

PLAN ENDORSEMENT

MUNICIPAL SELF-ASSESSMENT REPORT

City of Wildwood

Cape May COUNTY, NEW JERSEY

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Introduction

New Jersey has a tradition of seeking cooperation among the various levels of government in the municipal, regional, and state agencies, through a Plan Endorsement Process. Plan Endorsement is a process intended to ensure that the goals and objectives of each level can be coordinated and developed in line with one another, so that the actions of the State, County, and municipalities do not conflict with one another, and to implement the goals of the State Planning Act (N.J.S.A. 52:18A-196 et seq). When the actions of the state are aligned with those of individual municipalities, there can be a great public benefit in terms of efficiency of efforts in protecting vital natural resources, and directing resources towards mutual economic development goals. The Plan Endorsement Process is an attempt at smart growth through agreement by all levels of government and regulatory agencies on which lands are appropriate for development, and which lands are more appropriate for protection from development, and to what degree development or protection should be pursued.

Wildwood City is seeking Municipal Plan Endorsement in order to maintain their existing regional PA5B center designation in conjunction with neighboring barrier island communities in North Wildwood and Wildwood Crest. By maintaining their regional center status, Wildwood City hopes to build support for their efforts to direct anticipated growth and economic development in the community into appropriate locations. While the regional PA5B center is designated as an Environmentally Sensitive Barrier Island, Wildwood City hopes to continually improve on a city-wide level in the realms of commercial activity, green infrastructure, and community development. Wildwood City hopes to foster year-round tourism interest as well as improve traffic circulation on an island-wide level.

One of the primary goals of the City has been to revitalize and redevelop the traditional commercial core of the City situated along Pacific Avenue. This includes transforming blighted commercial spaces into higher density residential uses as well as expanding high density residential zoning along major corridors such as Park Boulevard and New Jersey Avenue (CR621). Wildwood also intends to expand mixed-use zones in those main corridors. As part of the 2017 Master Plan Reexamination, Wildwood City has gone through a thorough process of rezoning specific parcels in order to reflect current uses as well as anticipated development through this process.

Wildwood City's plans outlined in this Municipal Self-Assessment Report are consistent with the State Development and Redevelopment Plan. In particular, the following overall goals of the State Plan will be advanced:

- **Goal 1 – Revitalize the State's Cities and Towns:** Historically, Wildwood City was developed as a tourist destination in the early 20th Century and some of the environmental concerns and challenges being a barrier island were not necessarily considered at the time. Wildwood City is essentially built out from a development standpoint and being a barrier island presents obvious geographic challenges to any expansion. Therefore, the

City must promote growth through infill development and redevelopment primarily in the expansion of existing cores in the City.

- **Goal 3 – Promote Beneficial Economic Growth, Development and Renewal for All Residents of NJ:** As a tourist destination, Wildwood City has historically been viewed as a summer destination for all of New Jersey, as well as much of Pennsylvania and New York. In 2016, Cape May County as a whole generated \$6.271 Billion in tourism expenditures in the sectors of Lodging, Food/Beverage, Retail, Recreation, and Transportation.. Through the development of the City further via commercial and community means, Wildwood City hopes to maintain its status as a destination for family vacations, and to transform itself into a year-round community that caters to both seasonal tourists as well as long-term year-round residents alike.
- **Goal 5 – Provide Adequate Public Facilities and Services at a Reasonable Cost:** As a means to improve the City, Wildwood has been building and revitalizing community facilities over the past decade. Most notably, construction of the Byrne Community Center has provided the community a state-of-the-art building they can be proud of. The Byrne Community Center features a basketball court, fitness room, computer lab, meeting room, dance hall, kitchen facilities, and will after school programs for local students. Compact development patterns in Wildwood have also shown the benefit of keeping infrastructure costs low for City residents.
- **Goal 7 – Preserve and Enhance Areas with Historic, Cultural, Scenic, Open Space and Recreational Value:** As a tourist destination, Wildwood City has an ongoing demand for recreational value. Over the past years, Wildwood City has undergone a Citywide Park Revitalization in order to provide adequate and safe open space in downtown Wildwood. In addition to parks and open space, the City also has a number of registered historic districts. The historic significance of Wildwood’s Doo-Wop architecture remains a citywide concern as new development takes place. Preservation of these areas has brought to light that a “one-size-fits-all” approach to historic preservation may not be feasible in Wildwood. The Doo-Wop architectural style throughout the City is preserved through development. While no longer active as an agency, the Wildwood Doo-Wop Preservation League remains as a booster for all things Doo-Wop in the City.
- **Goal 8 – Ensure Sound, Integrated Planning and Implementation Statewide:** Through this Plan Endorsement process, Wildwood City is seeking to integrate its planning with the State. The plans and land use ordinances of the City are consistent with the plans of Cape May County, and efforts by the City to work with agencies such as NJDEP to be consistent with CAFRA regulations for city-specific issues have been taken. The City is pursuing state endorsement of its plans to support the implementation of the plans which will require coordinated and planned infrastructure improvements to facilitate new development in the City’s core and redevelopment areas.

Waivers

The City is requesting the following items be waived from the formal submission requirements of the Plan Endorsement Process:

1. Undertaking of a Visioning Process
2. Known State Agency Pending Actions

Existing Conditions

Location and Regional Context

Wildwood City is located in Cape May County in southeastern New Jersey, along the coast of the Atlantic Ocean. The City is a part of “The Wildwoods”, which is an island comprised of 3 municipalities: North Wildwood, Wildwood City, and Wildwood Crest, as well as portions of Lower Township on the southern tip of the island. The island has a cumulative land area of approximately 4.2 square miles. The Wildwoods are approximately 70 miles southeast of Philadelphia, 125 miles south of New York City, and 120 miles east of Washington D.C. Travel times to the City from those metropolitan areas are approximately 1.5, 2.5 and 3.5 hours respectfully. Wildwood is also less than 1 hour south of major coastal city Atlantic City, primarily down the Garden State Parkway.



Wildwood City ranks 12th in land area (mi²) in Cape May County, larger than neighboring Wildwood Crest, but smaller than its neighbor to the north, North Wildwood. According to the Cape May County Comprehensive Plan, Wildwood City has the 3rd largest projected summer population at approximately 66,500 persons.

2015 Projected Summer Population Rankings				
Municipality	2001	2005	2010	2015
Ocean City	111,015	114,678	118,348	121,899
Lower Twp.	85,795	88,626	91,462	94,206
Wildwood	60,513	62,510	64,510	66,446
Middle Twp.	58,410	60,338	62,268	64,136
North Wildwood	49,538	51,173	52,810	54,395
Wildwood Crest	38,803	40,083	41,366	42,607
Upper Twp.	38,607	39,881	41,157	42,392
Sea Isle City	35,820	37,002	38,186	39,332
Cape May City	34,088	35,213	36,340	37,430
Dennis Twp.	32,408	33,477	34,549	35,585
Avalon	29,263	30,229	31,196	32,132
Stone Harbor	17,528	18,106	18,686	19,246
Woodbine	7,573	7,823	8,073	8,315
West Cape May	6,270	6,477	6,684	6,885
West Wildwood	5,005	5,170	5,336	5,496
Cape May Point	3,625	3,745	3,864	3,980

The Wildwoods are primarily connected via Cape May County Route 621, which begins as New Jersey Avenue in North Wildwood and continues south through North Wildwood, Wildwood City, and Wildwood Crest before continuing off the island. This route has become a major corridor connecting Wildwood City to the southern Wildwood Crest. Along Pacific Avenue is the newly constructed Byrne Plaza which houses a variety of community events. Another transportation staple for the island is the pedestrian-oriented Boardwalk, which connects Wildwood City to North Wildwood, prioritizing pedestrian travelers and tourists. Here travelers and residents can find tourist-focused recreational and commercial activities.

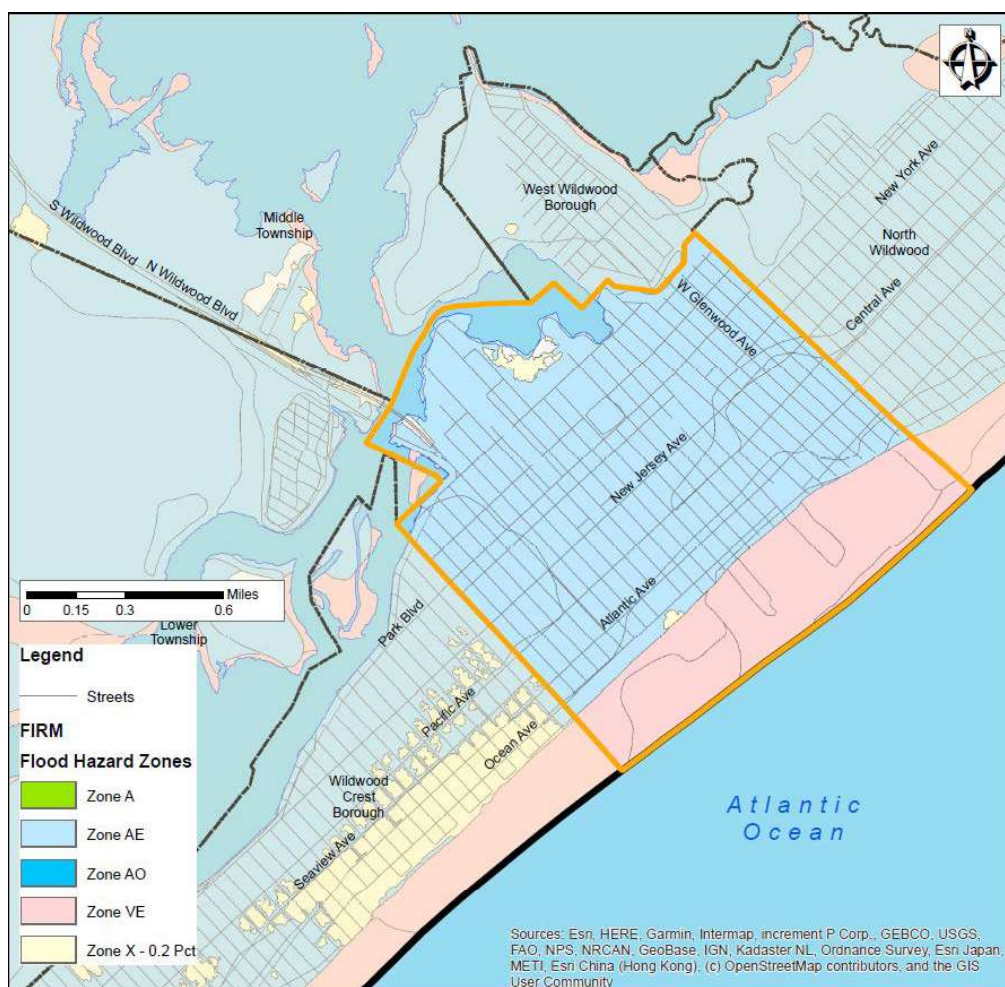
Environmental Conditions

As a seaside resort, the City balances its desire to promote development with its need to preserve the environmental resources, as one of the major tourism opportunities for Wildwood is the beach and coast. The City's wide beaches provide it with the opportunity to develop unique but recreation and entertainment attractions. Plans for Wildwood City include maximization of the use of the Beach, but modifying the specific uses permitted to include those described in the Beach Redevelopment Plan as well as any other uses approved by NJDEP's Coastal Zone Management Rules and CAFRA Regulations. The 2007 Master Plan Update articulated for City policy "to

ensure the continued unobstructed view from the Boardwalk to the Beach and to the Ocean and to ensure continued use of the Beach and Ocean by bathers”.

Environmental constraints exist throughout Wildwood. There are seven (7) small wetlands zones within Wildwood’s boundaries according to NJDEP mapping. Four of those zones fall along the Bayfront and one of them falls along the Oceanfront. The remaining two wetlands zones are inland along Park Boulevard. These zones are in the vicinity of the Byrne Community Center and its surrounding athletic fields.

The majority of Wildwood falls into the FEMA Special Flood Hazard Area Without Base Flood Elevation (BFE) Zone A, V, A99. The elevation throughout the City varies between 9 feet and 13 feet. Additionally, there are two areas in the Zone X. These areas have a 0.2% Annual Chance Flood Hazard, Areas of 1% annual chance flood with average depth less than one foot or with drainage areas of less than one square mile.



