land resources and strengthen preservation of environmental resources. Further housing, economic development, and recreation opportunities should be promoted where there is existing infrastructure. Transportation should link communities together and provide access to the mainland, while promoting transit and other mobility options. Conserving water resources, protecting sensitive ecological resources, and maintaining limits upon coastal high hazard areas for development should be considered. Where practical recreation, historic preservation, and public facilities should provide residents, and visitors with opportunities for public waterfront access, education, and public services and facilities to accommodate seasonal demands. Where practical

redevelopment should expand opportunities to link open space and facilities, enhancing public access.

To maintain and improve these areas, redevelopment should encourage a mix of uses to enhance site activity and economic opportunity, provide housing choice and mobility, and reduce traffic congestion and inefficient infrastructure.

VIII. Relationship of the Redevelopment Plan to Borough Development Regulations and Master Plan

All of the requirements of Wildwood Crest Land Development Ordinance shall apply to the Project Area, except as altered by this Redevelopment Plan, or any other specific Redevelopment Plan adopted by the Commissioners and which as of the date of adoption of this Redevelopment Plan remains in full force and effect. Any deviations provided for herein are necessary in order to provide appropriate incentives and least cost restrictions to facilitate the redevelopment of the Project Area. The 2005 Land Use Plan did not set forth specific plans for the Project Area, however, This Redevelopment Plan is an implementation of the vision articulated in the 2019 Community Design Element for the corridor.

Master Plan 1980

The 1980 Master Plan cites the economic goal to develop and maintain the motel business, summer rentals, commercial areas, and marinas as vibrant enterprise, critical to the continued success of Wildwood Crest as a family resort area. That report reduced the size of the B-1 Business Zone along New Jersey Avenue and suggested that emphasis be placed on a link between the marina area, Business Zone, and the municipal pier along Cardinal Road.

The New Jersey Avenue Business Zone is characterized as a Central Business District (CBD) and the plan suggests a program to coordinate public and private investment to improve signs, landscaping, and aesthetic upgrades to the area. The plan outlines a three-part plan to achieve a desirable visual environment through 1.) zoning and site plan review, 2.) specify architectural styles, colors, or themes, and 3.) community investment in the public realm.

Master Plan Reexamination Report July 1994

The Plan reinforces the findings of the 1980 Master Plan and recommended changes to residential density to further increase the minimum lot sizes and reduce density. The plan catalogues the community facilities which have been completed including the Crest Pier, various parks, and the beach promenade. The B-1 Business District is discussed at length, including the following:

- Reduction of commercial parking requirements, from 1 parking space/ 200 square feet to 1 space / 400 or 600 square feet.

- Expansion of permitted uses, including but not limited to, sidewalk cafes and entertainment uses.

Master Plan Reexamination Report - March 7, 2012

The Reexamination Report suggested that the Borough seeks to promote resort tourism through encouragement of new business in appropriate locations. At that time, the Borough consolidated the business districts and permitted residential uses as accessory use only on upper stories of mixed-used buildings. However, those changes have had relatively limited impact upon development, redevelopment, or promotion of existing or new businesses in the district.

March 2018 Housing Plan Element and Fair Share Plan

The plan created an affordable housing overlay zone permitting housing above commercial in the B-1 Districts with a permitted residential density of 18 dwelling units per acre and a 15% set aside for rental units and 20% set aside for sale units.

2019 Community Design Sub-Element Volume II

The vision of the Borough and the County for New Jersey Avenue is to improve the riding surface, address stormwater, enhance the streetscape, and create a pedestrian friendly environment. The Borough's objective includes providing improved dining and retail opportunities in the B-1 Zone in the northern portion of the community, with a special focus upon a continuous streetscape emanating from the identified center of the district from Heather Road to Columbine Road. The center of the project has been identified as the area where the public right-of-way includes two areas of public parking, owned by the Borough, located on the east side of New Jersey Avenue between Aster Road and Sweet-Briar Road. This area was the location of the train station at one time. The B-1 District - North extends along New Jersey Avenue south from the boundary with the City of Wildwood at Cresse Avenue to Rosemary Road.

New Jersey Avenue (County Road No. 621) is seventy-two (72) feet wide from curb to curb for most of its length, providing two travel lanes and one parking lane in each direction, and a left turn lane at nearly every cross-street intersection. Historically, this street was broad to accommodate multiple modes of transportation including pedestrians, vehicles, and trains. The county suggests that strong consideration be given to reducing the paved width of the road and that the area remaining be repurposed for beautification and public use to achieve the vision. The intention of the project is to develop conceptual and preliminary plans that provide pedestrian amenities, comply with the American with Disabilities Act (ADA), enhance bicycle safety, and bring the roadway into compliance with current design standards.

