



Crest Station

New Jersey Ave. Streetscape Improvements

BOROUGH OF WILDWOOD CREST, CAPE MAY COUNTY, NJ

STAKEHOLDER MEETING #3

JUNE 3, 2026



Borough of Wildwood Crest

Honorable Don Cabrera, Mayor

Joseph Franco, Jr., Commissioner

Toni D. Fuscellaro, Commissioner

New Jersey Ave. Streetscape Improvements

Presenters-

Honorable Don Cabrera, Mayor
Borough of Wildwood Crest



Scott D. Taylor, LLA, AICP, PP, LEED AP
Steven F. Lennon, LLA, PP
Taylor Design Group



Christopher Marra, PE
Greenman-Pedersen, Inc.



Paul J. Cinko, PE
T&M Associates Engineers



New Jersey Ave. Streetscape Improvements



➤ **Background & History**

- **Studies- Traffic, Zoning & Land Use, Character**
- **Master Plans**
- **Stakeholder Meetings & Public Presentations**
- **Engineering Evaluations**

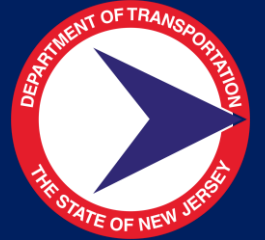
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➤ Project Construction Costs

County Share	\$10,481,908.30
<u>Wildwood Crest Share</u>	<u>\$2,433,289.68</u>
Total Construction Costs	\$12,915,197.78
Federal FHWA	\$3,702,831.92
<u>NJDOT County Aid</u>	<u>\$6,030,620.00</u>
Total Grant and Aid	\$9,733,451.92

Grant, Aid and County Share: 81.2% of Total

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➤ Project Schedule

Phase 1- Fall 2026: Rambler to Columbine

Phase 2- Fall 2027: Columbine to Cresse, &
6 Blocks of Crest Station

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➤ Project Goals

- Develop a thematic vision and concept plan for the revitalization of the New Jersey Avenue Streetscape.
- Create a unique visual identity that reflects the character of the community, and to strengthen the pedestrian and bicyclist experience; all focused on bolstering the economic viability of this key “downtown” area.
- Employ traffic calming to reduce speeds & increase safety

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➤ Improvements Scope

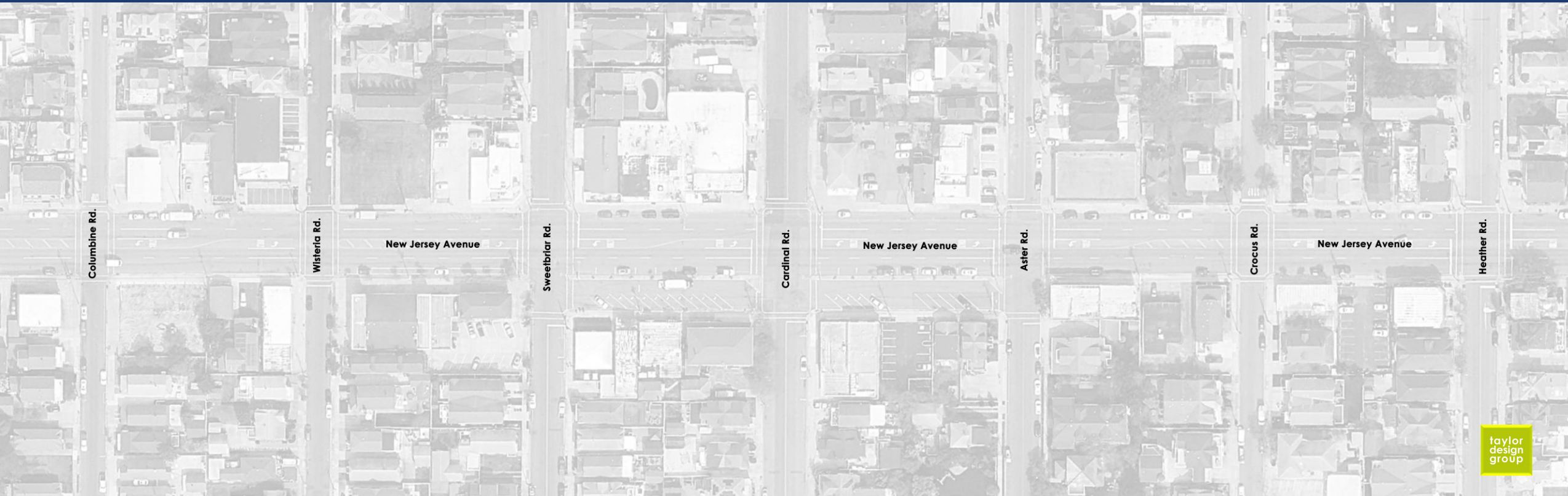
- Mill, Repave and Stripe Roadway
- Road Diet & Signal Synchronization
- Curb Bump Outs
- Decorative Crosswalks
- Dedicated Bike Lanes
- Center Median Islands in Key locations
- Decorative Lighting
- Accessible Walkways and Curb Ramps
- Streetscape Furnishings
- Street Trees and Accent Plantings