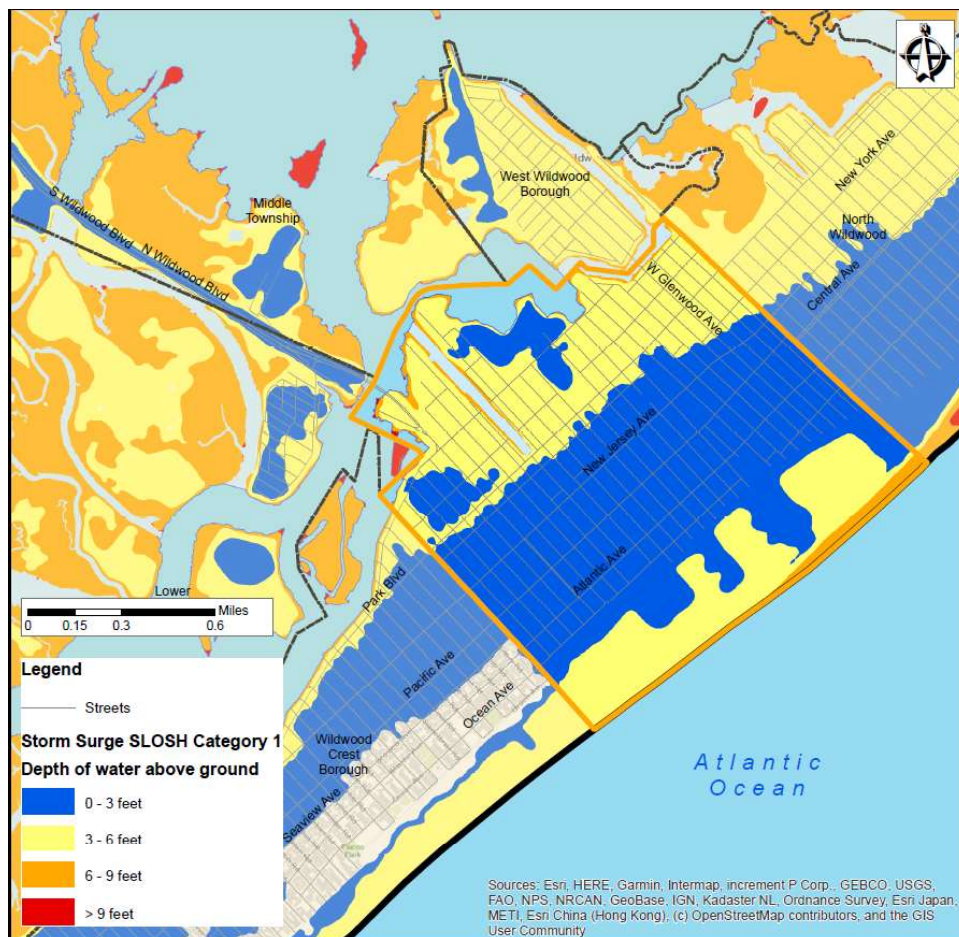
Wildwood City falls under the regional jurisdiction of NJDEP’s Coastal Zone Management (CZM) area and thus is managed by the Coastal Area Facility Review Act (CAFRA) regulations. The CAFRA zone that Wildwood City falls under is a Barrier Island within the “Wildwoods CAFRA Regional Center”. Details on barrier island development are as follows:

- (b) *New or expanded development within the oceanfront barrier island corridor is conditionally acceptable provided that the development complies with the requirements for impervious cover and vegetative cover that apply to the site under N.J.A.C. 7:7-13.*

In addition to being classified as a Barrier Island, CZM Rules expand on principals for any development on beaches:

- (a) *Development is prohibited on beaches, except for development that has no prudent or feasible alternative in an area other than a beach, and that will not cause significant adverse long-term impacts to the natural functioning of the beach and dune system, either individually or in combination with other existing or proposed structures, land disturbances, or activities.*

As a barrier island, Wildwood faces storm surge threats as well. The Sea, Lake and Overland Surges from Hurricanes (SLOSH) model is a computerized numerical model developed by the National Weather Service (NWS) to estimate storm surge heights resulting from historical, hypothetical, or predicted hurricanes by taking into account the atmospheric pressure, size, forward speed, and track data. A map of the SLOSH model for Wildwood can be found below:



Background

Over time, Wildwood City's population has remained fairly consistent. From census to census, there is a cycle of increase and decrease of population totals. The largest increase came during the 1990's where Wildwood City's population increased by over 1000 people, or nearly 24%. In recent years, Wildwood City has been amidst a decline in population by a margin of 503 people since that massive 1990s surge. Per the South Jersey Transportation Planning Organization (SJTPA), it is expected that Wildwood City will see an increase in population by a margin of approximately 500 people by 2030.

Table 2: Wildwood City Population Characteristics

Year	Population	Number Change	Percent Change
1930	5,330	-	-
1940	5,150	-180	-3.38%
1950	5,475	+325	+6.31%
1960	4,690	-785	-14.34%
1970	4,110	-580	-12.37%
1980	4,913	+800	+19.46%
1990	4,484	-429	-8.73%
2000	5,545	+1,061	+23.66%
2010	5,325	-220	-3.97%
2019 (Estimate)	5,042	-283	-5.31%
2030 (Projection)	5,539	-	-

Source: 2019 American Community Survey 5-Year Population Estimates, US Census Bureau, New Jersey Department of Labor, and South Jersey Transportation Planning Organization

For a background on race, Wildwood City has a majority of White residents but has a higher percentage of African American and Asian residents when compared to the rest of Cape May County. While nearly 85% of Wildwood City identifies as white, this percentage is almost 7% less than Cape May County. Both Wildwood City and the larger Cape May County generally have a less racially-diverse population when compared to the rest of New Jersey.

Table 3: Racial Background

Race	Wildwood City		Cape May County		New Jersey	
	Number	Percent	Number	Percent	Number	Percent
White	4,283	84.95%	85,095	91.42%	6,018,074	67.78%
Black or African American	350	6.94%	4,187	4.50%	1,194,882	13.46%
American Indian and Alaska Native	0	0.00%	20	0.02%	19,711	0.22%
Asian	125	2.48%	864	0.93%	840,168	9.46%
Native Hawaiian and Other Pacific Islander	13	0.26%	21	0.02%	3,458	0.04%
Some Other Race	118	2.34%	1,062	1.14%	558,665	6.29%
Two or More Races	153	3.03%	1,837	1.97%	243,545	2.74%
Total Population	5,042	100%	93,086	100%	8,878,503	100%

Source: 2019 American Community Survey 5-Year Population Estimates

In addition to Wildwood City having a higher percentage of Black or African American and Asian residents compared to Cape May County, Wildwood City also has over a 10% greater population of Hispanic or Latino residents. Nearly 18% of Wildwood City's residents identify as Hispanic or Latino whereas under 8% of Cape May County residents identify as Hispanic or Latino.

Table 4: Hispanic or Latino and Race

Race	Wildwood City		Cape May County		New Jersey	
	Number	Percent	Number	Percent	Number	Percent
Hispanic or Latino (of any race)	902	17.89%	7,153	7.68%	1,794,736	20.21%
Not Hispanic or Latino	4,140	82.11%	85,933	92.32%	7,083,767	79.79%
Total Population	5,042	100%	93,086	100%	8,878,503	100%

Source: 2019 American Community Survey 5-Year Population Estimates

Over the past decade, Wildwood City has seen an increase in their median age from just over 40 years to just under 48 years. Wildwood has also seen a significant decline of residents between the ages of 20 and 34 years by a margin of nearly 12%. As a result, Wildwood has seen a significant increase in the population of residents ages 45 to 54 by more than 5%.

Table 5: Age Distribution

Age	2010		2019	
	Number	Percent	Number	Percent
Under 5	189	3.55%	195	3.87%
5 to 9	260	4.89%	231	4.58%
10 to 14	257	4.83%	353	7.00%
15 to 19	261	4.91%	242	4.80%
20 to 24	650	12.22%	273	5.41%
25 to 34	781	14.68%	494	9.80%
35 to 44	743	13.96%	538	10.67%
45 to 54	613	11.52%	857	17.00%
55 to 59	403	7.57%	355	7.04%
60 to 64	381	7.16%	489	9.70%
65 to 74	433	8.14%	638	12.65%
75 to 84	242	4.55%	306	6.07%
85 and over	108	2.03%	71	1.41%
Total Population	5,321	100.00%	5,042	100%
Median Age	40.1		47.8	

Source: 2010 & 2019 American Community Survey 5-Year Population Estimates

Generally speaking, Cape May County has an older population when compared to the rest of the State. The median age of 49.6 in Cape May County is nearly a decade older than the State's 39.9 median age. Wildwood City's median age is marginally closer to the State's median age, but is still nearly 8 years older. In Cape May County, more than 55% of the County's population is over the age of 45. Compared to New Jersey as a whole, where only 44% of the population is over the

age of 45, Cape May County cities and towns should expect to see an older population. Wildwood City follows this trend where nearly 54% of the City's population is over the age of 45.

Table 6: Age Distribution Comparison						
Age	Wildwood City		Cape May County		New Jersey	
	Number	Percent	Number	Percent	Number	Percent
Under 5	195	3.87%	4,250	4.57%	519,524	5.85%
5 to 9	231	4.58%	4,420	4.75%	536,364	6.04%
10 to 14	353	7.00%	4,750	5.10%	560,056	6.31%
15 to 19	242	4.80%	4,795	5.15%	560,443	6.31%
20 to 24	273	5.41%	5,063	5.44%	555,737	6.26%
25 to 34	494	9.80%	9,515	10.22%	1,138,260	12.82%
35 to 44	538	10.67%	8,960	9.63%	1,137,328	12.81%
45 to 54	857	17.00%	11,671	12.54%	1,259,591	14.19%
55 to 59	355	7.04%	6,836	7.34%	637,064	7.18%
60 to 64	489	9.70%	8,767	9.42%	563,851	6.35%
65 to 74	638	12.65%	13,806	14.83%	793,910	8.94%
75 to 84	306	6.07%	7,208	7.74%	418,829	4.72%
85 and over	71	1.41%	3,045	3.27%	197,546	2.22%
Total Population	5,042	100%	93,086	100%	8,878,503	100%
Median Age	47.8		49.6		39.9	
Source: 2019 American Community Survey 5-Year Population Estimates						

As reported in the 2007 Master Plan Update, State employment indicators classify Wildwood as an Economically Distressed Municipality. While certain nomenclature has changed, the City remained under this (or similar) classification(s) at the time of the 2017 Master Plan Reexamination. This is evident by the significantly lower median household income when compared to the rest of Cape May County. This lower median income can greatly be attributed to the seasonal nature of the economy for the City. Per the 2017 Master Plan Reexamination, efforts and prioritization of year-round tourism attraction could provide relief to the economic distress Wildwood City faces.

Table 7: Household Income Characteristics in 2019				
Income (\$)	Wildwood City		Cape May County	
	Number	Percent	Number	Percent
Less than \$5,000	108	4.69%	979	2.44%
\$5,000 to \$9,999	107	4.64%	853	2.12%
\$10,000 to \$14,999	152	6.60%	1,516	3.77%
\$15,000 to \$19,999	149	6.47%	1,710	4.26%
\$20,000 to \$24,999	185	8.03%	1,513	3.77%
\$25,000 to \$34,999	214	9.29%	3,337	8.31%
\$35,000 to \$49,999	441	19.14%	4,948	12.32%
\$50,000 to \$74,999	345	14.97%	7,302	18.18%

\$75,000 to \$99,999	256	11.11%	5,355	13.33%
\$100,000 to \$149,999	153	6.64%	6,425	15.99%
\$150,000 or more	194	8.42%	6,233	15.52%
Total Occupied Housing Units	2,304	100%	40,171	100%
Median Household Income (\$)	\$41,888	-	\$67,074	-
<i>Source: 2019 American Community Survey 5-Year Population Estimates</i>				

As expected when considering the seasonal income deficiencies of Wildwood City, there is a higher percentage by about 9% in the Arts, Entertainment, and Recreation, and Accommodation and Food Services industry when compared to Cape May County. Nearly 25% of all of the workforce population in Wildwood City falls within the Arts, Entertainment, and Recreation, and Accommodation and Food Services industry. When comparing this industry to all of New Jersey, Wildwood City's percentage of workforce in the industry nearly triples in percentage.

Table 8: Workforce by Industry Sector

Industry Sector	Wildwood City		Cape May County		New Jersey	
	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing and Hunting, and Mining	0	0.00%	424	1.01%	14,933	0.34%
Construction	180	9.11%	4,029	9.63%	262,803	5.94%
Manufacturing	93	4.71%	1,219	2.91%	360,551	8.15%
Wholesale Trade	19	0.96%	1,105	2.64%	147,261	3.33%
Retail Trade	247	12.50%	4,367	10.44%	481,529	10.89%
Transportation and Warehousing, and Utilities	107	5.41%	1,645	3.93%	270,949	6.13%
Information	27	1.37%	476	1.14%	119,077	2.69%
Finance and Insurance, and Real Estate and Rental and Leasing	158	8.00%	2,967	7.09%	375,112	8.48%
Professional, Scientific, and Management, and Administrative and Waste Management Services	103	5.21%	3,215	7.68%	596,872	13.50%
Educational Services, and Health Care and Social Assistance	354	17.91%	10,651	25.46%	1,056,207	23.88%
Arts, Entertainment, and Recreation, and Accommodation and Food Services	479	24.24%	6,868	16.41%	358,882	8.11%
Other Services, Except Public Administration	94	4.76%	1,722	4.12%	191,334	4.33%
Public Administration	115	5.82%	3,153	7.54%	186,981	4.23%
Civilian Employed Population 16 Years and Over	1,976	100%	41,841	100%	4,422,491	100%
<i>Source: 2019 American Community Survey 5-Year Population Estimates</i>						

Further expanding on the economic profile of Wildwood City, a wide variety of commuting types are used by Wildwood City's population. Most notably, over 15% of commuters in Wildwood City walk to their place of employment. This is significantly higher than Cape May County and New Jersey as a whole. This percentage of walking commuters about triples the percentage of walking commuters in Cape May County. This difference is even larger when compared to the entirety of New Jersey, where the number of Wildwood City's walking commuters is more than 5X the State's percentage. This high percentage of walking commuters not only shows the desire among residents to pursue more environmentally-friendly modes of transit, but also the needs for strong pedestrian infrastructure for residents. As more commuters are going to be walking to their destination, an emphasis on multi-modal transportation is shown.

Table 9: Commuting Characteristics of Workers Over 16 Years

Type of Commute	Wildwood City		Cape May County		New Jersey	
	Number (approx.)	Percent	Number (approx.)	Percent	Number (approx.)	Percent
Car, Truck, or Van	1,366	71.7%	36,573	87.3%	3,434,812	79.2%
Drove Alone	1,212	63.6%	33,431	79.8%	3,087,861	71.2%
Carpooled	154	8.1%	3,100	7.4%	346,951	8.0%
Public Transportation (Excluding Taxicab)	70	3.7%	712	1.7%	507,415	11.7%
Walked	288	15.1%	1,969	4.7%	121,433	2.8%
Bicycle	0	0.0%	545	1.3%	13,011	0.3%
Taxicab, Motorcycle, or Other Means	99	5.2%	335	0.8%	69,390	1.6%
Worked from Home	82	4.3%	1,760	4.2%	195,160	4.5%
Workers 16 Years and Over	1,905	100%	41,894	100%	4,336,884	100%

Source: 2019 American Community Survey 5-Year Population Estimates

The City has a relatively old housing stock. Per Table 10, over 40% of the housing units in Wildwood were constructed prior to 1939. The only other considerable period where the majority of housing units were constructed is the period from 2000 to 2009, where more housing units were constructed than the previous 3 decades combined.