2022 Reexamination Report

Goal 1: Develop and maintain the motel business, summer rentals, commercial areas, and marinas as vibrant enterprise, critical to the continued success of Wildwood Crest as a family resort area. (1988)

Objective: Promote resort tourism through encouragement of new business in appropriate locations. (2012)

The New Jersey Avenue corridor has remained static which continues to be a concern, where economic development and resident and visitor enjoyment is limited by a lack of entertainment, restaurants, and shops or diverted to neighboring communities. The Borough consolidated the business district and only permits residential uses on the upper stories of mixed-use buildings. Further the Housing Plan designated the B-1 District North as an affordable housing overlay district. The 2012 Reexamination Report notes that the B-1 District South should be evaluated. Since that time, the B-1 District North has been evaluated as Cape May County seeks to improve New Jersey Avenue. The 2019 Community Design Sub-Element Volume II describes the B-1 District north in detail, citing other studies which seek to develop the district as a community commercial focal point.

Despite the objectives cited since 1980, to improve the business commercial climate, little has been accomplished to date. The New Jersey Avenue Business District is characterized by poorly maintained buildings and a hostile pedestrian environment. The 2019 Community Design Element articulated a vision for the corridor, which included both public investment in the streetscape, and private investment in the buildings and structures. The Planning Board made recommendations to amend the Land Development Ordinance to update the permitted uses, provide performance standards, and increase residential density. The ordinance has been updated but as of this writing has not been adopted. The Planning Board recommended increases in upper floor residential density to subsidize both commercial first floor development and affordable housing implementation, balanced with sufficient off-street residential parking provisions.

IX. Obligations of the Redeveloper

All property within the Project Area must be developed in accordance with the requirements of this Redevelopment Plan and the Wildwood Crest Land Development Ordinance. Any private developer(s) will be required to:

- A. Submit development plans consistent with this Redevelopment Plan to the Borough Planning Board for approval.
- B. If developing more than three (3) units, enter into a Redevelopment Agreement with the Borough of Wildwood Crest prior to the filing of any applications for development approvals with the Planning Board for any development and/or improvements as permitted in this Redevelopment Plan. Such Redevelopment Agreement shall include a development schedule and the private developer(s) shall commence the undertaking of the development in accordance with the development schedule.

- C. No covenant, agreement, lease, conveyance, or other instrument shall be effected or executed by the redeveloper(s) or the successors, lessees, or assigns of them, by which land in the Project Area is restricted as to sale, lease or occupancy upon the basis of race, color, creed, religion, ancestry, national origin, sex or marital status as determined in more detail in a redevelopment agreement.
- D. Neither the developer(s) nor any successors, lessees, or assigns shall discriminate upon the basis of race, color, creed, religion, ancestry, national origin, sex or marital status in the sale, lease or rental or in the use and occupancy of land or improvements erected or to be erected thereon, or any part thereof, in the Project Area.
- E. Maintain the structures and facilities in accordance with all code and ordinances of the Borough of Wildwood Crest.

X. Deviations from the Provisions of Approved Redevelopment Plan

The Planning Board may review and retain jurisdiction over applications requiring relief for deviations from this Redevelopment Plan or other Borough development ordinances, except as set forth below. Accordingly, an amendment to the Redevelopment Plan shall not be necessary if the selected developer(s) desires to deviate from the bulk provisions set forth in this Redevelopment Plan or the pertinent sections of the Wildwood Crest Land Development Ordinance, or from the design standards set forth in this Redevelopment Plan or other Borough development ordinances so long as the Redeveloper obtains an appropriate variance from the Planning Board. All requests for such relief shall be made to the Planning Board accompanied by a complete application for development as otherwise required by Borough ordinance. Decisions on such requests shall be made in accordance with the legal standards set forth in N.J.S.A. 40:55D-70(c) in the case of requests for relief from zoning standards, and in accordance with the legal standards set forth in N.J.S.A. 40:55D-51 in the case of requests for relief from design standards.

No deviations shall be granted by the Planning Board that result in any of the following effects or conditions:

- A. To allow a use not specifically permitted within the Project Area;
- B. Exceeding the permitted density within the Project Area.

XI. Durations of Redevelopment Plan Restrictions

This Redevelopment Plan and any modifications thereof shall be in force and effect for a period of thirty (30) years from the date that the Wildwood Crest Commissioners first approve this Redevelopment Plan.

The termination of this Redevelopment Plan shall in no way permit the project land or any part thereof to be restricted on the basis of race, creed, sex, religion, color, age, marital status, national origin, or ancestry.

XII. Amendments to Approved Redevelopment Plan

This Redevelopment Plan may be amended from time to time in accordance with the provisions of the LHRL, as may be amended.

XIII. Amendments to Approved Redevelopment Plan

There are no affordable housing units that are to be removed as a result of the implementation of this Redevelopment Plan. Because there are no affordable housing units that are to be removed as a result of the implementation of this Redevelopment Plan, no affordable housing units need to be replaced.

XIV. Electric Vehicle Charging Infrastructure

No electric vehicle charging infrastructure is anticipated as of implementation of this plan. Provided, however, that electric vehicle charging infrastructure must be installed consistent with Borough and State regulations.

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