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➤ **Streetscape Design**

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design
group

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➤ **Crest Station Core Streetscape Design**

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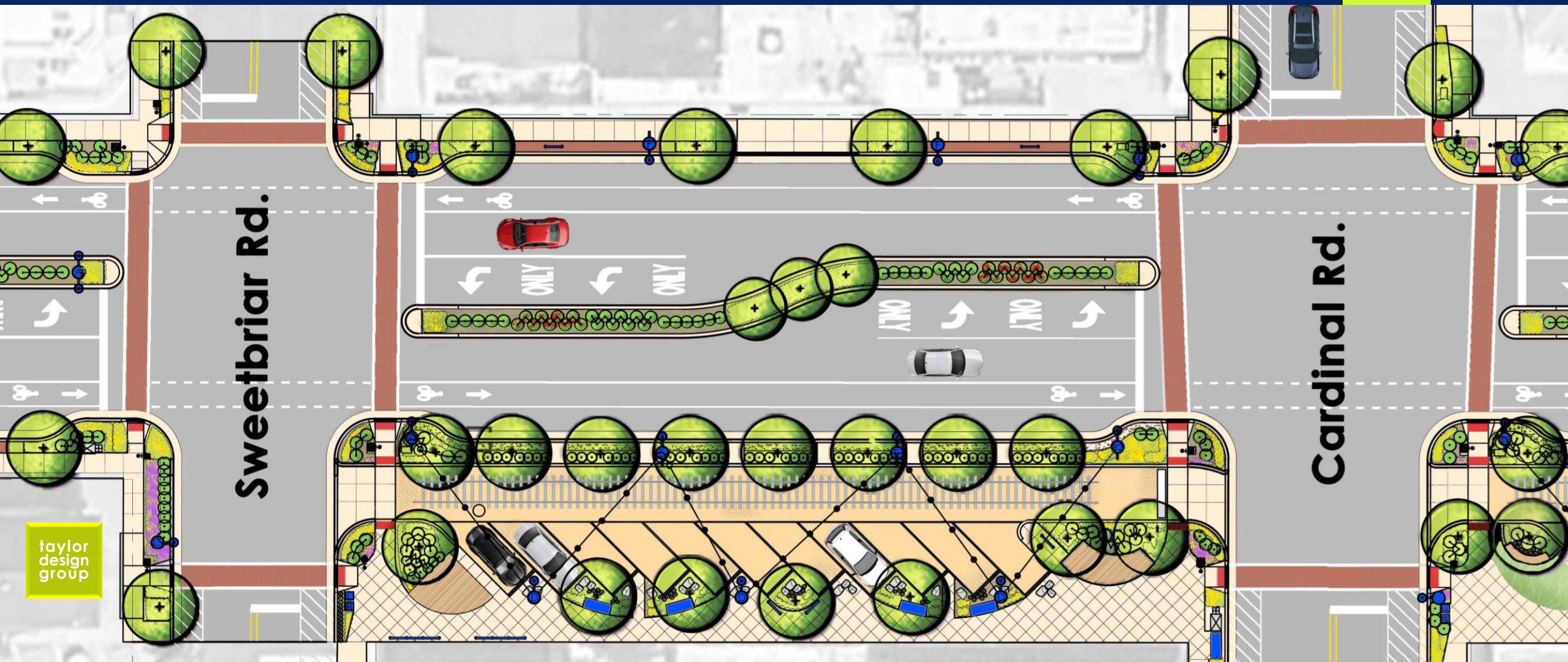
Sweetbriar Rd.

Cardinal Rd.

Aster Rd.