Table 10: Age of Housing Stock

Time of Construction	Number	Percent
Built 2014 or Later	24	0.34%
Built 2010 - 2013	160	2.28%
Built 2000 - 2009	1,493	21.28%
Built 1990 - 1999	148	2.11%
Built 1980 - 1989	468	6.67%
Built 1970 - 1979	617	8.79%
Built 1960 - 1969	406	5.79%
Built 1950 - 1959	393	5.60%
Built 1940 - 1949	488	6.96%

Built 1939 or Earlier	2,819	40.18%
Total Housing Units	7,016	100%
<i>Source: 2019 American Community Survey 5-Year Population Estimates</i>		

Based on the 2019 ACS, the most common type of housing in Wildwood City was attached single units where an estimated 31% of all housing units fell under this housing type. After attached single-units, nearly 25% of the estimated 7,016 housing units were detached single-units. This equates to over 55% of housing units being single-family dwellings.

Table 11: Housing Units		
Housing Type	Number	Percent
1-Unit, Detached	1,716	24.46%
1-Unit, Attached	2,193	31.26%
2 Units	942	13.43%
3 Or 4 Units	943	13.44%
5 To 9 Units	652	9.29%
10 To 19 Units	246	3.51%
20 Or More Units	324	4.62%
Mobile Home	0	0.00%
Boat, RV, Van, Etc.	0	0.00%
Total Housing Units	7,016	100%
<i>Source: 2019 American Community Survey 5-Year Population Estimates</i>		

Over the past decade, the owner occupancy rate of housing units in Wildwood City has risen by a margin of around 8%. As this number has increased, the average household size of owner-occupied units has also increased showing that not only is the relative number of owner-occupied units growing, but the households themselves are growing as well. Furthermore, the average household size of renter-occupied units also saw an increase in average size by about .5 occupants showing that when the total number of units has decreased, the number of occupants of the units themselves has increased. However, Table 12 illustrates a unique problem that Wildwood City faces as a tourist destination in Cape May County: the reporting of tourist-marketed vacant units. When compared to a non-tourism-based area, Wildwood City has a higher relative number of vacant housing units at around 67%. It is highly unlikely that the City actually has a vacancy rate of two-thirds of its housings stock. Homes that are primarily used as summer rentals or vacation homes may not get accurately reflected in Census estimates, and these figures are likely highly skewed.

Table 12: Housing Occupancy & Tenure				
Housing Type	2010		2019	
	Number	Percent	Number	Percent
Owner-occupied	1,135	37.71%	1,042	45.23%
Renter-occupied	1,875	62.29%	1,262	54.77%
Occupied housing units	3,010	40.71%	2,304	32.84%

Vacant housing units	4,383	59.29%	4,712	67.16%
Total housing units	7,393	100%	7,016	100%
Average Household Size	2010		2019	
Average Household Size (Owner)	2.04		2.25	
Average Household Size (Renter)	1.60		2.11	
Source: 2010 & 2019 American Community Survey 5-Year Population Estimates				

Wildwood City has a higher percentage of moderately valued owner-occupied units when compared to Cape May County. More than 65% of all owner-occupied units in Wildwood City fall in the valuation between \$150,000 and \$299,999, whereas only 39% of owner-occupied units in all of Cape May County fall within that range.

Table 13: Value of Owner-Occupied Units				
Value (\$)	Wildwood City		Cape May County	
	Number	Percent	Number	Percent
Less than \$50,000	19	1.82%	686	2.20%
\$50,000 to \$99,999	36	3.45%	668	2.14%
\$100,000 to \$149,999	81	7.77%	2,026	6.50%
\$150,000 to \$199,999	236	22.65%	3,639	11.67%
\$200,000 to \$299,999	455	43.67%	8,545	27.40%
\$300,000 to \$499,999	174	16.70%	8,735	28.01%
\$500,000 to \$999,999	41	3.93%	5,233	16.78%
\$1,000,000 or more	0	0.00%	1,657	5.31%
Total Owner-Occupied Housing Units	1,042	100%	31,189	100%
Median Home Value (\$)	\$237,300		\$300,500	
Source: 2019 American Community Survey 5-Year Population Estimates				

In terms of rental units, the median monthly gross rent in Wildwood City was estimated at \$1,096 in 2019. This number is relatively consistent with the rest of Cape May County, which has a median gross rent of \$1,169. One major difference in the gross rent for Wildwood City compared to Cape May county is the nearly 7% increase in units with a gross rent of \$500 to \$999. The following Table 14 shows these comparisons between Wildwood City and Cape May County across a range of qualifying fields.

Table 14: Cost of Rent				
Gross Rent	Wildwood City		Cape May County	
	Number	Percent	Number	Percent
Less than \$500	57	4.52%	525	5.85%
\$500 to \$999	403	31.93%	2,249	25.04%
\$1,000 to \$1,499	437	34.63%	3,571	39.76%
\$1,500 to \$1,999	259	20.52%	1,402	15.61%
\$2,000 to \$2,499	8	0.63%	214	2.38%

\$2,500 to \$2,999	0	0.00%	79	0.88%
\$3,000 or more	0	0.00%	45	0.50%
No rent paid	98	7.77%	897	9.99%
Total Rental Occupied Units	1,262	100%	8,982	100%
Median Gross Rent (\$)	\$1,096		\$1,169	
Source: 2019 American Community Survey 5-Year Population Estimates				

Inventory of Key Characteristics

As a summary of the data presented above, the following are some of the key characteristics of Wildwood City regarding demographics and other community data:

- The current population is estimated to be approximately 5,000 persons which remains relatively unchanged from the 2010 dicentennial census.
- The population is anticipated to grow to 5,500 in the next 10 years, by an estimated margin of about 10%.
- The general age of the Wildwood City is older when compared to the rest of the state. Wildwood City's population of 45 to 54-year-olds is about 3% greater than the rest of the State and 5% greater than Cape May County. Wildwood City's population of 65 to 74-year-olds is about 3.5% greater than the rest of the State.
- Over the past decade, Wildwood City's median age has risen by nearly 8 years
- Among workers over 16 years of age, Wildwood City has a much higher rate of walking commuters compared to the rest of Cape May County and New Jersey. Over 15% of Wildwood City's working population walks for their commute which is much higher than both Cape May County's and New Jersey's percentages.
- Over 40% of the households in Wildwood City were built in 1939 or earlier while over 20% of households were built between the years of 2000 and 2009.
- Over 65% of Owner-Occupied housing units in Wildwood City fall into the value of \$150,000 to \$299,999, consistent with the Median Home Value decrease when compared to Cape May County as a whole, \$237,300 to \$300,500 respectfully.

Status of Planning

The following is a summary of the City's major planning documents:

City of Wildwood 2017 General Reexamination of the 2007 Comprehensive Master Plan Update

The City's most recent comprehensive Master Plan was completed in 2007 and was later reexamined in 2017 to reflect any new recommendations/revisions. In addition to the required *Goals and Objectives*, *Land Use*, and *Housing* elements, the 2017 Reexamination also included a *Circulation Plan Element*, *Utility Plan Element*, *Community Facilities Plan Element*, *Open Space & Recreation Plan Element*, *Conservation Plan Element*, *Economic Plan Element*, and a *Historic Preservation Plan Element*. The 2017 Reexamination included many goals and objectives specific

to each element of the plan, but noted that the following Municipal Vision Statement found in the original 2007 Comprehensive Master Plan Update remained unchanged:

MUNICIPAL MASTER PLAN: A CITY'S VISION

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

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

The 2007 Comprehensive Master Plan Update stated several goals and principals in a general sense as well as goals for future land use. The general principals, which were either reaffirmed or adjusted in the 2017 Master Plan Reexamination, included goals to ensure the safe and enjoyable standard of living for Wildwood residents. These general goals called for action on behalf of the City to provide adequate districts, connectivity between those districts, and remain dynamic in the City's approach to historic areas as well as environmental conditions. Further general principals promote the effective economic growth for the City through several projects.

Principals for land use were restated and reinforced in the 2017 Master Plan Reexamination. Wildwood recognizes that its land development patterns often juxtapose incompatible land uses. Specifically, certain commercial and industrial uses are located in residential neighborhoods and residential units exist in commercial sections of the City. Even within use categories, the proliferation of duplex and townhouse structures has impacted the distribution of land uses in the City. Where constructed in single-family zones, such development has negatively affected the nature of single-family zoning and resulted in extreme overcrowding of these neighborhoods.

The goals within the 2017 Reexamination include the continual review and revision of the City's Land Use Plan and Land Use Ordinance to reinforce the City's residential neighborhoods and

commercial districts. This reinforcing should respect the physical environment and should make appropriate use of the City's environmental resources. In 2017, a new goal was added to *"Strengthen the City's code enforcement efforts including, as necessary, by increasing staff dedicated to [ensuring appropriate neighborhood land uses throughout the City]"*

Revisioning the Wildwood Business Improvement District November 2016

Published in 2016-2017, the Wildwood Business Improvement District – Strategic Plan's initial scope was to provide the Business Improvement District with a map and list of existing businesses within the BID as well as a gap analysis to determine the uses with the great potential to guide business recruitment efforts.

Eventually that scope was expanded by Triad Associates and the BID officials. Those groups produced a set of recommendations with the goal of reenergizing the Pacific Avenue Corridor. The following are the set of recommendations to realize the goals set in 2016-2017.

Goal: Re-energize Pacific Avenue with special focus between Pine and Spicer Avenues

1. *Rezone the area along Pacific Avenue between Burke Avenue and Spicer Avenue to mixed density residential. Contact the zoning board with this recommendation.*
2. *Initiate business recruitment efforts through outreach and meetings with existing business owners in South Jersey*
 - a. *Café, Starbucks, Dunkin Donuts*
 - b. *Nail Salon and Full Service Spa*
 - c. *Restaurants*
 - d. *Experience Retails such as art, beading, ceramics, crafts, etc.*
 - e. *Rooftop restaurant*
3. *Develop guidelines for parklets along Pacific Avenue as a key element of soft-scaping and increasing activity. Model the initiative between Garfield and Spicer with a BID funded project.*
4. *Promote the façade improvement matching grant fun available among current business owners. Distribute guidelines for recommended signage through the "Refacing Pacific Study".*
5. *Establish key partnerships to manage a series of "pop up" events throughout downtown highlighting new business location opportunities.*
6. *As a part of business retention and recruitment efforts, highlight the plans for the construction of the public park and spray park between Schellenger and Oak Avenue.*
7. *Continue hosting the farmers market and market days with the on street entertainment along Pacific Avenue.*
8. *Commission local neon lights artist to install neon light art work and signage along Pacific Avenue. Fist block for light enhancement can be between E Oak and E Wildwood Avenue.*
9. *Develop an outreach program to communicate resources and vision among the Business Owners within the BID.*
10. *Advertise available parcels within the BID on the BID website and the City of Wildwood Website.*
11. *Enhance soft-scaping with colored string lights, while maintaining planters and initiating a tree program along Pacific Avenue.*

12. *Establish strategic partnerships to administer pop-up events and recruitment of prospective artists and musicians to Wildwood.*

The Wildwoods Transportation Improvement Study Existing Conditions Report

In 2015, the City of Wildwood in conjunction with North Wildwood and Wildwood Crest requested assistance from NJDOT, Local Transportation Planning Assistance (NJDOT-LTPA) Unit, in developing a comprehensive transportation improvement study. Representatives of the Wildwoods indicated that the study should function as the Transportation Element of the Vision 2015 Plan and consider vehicular, transit, pedestrian and bicycle modes of transportation.

Goals for the study include:

- *Propose improvements to traffic system to better serve the proposed “Destination Station” - multi-modal transportation center - and alleviate congestion*
- *Provide recommendations to better accommodate pedestrian and bicycle modes*
- *Provide way-finding plan for all modes*
- *Provide recommendations on routing for the Boardwalk Tram and the 5-Mile Trolley*
- *Evaluate and recommend parking modifications to complement strategies*
- *Develop concepts to enhance visual connections between Destination Station and the Boardwalk, and between the Boardwalk and Downtown*

Sanitary Sewer Master Plan and Inflow Infiltration Study

Published in April 2010, The City of Wildwood Sewer Utility, in coordination with Remington, Vernick & Walberg Engineers, conducted a study of the existing stormwater and sewer utilities. An Inflow / Infiltration Study was conducted as part of the Sanitary Sewer Master Plan to determine where stormwater was seeping into the Sanitary system.

The Inflow Infiltration portion of the 2010 report identified issues where surging rainfall and extreme inclement weather forced Sanitary Sewer Systems to mix with Stormwater Sewer Systems. As a result of this study, Wildwood was awarded a \$12.4 Million Flood Hazard Risk Reduction & Resiliency Grant from NJDEP in 2016.

The Project Narrative further expands upon the location where the funds are utilized via this NJDEP Grant:

Pacific Avenue from Cresse Avenue... to Schellenger Avenue is the lowest street between New Jersey Avenue and Ocean Avenue. The lowest elevation on Pacific Avenue is approximately 2' lower than the lowest elevation on any of the surrounding streets. This topography creates a low lying area that is prone to flooding from multiple sources... While the topography of this area has created frequent flooding in the current configuration, it also creates an opportunity to eliminate the majority of tidal and stormwater runoff flooding occurrences. The existing elevated barrier provided by the surrounding streets referenced above allow[s] for the opportunity to prevent the majority of tidal flooding by simply eliminating the connection to the adjacent tidal waters. This can be accomplished by eliminating five (5) of the existing stormwater outfall

pipes that discharge directly to the ocean and installing tide control valves on three (3) of the remaining outfalls. Eliminating the existing outfall pipes will prevent the vast majority of tidal flooding events on Pacific Avenue... To address stormwater management once the outfall pipes have been eliminated, the City proposes to construct a stormwater pumping station at the beach end of Leaming Avenue...

The grant allowed the City to construct a new pump station in order to handle higher-than-normal tides caused by excess stormwater. The pump station, situated at the intersection of Boardwalk and Leaming Avenue, is designed to redirect the dated 5 beach outfalls into 1 beach outfall which empties 300' from the shoreline. Construction for this project began in Fall of 2018 and is anticipated to be completed by June of 2021.

Redevelopment and Rehabilitation Areas

Via Resolution 377-11-13, the entirety of the City of Wildwood is deemed an “Area in Need of Rehabilitation”. This resolution was approved December 15, 2013. This designation permits the City to grant short-term tax exemptions (5-year abatements) to developers and private property owners to encourage property owners to rehabilitate and reinvest in their properties.

Redevelopment areas within Wildwood City are as follows:

Bayside/Back Bay Redevelopment Area

At time of the 2007 Master Plan Update, the City had negotiated a Memorandum of Understanding with K. Hovnanian regarding design, scheduling, and other pertinent issues related to a 100+ unit residential redevelopment project on the City’s former landfill. At the time, Hovnanian was working with NJDEP toward a formal landfill closure and a Landfill Disruption Permit along with other environmental permitting for the eventual project. Since the time of the 2007 Master Plan Update, K. Hovnanian is no longer the redevelopment entity of the project and the redevelopment has been stagnant.

In November 2020, a Redevelopment Plan for the Bayside/Back Bay area was drafted. The Redevelopment Plan provided for the effective transformation of the former municipal landfill that has long been vacant and underutilized, into a new residential community that would incorporate neighborhood scale commercial uses that will be an asset to the City. The new goals for the Redevelopment Plan were as follows:

- Remediate the environmental conditions of the former landfill to a state that is suitable and safe for new development;
- Encourage the effective redevelopment of the area as a new residential community;
- Stimulate the economy of the City with new neighborhood scaled commercial uses;
- Convert tax exempt lands into revenue producing properties to expand the City’s tax base;
- Ensure that new development is contextually appropriate for the residential communities of the Back Bay area of the City of Wildwood;
- Provide recreational opportunities along the Bayside Waterfront.

The contiguous properties within the redevelopment area are approximately 19 acres in area. The properties are separated by streets that align with the City's existing street network, though the streets in the proposed Redevelopment Area are not improved nor paved. All of the properties in the proposed Redevelopment Area are owned by the City of Wildwood, and make up the former City landfill in the back-bay area along the Post Creek basin, which is also known as Sunset Lake. Portions of the Redevelopment Area now are used as the City's Department of Public Works (DPW) Storage Yard. Aside from the DPW storage yard, the remainder of the former landfill site is vacant and undeveloped, and has been this way for many years.



Pacific Avenue Redevelopment

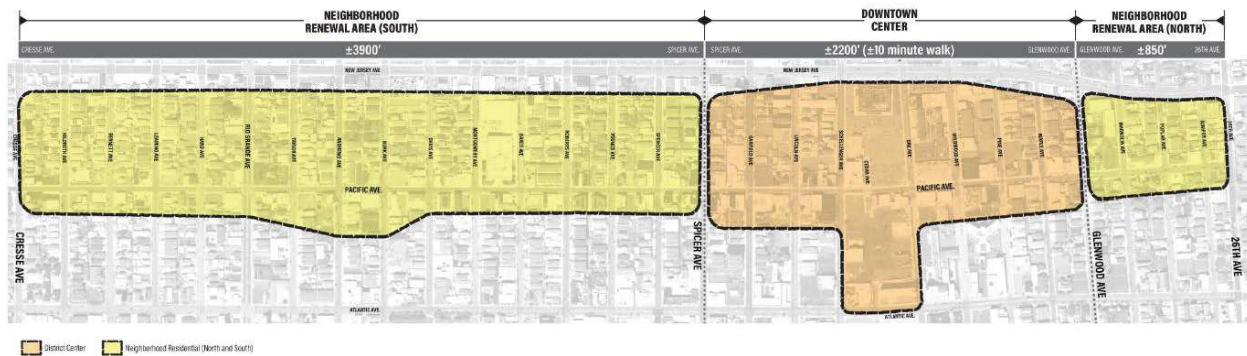
In March of 2021, Wildwood City's Planning Board looked deeper into the steps required to proceed with a vision for the redevelopment of Pacific Avenue as a commercial corridor. The redevelopment vision, titled *Pacific Avenue Redevelopment: A Vision for the Renewal of Wildwood's Downtown*, examined the study area surrounding Pacific Avenue stretching the length of Wildwood City (Creese Avenue to 26th Avenue). Aspects of this vision from the planning board meeting involve:

- Existing Land Use and Conditions
- Residential Market Analysis
- Stakeholder Engagement
- Developing Planning Districts

- Design Precedents

These efforts being taken by the Wildwood Planning Board further support the City's commitment to improve Pacific Avenue as a commercial corridor. Furthermore, the Redevelopment Study examines the effectiveness of tourist-focused commercial areas on residential markets. The study found that the current zoning was not aligned with residential market and interest and thus should be expanded. This determination further bolsters the City's desire to develop into a year-round commercial attractor and not purely be dependent on the season.

PLANNING DISTRICTS



Historically, Wildwood has attempted to publicly invest in Pacific Avenue as a means to spur private investment in the corridor. One of the investments came in the form of the Pacific Avenue Streetscaping in 2002. The City undertook a multi-million dollar renovation to this area, providing new paving, curbs and sidewalks, and street lighting, street signage and street furniture ~ all in the Doo-Wop style. While successful, it did not spur private investment for the revitalization of this section of the City as hoped. Recommendations for Pacific Avenue were then included as part of the 2017 Master Plan Reexamination and thus, *Pacific Avenue Redevelopment: A Vision for the Renewal of Wildwood's Downtown*, was created.

When developing the planning districts for the redevelopment vision, 3 main districts were identified: Neighborhood Renewal Area (South), Downtown Center, and Neighborhood Renewal Area (North). Redevelopment principles for those districts are as follows:

Neighborhood Renewal Area (North & South) Redevelopment Principles:

- *Encourage high quality urban and architectural design.*
- *Promote a mix of residential development prototypes, including single-family, two-family and neighborhood-scaled multi-family homes.*
- *Eliminate incompatible non-residential uses.*
- *Enhance development potential and promote private investment through zoning, fiscal incentives and targeted public investments and partnerships.*
- *Promote alternative modes – pedestrian, bicycle and transit – of travel*
- *Promote a sense of community*

Downtown Center Redevelopment Principles:

- *Encourage high quality urban and architectural design.*
- *Promote a mix of retail, restaurants, cultural, entertainment, civic uses and multi-family housing.*
- *Enhance Pacific Avenue's unique identity – “sense of place” – that is unique to Wildwood.*
- *Enhance development potential and promote private investment through zoning, fiscal incentive and targeted public investments and partnership.*
- *Promote alternative modes – pedestrian, bicycle and transit – of travel*

At the document's conclusion, an inventory of the redevelopment process was outlined and next steps to be taken were identified. As it stands March of 2021, the current stage in the redevelopment process identified is completion of the “*Development Precedents & Prototypes*” step. This particular phase identifies the end of the “*Conceptual Planning & Design*” Phase. The next steps as identified by the redevelopment process are:

1. *Designation of Redevelopment Area*
2. *Redevelopment Plan*
3. *Redevelopment Projects*

Pacific Avenue & Schellenger Avenue Area in Need of Redevelopment

In April of 2021, two parcels in Block 173 of Wildwood City were deemed Areas in Need of Redevelopment. This designation was via Resolution #98-2-21 by the City of Wildwood, and includes Block 173, Lots 1.01 & 1.02 along Pacific Avenue between E. Schellenger and E. Lincoln Avenues. The site was formerly home to the Fairview Café, 2nd Street Annie's and M.T. Bottles, but those standing buildings were planned to be demolished in 2021. In March of 2021, demolition was paused by NJDEP due to an unexpected CAFRA permitting issue.

The Redevelopment Plans for the site include the construction of a new J-1 student-housing complex marketed towards foreign students in Wildwood for the summer working on a J-1 Visa. The planned complex would occupy three floors, above a new bar and restaurant with a pool, and other commercial space. City officials intend on working in coordination with NJDEP for this project to resume on its anticipated pace.



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Areas in Need of Redevelopment

1:2,640
0 0.02 0.04 0.07 mi
0 0.03 0.06 0.11 km
Map data © OpenStreetMap contributors, Map layer by Esri

Community Vision & Public Participation

Vision Statement

The 2017 Master Plan Reexamination included a vision for the City and what the Municipal Master Plan represented. The following is taken from that document and represents a vision statement for the community since 2007:

MUNICIPAL MASTER PLAN: A CITY’S VISION

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

- A. Supports the development of physical and programmatic elements designed to foster and enhance the Wildwood visitors’ experience, including elements designed to make appropriate use of the City’s environmental resources.*
- B. Establishes a Land Use Plan and supporting regulations designed to extend the tourist season and attract visitors year-round. Such Plan and regulations regulate development patterns and reinforce the integrity of the City’s residential neighborhoods and environmental resources while permitting an increased intensity of development in the City’s tourism zones.*
- C. Having established the local regulations necessary to accomplish its Vision, seeks to partner with the appropriate State officials in order to implement the State Plan, which designates Wildwood as a ‘Center’ within the PA-5B (Environmentally Sensitive Planning Area/Barrier Island) Planning Area, and to explore the creation of a specific “Wildwood Rule” within the Coastal Zone Management Rules in order to take full advantage of the opportunities presented by the foregoing designations as a means to facilitate Wildwood’s economic renaissance while protecting its neighborhoods and natural resources.*

Public Meetings

No public meetings have occurred specific to the Plan Endorsement process yet; however, the City has been actively engaging their residents and businesses in the process of redeveloping the Pacific Avenue corridor, which is historically the City’s central business district.

Wildwood City invites and encourages residents to give feedback on City officials’ decisions regularly. Establishment of past community-driven government entities such as the Doo-Wop Preservation League and Main Street Wildwood show Wildwood’s dedication to giving their residents a voice. While those agencies activity status has changed overtime, Wildwood has tried to preserve those community voices and influences as much as possible.

Pacific Avenue Redevelopment Community Engagement – October 2020

In October 2020, Wildwood officials hosted a stakeholder meeting seeking community input on the Pacific Avenue Redevelopment Project. The goal of the meeting was to hear from Wildwood residents, second-homeowners, and business owners about their wants and needs for the future of Pacific Avenue. A market analysis of Pacific Avenue kicked off the discussion with the community.

After the Market Analysis portion of the meeting, Wildwood Mayor Pete Byron expanded on the benefits of redevelopment in this area. *“This is an opportunity to revitalize a beloved but neglected part of our community with only 20% cost to the City and 80% cost to the County. We have long endeavored to attract residents and retailers to Pacific Avenue but simply could not proceed at 100% cost to our taxpayers.”*

Advisors preliminarily suggested the opportunity to develop a variety of housing previously hindered by zoning ordinances and high tax rates. The City, through this partnership with the County, touched on expanding more mixed-use developments in order to maximize opportunities on Pacific Avenue.

Various participants’ concerns regarding major changes throughout the City were addressed by City officials. Residents and interested parties were assured that the changes proposed will have to meet a set of standards set forth by City officials. These standards will help to prove that the changes being made are the best alternative moving forward. Future establishment of these standards by the City were assured to be shared with the interested parties as they became available.

The President of the Downtown Wildwood Business Improvement District, whom also chairs the Wildwood Redevelopment Advisory Committee, shared his views on the importance of community outreach: *“As a resident for the last 15 years and a business owner for the last 20, I am especially encouraged by the level of community involvement by the property owners and residents. As we said from the very beginning, transparency, and open communication will be critical in making the transformation of Downtown Wildwood a truly community-wide experience.”*

Development Activities

Planning Board/Zoning Board of Adjustment Approvals

The chart below provides a list of each major plan that has been approved by the City's Planning & Zoning Board of Adjustment since 2018:

SUBDIVISION AND SITE PLAN APPROVALS 2018-2021			
PROJECT	BLOCK	LOT(S)	TYPE
Dollar Tree Retail Store	106	1.01	Use Variance
Stewart's at the Beach, LLC	258	1	Variance
Amos, LLC	31	28.02 & 15	Conditional Use Variance
Rajagopal Ramchandran & Bagyalakshmi Iyer	165	1	Use Variance
5100 Investments, LLC	24	29.01	Variance
Amy & Domingo Santana	15	29	Variance
RAB Group, LLC	41	1	Variance
ISHA Hotel, LLC	62	20, 30-32	Variance
Shamrock Beef & Ale, LLC	164	28.01, 14.02, 13.03	Variance
Michael & Brianna Lafferty	151	26	Variance
Charles Starr	212	1	Variance(s)
RAC Holding, LLC	233	25	Use Variance
Jason & Kristine Bilderback	100	1.02	Variance
Land & Building Investments, LLC	60	8, 9, 10.01	Use Variance
Land & Building Investments, LLC	49	25.02	Use Variance
Cape Assist, Inc.	155	1, 16.01	Use Variance
ARAC Investments, LLC	233	15	Variance(s)
Icona Laundry, LLC	172	4	Variance
Carl Proetto	114	3.01, 14.01	Variance
Michael & Patricia Polizze	7	10, 11	Use Variance
PITA Properties, LLC	2	17, 17.01, 18.01	Variance
Bank of America	107	1.01	Use Variance
Holly Beach Public Library Association	171	5	Use Variance
3800 Boardwalk, LLC	158	4	Use Variance

4800 Park Blvd Plaza, LLC	47	9, 22	Variance
Ship Ahoy of Wildwood, NJ, LLC	105.01	26	Use Variance
146 E Spencer, LLC	136	27	Use Variance
Catdaddies II, LLC	74, 85	15, 9	Use Variance
Sciarra Properties, LLC	49	9, 12, 14.02, 16, 22, 25.02	Use Variance
Midtown Properties, LLC	174	1, 7, 13.02	Use Variance
Scott Peter	112	13.03, 13.04, 280.3	Variance
Wall Street Holdings 1, Inc.	173	7, 21, 27	Variance(s)

Recent Proposals

While there are no current approved redevelopment projects for either the Bayside/Back Bay Redevelopment Area or the Pacific Avenue Redevelopment area, several development entities have expressed interest in these areas for the future.