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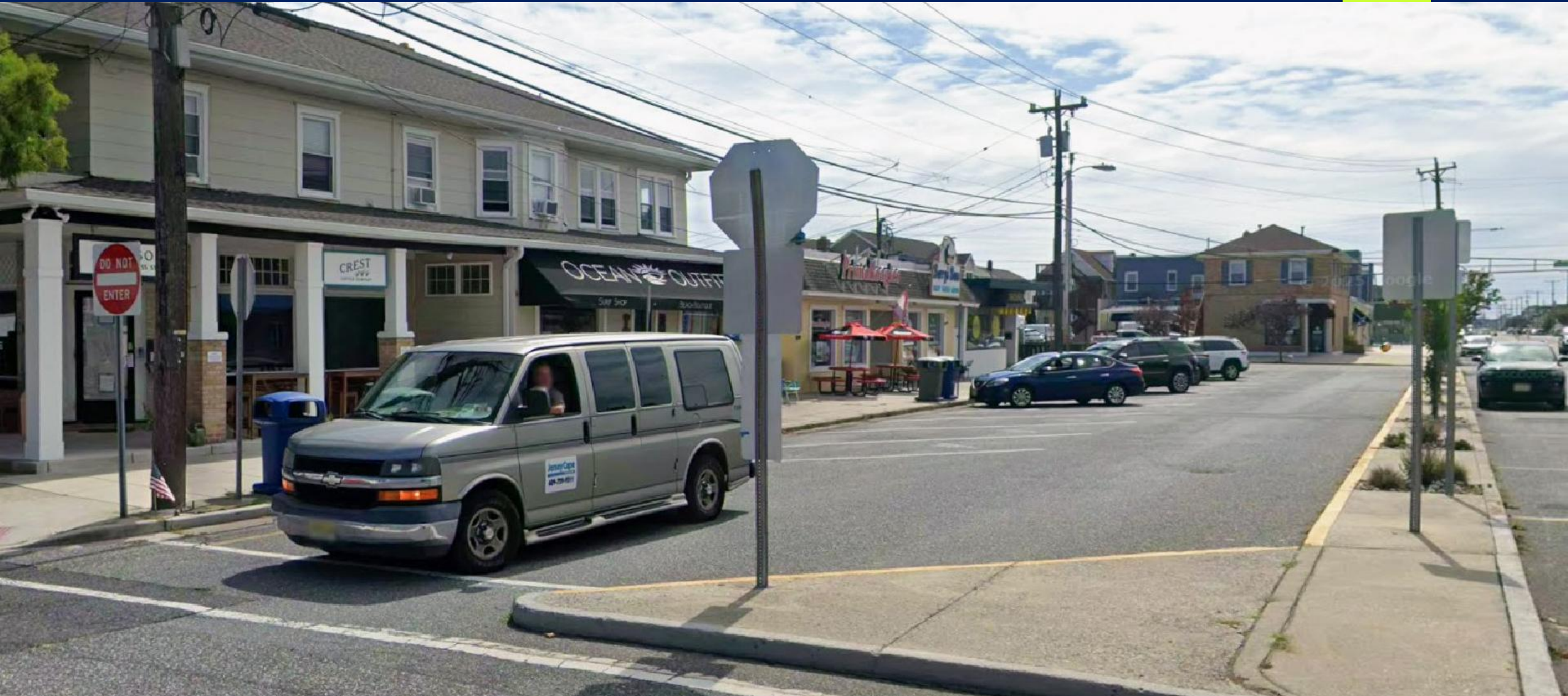


Sweetbriar Rd.

Cardinal Rd.

taylor design group

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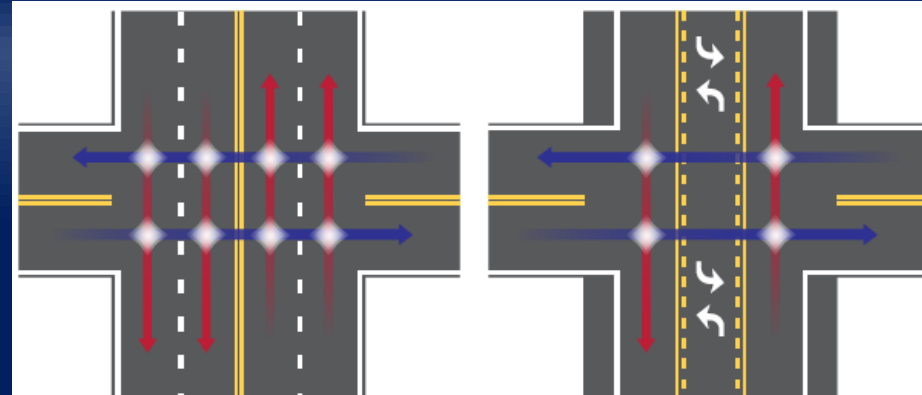
➤ Roadway, Traffic & Signalization Design