Redevelopment of the Bayside/Back Bay, at this point is tied to the remediation efforts still needed in order to clean up the City's former landfill. In 2019, NJDEP approved the City's Closure & Post Closure Care Plan of the former landfill, which outlines acceptable monitoring and development standards for the site. Efforts within that Care Plan are ongoing and must be incorporated as redevelopment entities are considered in the future. The City has issued an RFP/RFQ for qualified redevelopers, and is in the process of selecting a redeveloper to implement the redevelopment plan and assist the City in remediation of the landfill.

In February 2021, the St. Ann Rectory was demolished at the intersection of Pacific Avenue and Glenwood Avenue. The building was demolished as the result of Planning and Zoning Board approvals to redevelop the site as a residential complex. Further demolition, however was delayed due to CAFRA permitting. In March 2021, further demolition and construction was ceased after the developer was notified that CAFRA permits issued by NJDEP would be required. Until the permitting issue is resolved, demolition and construction at the site has come to a stop and is awaiting permit approval.

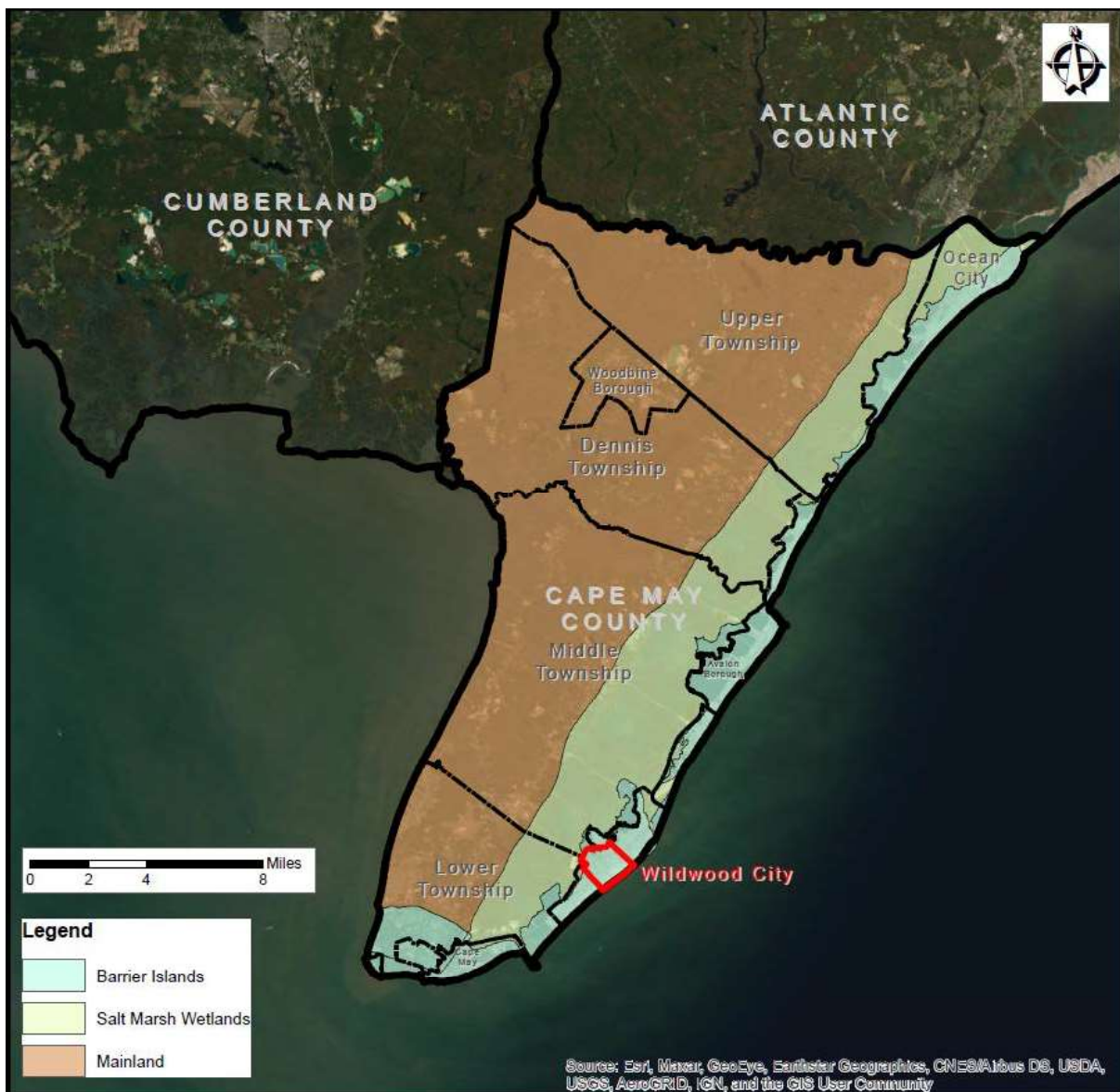
Planning Coordination

Wildwood City's municipal plans are coordinated in order to align with those of Cape May County, NJDEP, and State agencies. Wildwood, and the Barrier Islands in general, fall under the NJDEP's jurisdiction as a Coastal Zone and thus is governed by the Coastal Zone Management (CZM) Rules and by the regulations pursuant to the Coastal Area Facilities Review Act (CAFRA).

This section will provide an overview of the regional plans developed by the County and State and a discussion on the consistency of Wildwood City's plans and ordinances with those plans.

Cape May County Comprehensive Plan (February 2005)

The County's 2005 Comprehensive Plan separates the County into three distinct regions based on several features: Barrier Islands, Salt Marsh Wetlands, and Mainland.



Wildwood falls into the Barrier Island region, which is described in the Comprehensive Plan as:

Barrier Islands

On the east, a chain of five low-lying islands contain most of the County's resorts. From southwest to northeast, they extend for approximately thirty-two miles from Cape May City to Ocean City. The sands making up these barrier beaches, as the islands are called, form a firm bottomed beach which slopes gently into the Atlantic Ocean. Many years ago, geologists considered these beaches to be of little potential value, but today they are the heart of Cape May County's economy and contain a good portion of the County's permanent population and the majority of its infrastructure.

The Comprehensive Plan lays out several goals as they relate to different fields of concern within the County. The following are goals Wildwood is fulfilling across several fields:

- Promote a sound and wise use of our natural resources, particularly wetlands and coastal areas.
- Recognizing the economic significance of our coastal heritage, encourage and support beach, inlet and bay maintenance and restoration activities.
- Preserve the resort character of our County by promoting sound land use policies.
- Industrial areas should be limited and be required to conform to proper performance standards in keeping with the County's resort economy.
- Marine development, such as marinas, commercial fishing docks, waterfront restaurants, motels and hotels with docking facilities, and tourist shopping facilities, should be encouraged in sites having water access along the intercoastal waterway.
- Channel growth to areas with greater capacity for development.
- Maintain the resort economy ... The County's resort economy should come first in major planning considerations.

NJDEP's Coastal Zone Management (CZM) Rules

As a barrier island, Wildwood falls under the jurisdiction of the Coastal Zone Management (CZM) Rules and CAFRA Regulations. Wildwood City has specific obligation to preserve the naturally formed open spaces as outlined in the CZM Rules. Additionally, CZM Rules outline the rationale for infill development and redevelopment on barrier islands and how the CZM Rules pertain to those efforts:

(c) All of New Jersey's barrier islands and spits ... are developed to varying degree, largely as a result of incremental decisions made beginning more than 100 years ago. Because the public facilities (roads and utilities) necessary to support urban and resort development already exist, and should be protected on New Jersey's barrier islands, and because development pressure is intense on barrier islands, infill projects are conditionally acceptable. Extensions of development on barrier islands and spits are discouraged.

The following are goals of the CZM Rules that Wildwood has been fulfilling:

- Manage coastal activities to protect natural resources and the environment.

- Preserve, enhance and restore open space including natural, scenic, historic and ecologically important landscapes.
- Manage coastal activities and foster well-planned communities and regions that:
 - Encourage mixed-use redevelopment
 - Promote concentrated patterns of development
 - Ensure the availability of suitable waterfront areas for water dependent activities
 - Sustain coastal economies
 - Create vibrant coastal communities and waterfronts
 - Protect the natural environment
 - Minimize the threat of natural hazards to life and property
 - Preserve and restore significant historic and cultural resources and aesthetic coastal features
- Preserve and enhance beach and dune systems ... and manage natural features to protect the public from natural hazards.

Coordination with Adjacent Municipalities

a. Greater Wildwoods Tourism Improvement and Development Authority (GWTIDA)

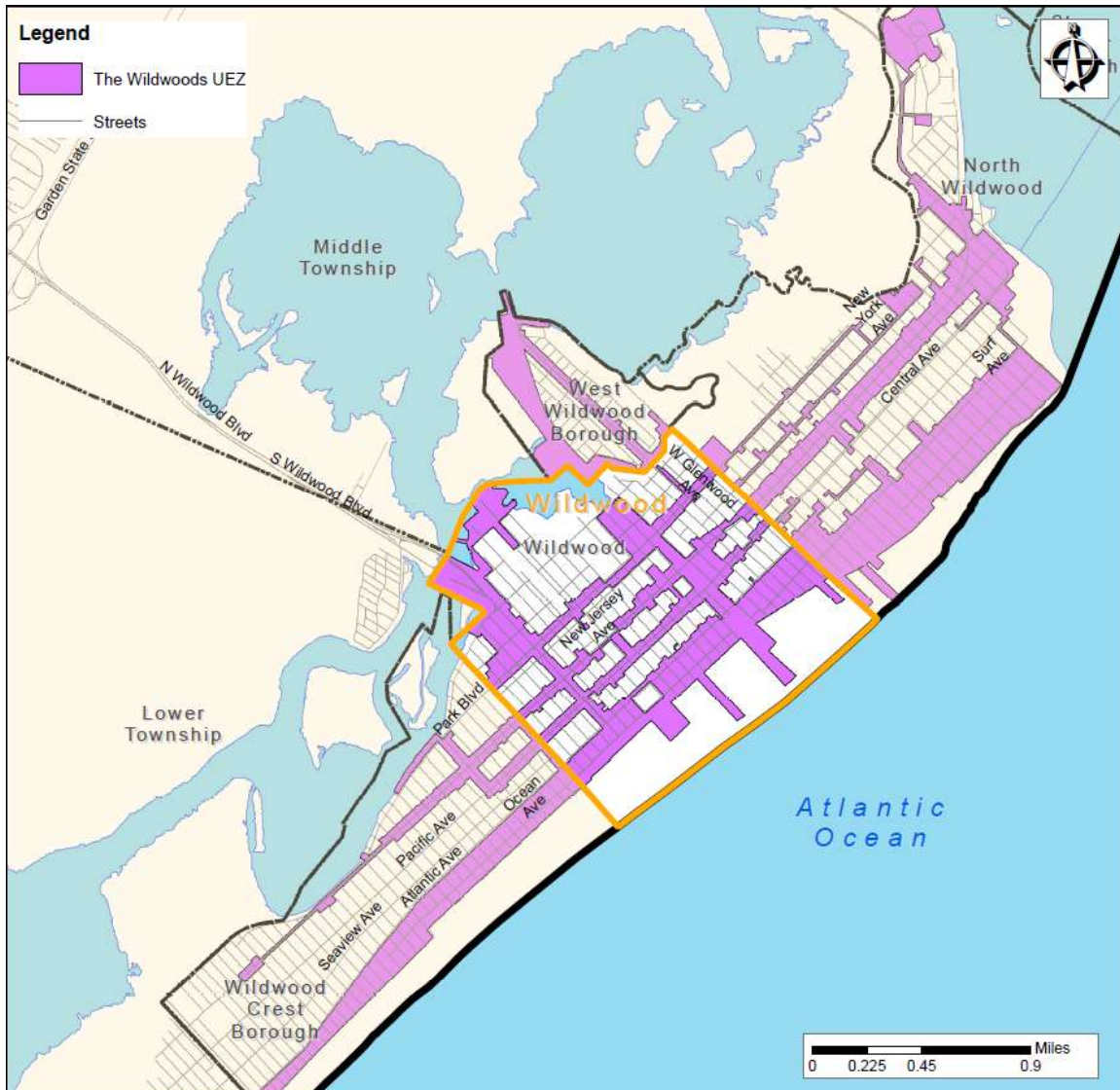
The Greater Wildwoods Tourism Improvement and Development Authority (GWTIDA), was formed in July 1993 to consolidate the tourism economy of the three municipalities: the Borough of Wildwood Crest, the City of Wildwood, and the City of North Wildwood. As the umbrella marketing organization, GWTIDA advertises and promotes the island as a family vacation destination.