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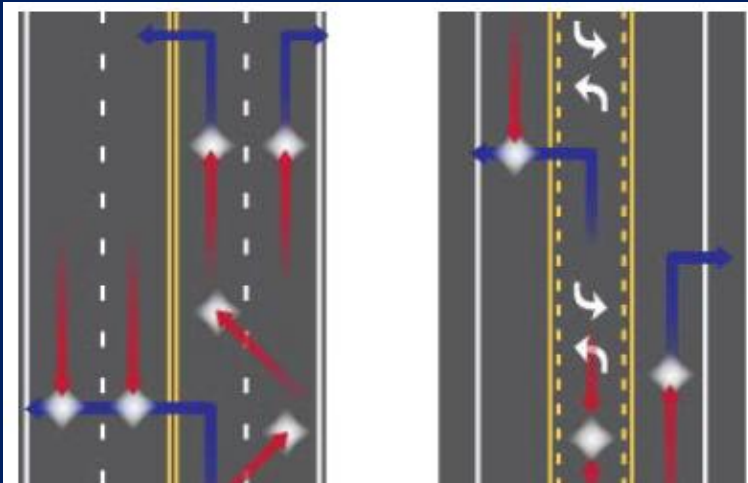
Road Diet



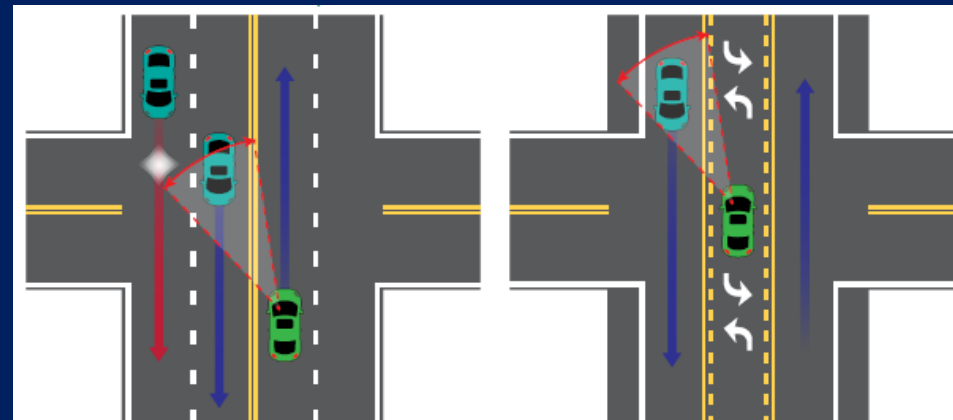
- FHWA Proven Safety Countermeasure (PSC)
- Fewer conflict points
- Reduces travel speed
- Multimodal Accommodations
- Minimal Operational Impact
- Economic / Community Benefits



Reduction in conflict points at intersections



Reduction in mid-block conflict points



Improvement in left turn sight distance

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Intersection	Weekday AM Peak Hour				Weekday PM Peak Hour				Saturday Peak Hour			
	<i>Existing</i>		Proposed		<i>Existing</i>		Proposed		<i>Existing</i>		Proposed	
	<i>LOS</i>	<i>Delay</i>	LOS	Delay	<i>LOS</i>	<i>Delay</i>	LOS	Delay	<i>LOS</i>	<i>Delay</i>	LOS	Delay
Palm Road	A	1.3	A	1.5	A	1.6	A	1.7	A	2.6	A	2.8
Rosemary Road	A	3.4	A	2.1	A	4	A	3.4	A	3.6	A	3
Sweet Briar Road	A	6.9	A	5.1	A	7.5	A	6	A	6.9	A	5.8
Cardinal Road	A	3.9	A	2.2	A	4.1	A	3.6	A	5.3	A	5
Aster Road	A	6.1	A	6.1	A	5.7	A	3.6	A	6.8	A	6.5
Heather Road	A	8.7	A	8.5	A	8.4	A	8.4	A	9.7	A	8.8
Cresse Avenue	A	7.9	A	9	A	7.9	A	9.2	A	9	A	9.5

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➤ **Questions**

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Thank you.



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