GWTIDA serves as the operations and marketing arm of the New Jersey Sports and Exposition Authority (NJSEA), the owner of the Wildwoods Convention Center. Along with operating the Wildwoods Convention Center, GWTIDA also acts as the island's destination management organization overseeing the integrated process of product development, research and planning, marketing, advertising, promotions, and public relations.

Additionally, GWTIDA funds and assists special events within the island to enhance the visitor experience and extend the tourist season. Beach Monster Mash Truck Races, Family Nights on The Boardwalk, Friday Night Fireworks, the New Jersey State Barbeque Championships and Anglesea Blues Festival, Classic Car Shows, the International Kite Festival, Irish and Italian Festivals and the National Marbles Tournament are just a few of the over 180 events hosted each year.

b. Wildwood Urban Enterprise Zone (WW UEZ)

The Urban Enterprise Zone Program (UEZ) enacted in 1983, is an Affiliate of the Department of Community Affairs. The Program's charter is to foster an economic climate that revitalizes designated urban communities and stimulates their growth by encouraging business to develop and create private sector jobs through public and private investment.



The program offers incentives that encourage businesses to create private sector jobs through public and private investment. Those incentives are as follows:

- Half the standard sales tax rate charged on certain purchases, currently 3.5%.
- Tax exemptions on certain purchases including capital equipment acquired and investments made to build a new, expanded or upgraded facility
- Annually, either a one-time \$1,500 tax credit for each new permanent full-time employee hired; or alternatively, a tax credit against the Corporate Business Tax up to 8% of qualified investments
- Priority financial assistance from state agencies.
- Subsidized unemployment insurance costs for certain employees earning less than \$4,500 per quarter.
- Electricity and natural gas sales tax exemption by manufacturing firms with at least 250 employees, over 50% of whom are in a manufacturing process.

Wildwood City's UEZ includes 125 active businesses and has helped in the creation of over 500 jobs in the City. The largest occupation sectors in Wildwood are Sales, Service, and Management. When compared to the rest of the Wildwoods on the island, Wildwood City has the most active businesses within their UEZ. The 125 active Wildwood businesses account for 49% of the UEZ-active businesses on the island as a whole (125 WW UEZ businesses / 254 island-wide UEZ businesses).

c. Island-wide Traffic Management/Improvement Plan

Wildwood City's rights-of-way continue to have sufficient capacity to carry the traffic generated by its year-round population but are inadequate to handle the volume of traffic generated by seasonal tourists. The resultant traffic congestion is not only an inconvenience and a limiting factor for economic development, it has the potential to constitute a very real public safety hazard as police, fire and ambulance responders are required to navigate often impassible streets during peak hours in tourist season. Further, the evacuation route for the Island will be severely tested should a serious weather event occur during this time of year.

After reviewing options for Traffic Management, the 2007 Master Plan Update recommended that the City utilize traffic studies from submitted land development applications to identify traffic infrastructure and traffic system improvements that will improve traffic conditions. Further, given the central location of Wildwood City as part of the interconnected circulation system on the Island, it is likely that circulation improvements in North Wildwood and Wildwood Crest would be necessary for the City to see marked improvement.

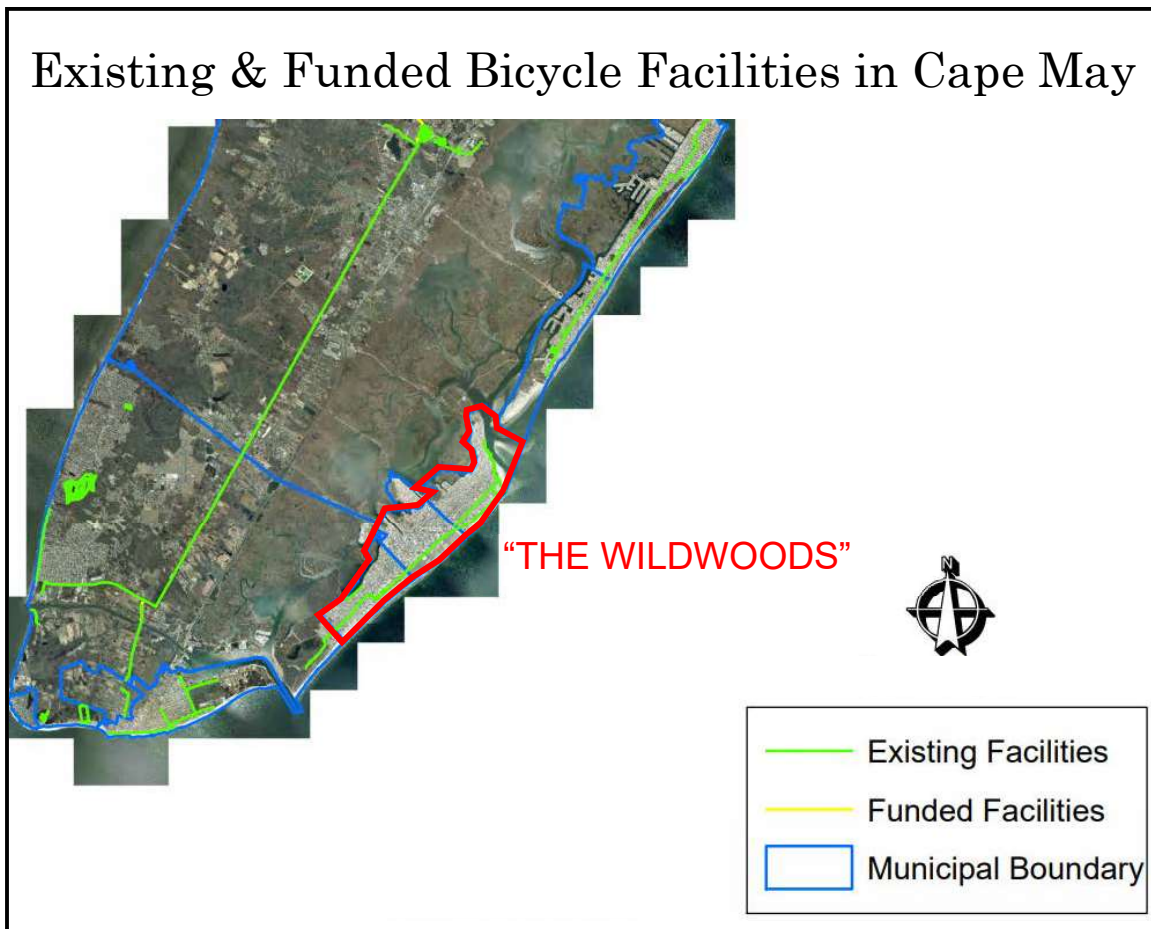
In January of 2012, the Wildwoods in conjunction with Cape May County and NJDOT published a comprehensive transportation improvement study. Representatives of the Wildwoods indicated that the study should function as the Transportation Element of the Vision 2015 Plan and consider vehicular, transit, pedestrian and bicycle modes of transportation.

Goals for the study include:

- *Propose improvements to traffic system to better serve the proposed "Destination Station" - multi-modal transportation center - and alleviate congestion*
- *Provide recommendations to better accommodate pedestrian and bicycle modes*
- *Provide way-finding plan for all modes*
- *Provide recommendations on routing for the Boardwalk Tram and the 5-Mile Trolley*
- *Evaluate and recommend parking modifications to complement strategies*
- *Develop concepts to enhance visual connections between Destination Station and the Boardwalk, and between the Boardwalk and Downtown*

Per the 2017 Master Plan Reexamination, Wildwood City indicated that multi-modal transportation was the transportation theme the City was trending towards. As noted above, Cape May County has a higher percentage of commuters that use bicycles as a means to commute to work daily.

Wildwood recognizes the benefit of having bicycle infrastructure in place and the map below indicates that the current bicycle infrastructure conditions have the potential to improve.



d. Wildwood & North Wildwood Analysis of the Physical Environment of the Boardwalk

The goal of this project was to provide recommendations for improvements which would help create a more attractive and visually unified Sense of Place for this pedestrian-oriented commercial district. Details of the project per the City's Land Use Ordinance, §17-414D subsection 6h, are as follows:

§17-414D, 6h. *In 2019, The City of Wildwood, along with representatives of North Wildwood, developed a publication titled Design Guidelines for the Wildwoods Boardwalk. Prepared under a grant from the New Jersey Department of Community Affairs, Office of Smart Growth, this effort analyzed both historic and current Boardwalk architecture and designs. A set of guidelines was developed, illustrating architectural features to be encouraged for Boardwalk, as well as those features which should be discouraged. These guidelines, on file with the City Clerk and the Boardwalk Special Improvement District Management Corporation, are adopted by the City of Wildwood and are*

applicable to any new development or rehabilitation of existing structures within the Boardwalk Amusement (BA) Zone.

The Design Guidelines for the Wildwoods Boardwalk outlines encouraged and discouraged design practices as well as gives historical context to the overall “theme” of the Boardwalk. While acting as guidance for the Boardwalk’s features, the publication recognizes that innovations were not inhibited and that future design standards may be considered for any new Boardwalk development. Nonetheless, the handbook is intended to function as a tool for the community to assist in providing design options for refurbishing or constructing new development along the Boardwalk. The following were the focal points of the guidelines:

- Signage
- Public Space
- Public Furnishings
- Street Ends
- Building Facades & Sidewalks
- Rooflines

With the recognition of the design elements, informed by historical references and photographic comparison, the committee producing the guidelines encouraged individuals to use the guidelines in collaboration with expanding their own personal creativeness, entrepreneurial tactics, and expertise in the best way possible to market a successful business venture.

Private/Non-Profit Efforts

a. “Storm Hardening” Project with South Jersey Gas (SJG)

In Fall of 2016, Wildwood City and Wildwood Crest began a multi-year construction project to convert the natural gas infrastructure system from lower to higher pressure throughout the municipalities. SJG performed this work to enhance and protect its infrastructure in advance of future significant weather events as part of its System Hardening and Reliability Program. Installation of 2”, 4”, and 6” yellow plastic natural gas mains took place along several major avenues across the island.

The program’s primary focus upgraded lower operating pressure distribution systems which, by nature, are more susceptible to water intrusion during significant storms with flooding conditions. By upgrading this infrastructure and associated operating pressures, SJG worked to ensure the continued operation of its system during and after a major storm event.

b. Atlantic City Electric Middle Township to The Wildwoods Reliability Project

The Middle Township to the Wildwoods Reliability Project includes rebuilding a critical four-mile-long transmission line that serves more than 24,000 customers between Middle Township and the Wildwoods. The primary goal of the Project is to reduce the impacts of more powerful storms on the regions power grid. These upgrades will enhance resiliency, leading to fewer storm-related outages and better reliability for customers. These upgrades will create a modern energy grid connecting Middle Township and the Wildwoods that is stronger and more resilient.



State Programs, Grants, Capital Projects

Wildwood City has the following projects underway which are receiving assistance from the State:

- **\$4 Million Boardwalk Rehabilitation Assistance**
 - Five-year program to rehabilitate the aging structure of the Boardwalk
 - Prioritizes the repairs to 15 of the most deteriorated and heavily used blocks on the boardwalk, including most of its business district
 - \$4 Million is part of the FY'22 NJ State Budget earmarked by Gov. Murphy
 - Announced in February 2021
 - Efforts pursuing additional funding to repair more Boardwalk sections are ongoing
- **Pacific Avenue Flood Resiliency Project**
 - \$24 Million with \$15 Million funded by NJDEP
 - Start date: February 2020
 - Estimated Completion: June 2021
 - New pump station at Leaming Ave
 - New pipe from to Cresse Ave to Spicer Ave on Ocean Ave that collects side street storm water along from Pacific Ave East
 - Beach outfall pipe removal
 - Left turn signal at New Jersey and Rio Grande Avenue
- **Project 1a**
 - \$4 Million financed by NJ Infrastructure Trust
 - Roadway and Water Utilities Improvements
 - Adding ADA-Compliant handicap ramps
 - Street repaving
 - Upgrading storm drainage system
 - Start date: August 2020
 - Estimated Completion: Spring 2022
- **Project 2a**
 - \$8 Million financed by NJ Infrastructure Trust
 - Roadway and Water Utilities Improvements
 - Replacing sanitary and water mains
 - Upgrading storm water piping
 - Street repaving
 - Start date: October 2020
 - Estimated Completion: Spring 2021

Sustainability & Resiliency Statement

The City's land use plans and zoning regulations have been established with a primary goal of expanding residential and commercial growth within the already existing districts as a means to foster more sustainable development. One of the main strategies the City is using is developing upwards rather than outwards. As a built-out barrier island, the City can only grow through infill development at this point. Anticipated residential and commercial growth is targeted towards a few key corridors and redevelopment areas, and will be designed to foster resiliency and effective storm event preparation in accordance with all DEP and CAFRA regulations. These resiliency efforts have materialized in the form of several projects:

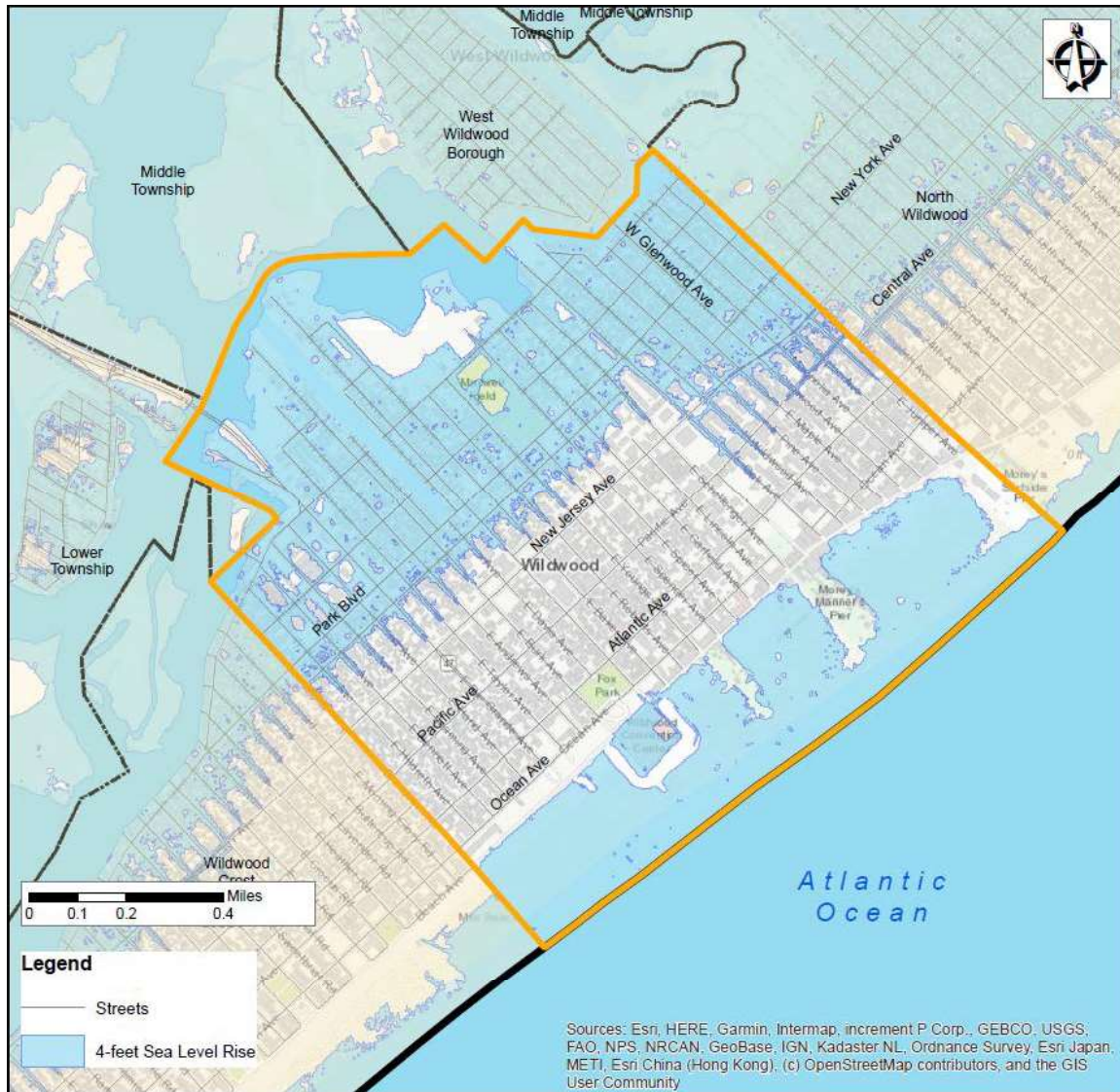
- A new stormwater pump station and stormwater outfall pipe currently in the implementation phase
- An improvement to the island-wide dune system for beach protection and for further back bay
- An island-wide bulkhead ordinance raising the standard heights for bayside and oceanside bulkheads
- “The Wildwoods Grand Gateway” Flood Mitigation elements – raised and widened streets and the installation of a dual chamber storm water pump station

Additionally, Wildwood is aware that a “one-size-fits-all” approach may be infeasible when approaching resilient building construction. Solutions to the various issues may be expectedly complex, and what may be appropriate in some situations may not be acceptable in others. Wildwood has designated the Construction Official and Floodplain Administrator whom are appointed to administer and implement resilient structure regulations by granting or denying permit applications in accordance with the City's outlined provisions.

Wildwood is also working in conjunction with neighboring municipalities in island-wide resiliency efforts as a means to promote a more prepared region. These conjunction efforts come in the form of The Wildwoods' coordination with NJDEP and the U.S. Army Corp of Engineers to bolster the existing dune surrounding the island. The efforts with those State and Federal agencies are relatively recent, as discussions only begun in October 2020. Cape May County is currently in the process of updating its Comprehensive Plan and the Wildwoods have been involved in the preparation of said document. It is expected that within that document, municipalities will find extensive guidance on proceeding with more resilient building standards.

In March of 2020, Wildwood Crest presented a new Bulkhead Ordinance which would raise the standard height for bulkheads throughout the municipality. The heights of both the bayside and the oceanside bulkheads would increase by several feet. The new standards from Wildwood Crest's ordinance sparked an island-wide effort to increase bulkhead standards throughout the neighboring municipalities, and the City of Wildwood followed by adopting the same standards. These changes directly impact the resiliency of the Wildwoods as a whole and bolster the sustainability of development for years to come.

The City has been targeting development along the Pacific Avenue corridor for the past several years. This development is advised by the amount of risk associated with developing on a Barrier Island. NOAA, The National Oceanic and Atmospheric Administration, has developed projections for Sea Level Rise on a national scale. The following map shows the impact of the sea level rising by four (4) feet on Wildwood City and the Wildwoods as a whole:



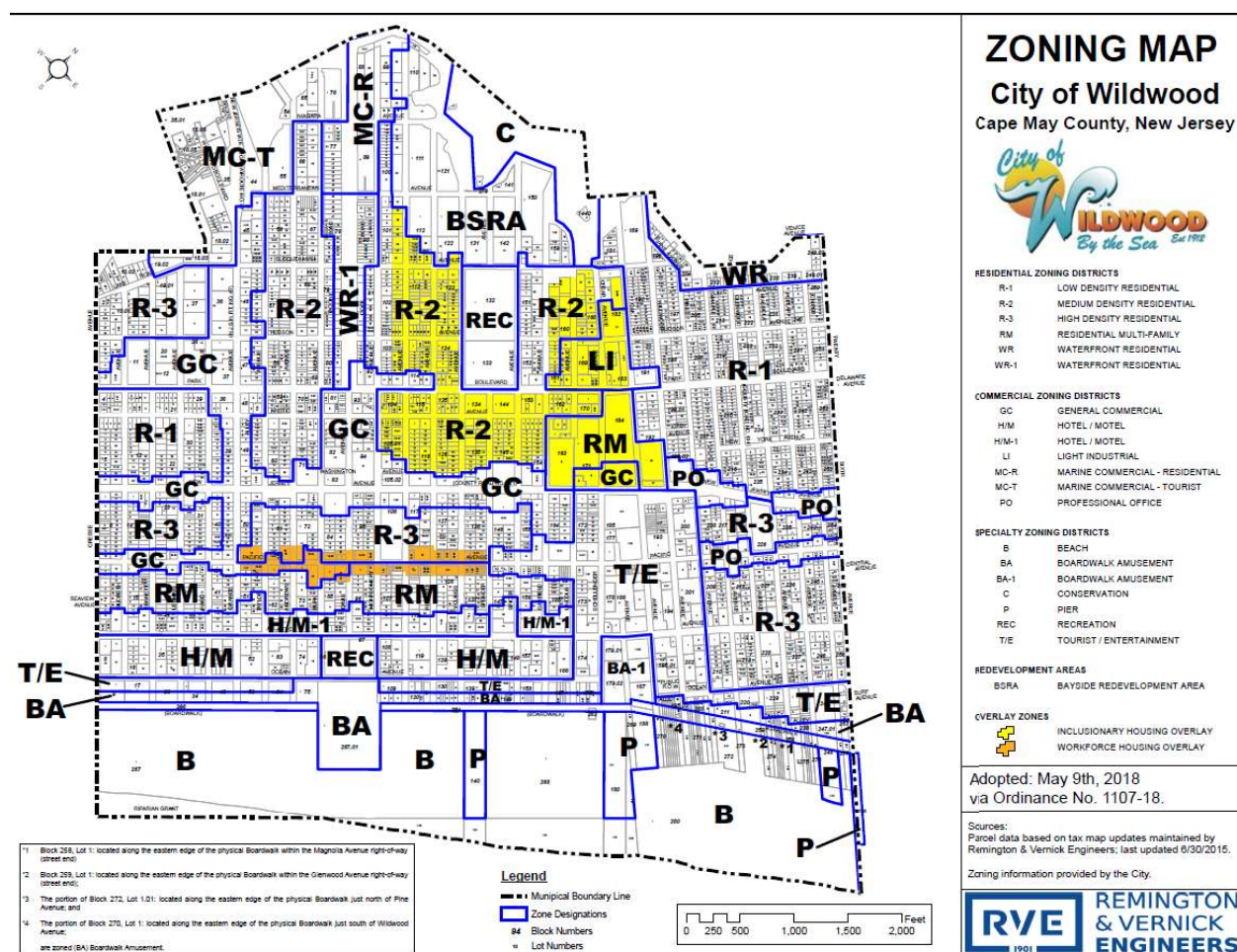
It should be noted that even with a 4-foot increase in sea level, Pacific Avenue remains almost unscathed. These projections have helped provide the framework for where Wildwood should focus development and have helped the City identify areas where development would have the most positive impact given the negative effects of sea level rise.

Wildwood intends to continue promoting sustainable and resilient development that is consistent with local, regional, and state standards.

Planning Consistency

Local Plans & Zoning

As envisioned in the City's Master Plan, Master Plan Reexamination Report, and Housing Plan, the City's development as a whole is near built-out with concentrated corridors and areas growing to capacity throughout the City. Wildwood's municipal code breaks down different zoning areas within the City into three main districts: Residential, Commercial, and Specialty zoning districts. These districts are designed to maintain the community character and decrease blighted business fronts. The City's zoning ordinance promotes responsible development through the compact and relatively dense projects. Effective commercial corridors, impactful multi-use buildings, and appropriate subdivisions are all strategies the City uses. The recommended changes in the Master Plan have been adopted as amendments to the zoning ordinance, and the Zoning Map reflects these recommendations.



Most of Wildwood, being on an island, either are or are close to being built out. This is one of the reasons why the City has pursued the idea of “vertical” redevelopment, where the City develops upwards instead of outwards. These efforts tied to infill development and redevelopment enable

Wildwood to accommodate for future residential development as well as future commercial redevelopment

The list below describes the intent and permitted uses of each district, as well as the general intensity that each use may be developed in each district:

Residential Zoning Districts

R-1 Low Density Residential – Low-density, single-family residential development in single-family detached and single-family semidetached (duplex) dwelling units.

R-2 Moderate Density Residential – moderate-density, single-family and low-level multifamily residential development in single-family detached, single-family semidetached, two-family stacked and three-four family semidetached dwelling units.

R-3 High Density Residential – A variety of housing types at densities beyond traditional single-family neighborhood development.

RM Residential Multifamily – High-density, apartment and condominium-style residential development in the City.

WR Waterfront Residential – Provide for the small lot sizes and unique development constraints in the Pine Avenue/Lake Avenue section of the City.

WR-1 Waterfront Residential 1 – Provide for the small lot sizes and unique development constraints on the north side of Otten's Harbor.

Commercial Zoning Districts

GC General Commercial – A variety of neighborhood and regionally oriented commercial facilities in order to supply goods and services to address the needs of the residents of the City of Wildwood and the Greater Wildwood Area; expanded seasonal and non-seasonal convention and tourism-related commercial offerings.

H/M Hotel-Motel – The heart of Wildwood's resort economy. Development of higher, modern tourism infrastructure here is critical to the future of the City of Wildwood, not only to maintain the resort economy, but also to create the higher, denser urban core.

H/M -1 Hotel-Motel – Redevelopment and expansion of the City's hotel and motel inventory in appropriate locations, while protecting existing housing, providing for transitional heights to neighboring (low-rise) residential development and providing for new multifamily residential structures within the City.

LI Light Industrial – lands in specific locations within the City of Wildwood for necessary and appropriate activities designed to support the City's economic base which is not desirable in a residential neighborhood or a heavily traveled commercial zone.

MC-R Marine Commercial-Residential – Land in appropriate locations and appropriate mixed-use on select sections of the City's waterfront in order to expand the City's tourist-dependent economy from its current seasonal focus to a year-round basis, provide for water-oriented commercial uses

as amenities to residential development and to support the Convention Center both as an attraction and economic generator for the region.

MC-T Marine Commercial-Tourist – Preserves appropriate sections of the City's waterfront for water-oriented, tourist-related uses and facilities, including uses and facilities related to ecotourism, in order to ensure that sufficient lands are maintained.

PO Professional Office – Intermediate commercial and office zone permitting more intensive uses than the former Neighborhood Commercial (NC) Zone but less intensive uses than the General Commercial (GC) Zone.

Specialty Zoning Districts

B Beach – Unique and imaginative development and uses while protecting and preserving these precious environmental resources as a means to ensure an unobstructed view from the Boardwalk to the beach and ocean. All uses and structures in the Beach Zone are subject to applicable federal and state regulations.

BA Boardwalk Amusement – A setting for commercial uses and amusement attractions that foster the development of a denser, higher urban core along the City's Boardwalk.

BA-1 Boardwalk Amusement 1 – The blocks and lots bounded by the Boardwalk, Schellenger Avenue, Atlantic Avenue, and Oak Avenue.

P Pier – Balance the City's historic policy of assuring unobstructed views from the Boardwalk to the beach and ocean while providing for the continued development and redevelopment of the City's existing piers.

REC Recreation – Diverse active and passive recreation activities for people of varied age-groups and abilities on property owned or controlled by the City of Wildwood.

T/E Tourist-Entertainment – The widest possible variety of recreation venues, dining facilities, entertainment facilities, amusements, and attractions to be concentrated in appropriate sections of the City, and to ensure that Wildwood maintains the critical mass of tourist-oriented buildings and uses needed to keep pace with the tourism market.

C Conservation – Complement other bay area zoning districts while protecting and preserving these precious environmental resources as a means to ensure the continued unobstructed view of the marine tidal marsh and bay areas, to ensure continued use of these areas for the City's residents and visitors, and to ensure the vitality of the bay as a natural resource.

BSRA Bayside Redevelopment Area

The Bayside Area was formally declared to be in need of redevelopment in July 2002, and a redevelopment plan, generally focusing on single-family development, was adopted in August of that year. In the fall of 2019 the area was re-designated as an area in need of redevelopment, focusing only on the municipal properties that make up the former landfill. The original redevelopment plan was subsequently replaced with a new "Bayside/Back Bay Redevelopment Plan" in November of 2020.

Housing Overlay Zones

In July 2013, the City adopted an Ordinance expanding the [then-existing] Inclusionary Housing Overlay Zone and establishing a Workforce Housing Overlay Zone to provide an opportunity for development of low and moderate income housing in appropriate sections of the City. The two housing overlay zones within Wildwood are the Inclusionary Housing Overlay and the Workforce Housing Overlay Zones

Inclusionary Housing Overlay Zone

Lands within the City of Wildwood which may be necessary and appropriate for development of low- and moderate-income housing.

Any garden apartments approved and developed under the provisions of this Inclusionary Housing Overlay Zone shall provide a set-aside of affordable housing as follows: 20% of the total housing units approved in a development of homeownership units and 15% of the total housing units approved in a development of rental units.

Workforce Housing Overlay Zone

Lands within the City of Wildwood which may be necessary and appropriate for development of low- and moderate-income housing.

Any residential units approved and developed under the provisions of this Workforce Housing Overlay Zone shall provide a 10% set-aside of workforce housing.

State Plan – Goals, Policies, and Indicators

1. Revitalize the State's Cities and Towns

While being economically driven by seasonal tourism, Wildwood is developing for year-round attraction with the year-round population in mind. More sustainable and environmentally-friendly development is a major point of consideration for Wildwood moving forward due to the exemplary nature of “green” infrastructure’s effect on the quality of life for residents. The SDRP expands on this in the key concepts the State Planning Act hopes to promote:

The State Planning Commission recognizes the importance of the idea of sustainable development as a unifying theme for addressing development and redevelopment in New Jersey. The concept of sustainable development presents fundamental opportunities to rethink and reshape our business practices and our use of land, energy, technology and the environment, to design the kinds of places that will offer an exemplary quality of life.

Being a barrier island, Wildwood must focus its growth towards vertical development rather than expanding further outward. The viability of Wildwood’s revitalization is directly related to the benefits provided as a Designated Center. With the prior Center designation, Wildwood was able to coordinate with other State agencies with a high rate of success. For example, the 2007 Master Plan laid the framework for the exploration of a “Wildwood Rule” within the CZM Rules. This specific CZM rule was imagined to help Wildwood get the most use and development opportunities from the Center designation as a means to facilitate Wildwood’s economic renaissance while protecting its neighborhoods and natural resources. The designated Center’s priorities outlined in the SDRP are all factors that fuel the revitalization efforts of Wildwood. Specifically, priority to Infrastructure Maintenance and Repair has been a driver for Wildwood in their resilient planning efforts. Wildwood has been working towards the following revitalization goals as outlined in the SDRP as well:

- **Find ways to deliver public services and facilities at lower cost and higher quality** – Through programs like Wildwood’s Park Revitalization program, Wildwood’s residents have more appealing community spaces to share. In addition to open spaces, development of community centers like the Byrne Center foster more community involvement.
- **Expand and modernize urban infrastructure** – Through a series of state-aided projects, Wildwood is improving infrastructure specifically when it comes to water management, therefore preserving the City’s livability for all residents. Lower to moderate income residents should not have to consider damaging forces of flooding when choosing a place to live.
- **Integrate all residents into the urban economy** – By residential districts surrounding effective commercial districts rather than commercial lots being sprawled along highway corridors, residents are no longer subjected to blighted store fronts and have a clear idea where the City’s economy is driven from.

In addition to revitalization, Wildwood is taking steps towards Resiliency in the wake of superstorms of recent history. In November 2016, NJDEP awarded the City a \$12.4 million Flood Hazard Risk Reduction & Resiliency Grant for construction of a stormwater piping and pump system to address flooding in the section of Wildwood bounded by Ocean Avenue, New Jersey Avenue, Schellenger Avenue and Cresse Avenue. This grant reward was based on the publication in 2010 of the City's Storm Sewer Master Plan and a Sanitary Sewer Master Plan.

2. Conserve the State's Natural Resources and System

In the State Development and Redevelopment Plan, a vision for New Jersey's natural resources in 2020 was described. While this vision broadly applied to the State's natural resources as a whole, specific visions for the State's Coasts and Barrier Islands were also described:

New Jersey's coastlines and coastal waters are protected from overuse, uncoordinated development and ocean discharges through a cooperative planning and permitting process among state, county and local communities. Barrier island communities have restored primary dunes with renewed respect for their storm protection capability and visual beauty. All citizens enjoy access to public beaches on the ocean, bay and lake shores.

Wildwood has been working towards this vision for years. All of Wildwood's beaches are public and provide a tourist destination for New Jersey residents and tourists from all over the world. The preparation of restoring dunes Wildwood has begun in conjunction with neighboring municipalities as well as the US Army Corps of Engineers and NJDEP. Preparations for the installation of this new dune should take the form of a new 14-foot Oceanfront Dune expected to be completed in either 2022 or 2023. Development in Wildwood has been monitored and influenced by the City's Master Plan Update in 2007 and with the publication of the 2017 Master Plan Reexamination, the City has taken the necessary steps to ensure up-to-date development standards and practices.

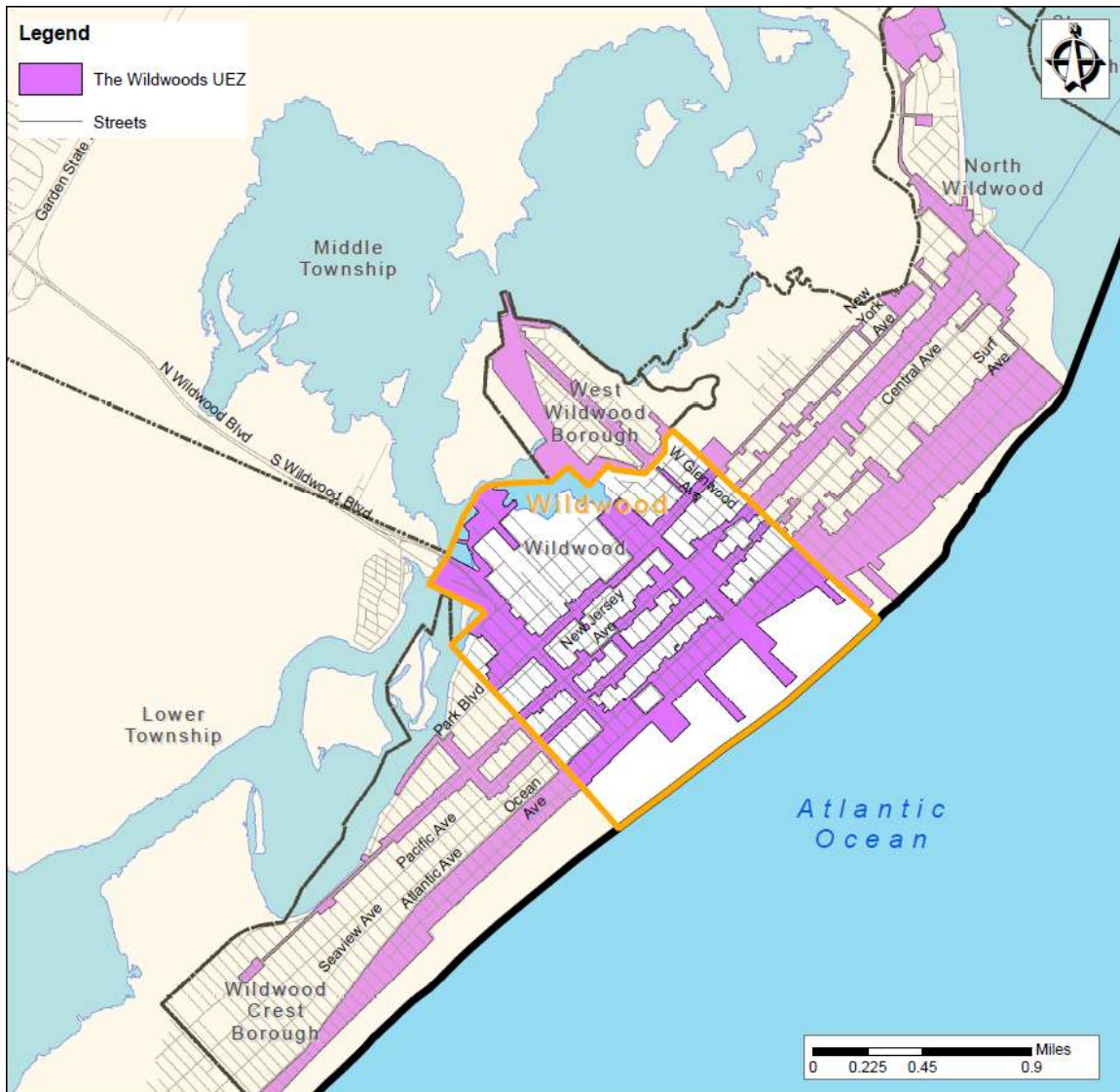
3. Promote Beneficial Economic Growth, Development and Renewal for All Residents of NJ

Business services, pharmaceuticals, and travel & tourism were all industries highlighted in the State's Development and Redevelopment Plan. Wildwood has been primarily dependent on its travel & tourism industry for most of the City's existence and has been working for decades to try and create an industry standard for seasonal tourism. Recently, the City has begun planning and developing to foster tourism interest for periods outside of peak-season. Peak tourism season for Wildwood has been approximately from mid-May to mid-October. The 2017 Master Plan Reexamination expanded on recommendations for economic growth when considering the history of the Wildwoods as a whole:

Recommendations for improvements to the lodging, restaurant, entertainment (nightlife), retail and other sectors addressed the need for more and more-varied offerings in new or renovated structures for the Wildwoods to satisfy the needs of an increasingly sophisticated vacationing public and compete with

other destinations featuring modern Resort Hotels with high concept public spaces, themed restaurants and other amenities.

Recognizing that tourism is vital to the economic wellbeing of the coast, the State designated about 381 acres of Wildwood as an Urban Enterprise Zone in 2002. Wildwood's UEZ is designed to encourage redevelopment and provide financial assistance and incentives for economic redevelopment projects within the City via offering businesses tax benefits, including a Sales Tax Purchase Exemption and Corporation Business Tax credits.



4. Protect the Environment, Prevent and Clean Up Pollution

Ecologically-designed development in Environmentally Sensitive Planning Areas must take the steps to reduce automobile usage; reduce land, water and energy consumption; and must minimize impacts on public health and biological systems. In addition to these broad development

strategies, more local strategies such as planting and maintaining trees and native vegetation are encouraged by the State in order for Centers in New Jersey to remain aligned with the State's Development and Redevelopment Plan.

As a means of continuing to align with the State's strategies, Wildwood has been implementing different policies in an effort to reduce automobile use by residents and tourists. The Wildwoods Boardwalk Special Improvement District Management Corporation continues to operate the Boardwalk 'Sightseer' Tram Car from 16th Street in North Wildwood to Cresse Avenue at the Wildwood/Wildwood Crest border. This travel alternative has been reducing the dependency on automobiles for short trips in the Wildwoods for years, eliminating potential pollution by automobiles. Also, the revitalization of the City's parks has provided the City with an opportunity to trim native trees of invasive species and create a healthier ecosystem for the City's open spaces as a whole.

The 2007 Master Plan Update recommended that the City adopt the following sustainable building standards for new construction:

- Maximize the use of "Green Power" and energy efficiency for all mechanical building systems for new developments in the City.
- Maximize the use of environmentally-friendly, LEED building systems and technologies in all projects.
- As part of the Centralized Parking Plan detailed under the 2007 Master Plan Update's Circulation Plan Element, institute a shuttle (mass transit) system to reduce Vehicle Miles Traveled.

In November 2020, a draft Redevelopment Plan for the Bayside/Back Bay Redevelopment Area outlined the remediation of a former landfill as a means to clean up pollution. The remediation of the former landfill will provide the City with appropriate land for development. The Plan Vision from the Redevelopment Plan draft expands on these remediation efforts:

This Redevelopment Plan provides for the effective transformation of the former municipal landfill that has long been vacant and underutilized, into a new residential community that incorporates neighborhood scale commercial uses that will be an asset to the City.

5. Provide Adequate Public Facilities and Services at a Reasonable Cost

Being a Barrier Island falling under the jurisdiction of NJDEP's CZM rules as well as CAFRA regulations, Wildwood City has a unique set of challenges when considering public facilities and infrastructure. While many of these issues relate to water management, some other causes for concern include hardness to adverse weather, bridge systems, and stormwater collectors. The State Plan responds to the challenges of providing adequate public facilities with a three-part strategy:

- ***Provide financial incentives for jurisdictions to cooperate in providing public infrastructure*** – In recent history, Wildwood has been coordinating efforts with

neighboring municipalities to improve several island-wide elements. These coordinated efforts include the 2012 Wildwoods Transportation Improvement Study as well as the 2020 island-wide bulkhead ordinance. These efforts aim to improve island-wide infrastructure for tourists and residents alike. Additionally, The Wildwood Business Improvement District continues to work with the City to improve existing services and provide additional enhancements and focus to businesses in Wildwood.



- Support investment decisions that are associated with comprehensive master planning processes at all levels of government*** – The 2017 Master Plan Reexamination reaffirmed several goals and objectives in the 2007 Comprehensive Master Plan Update. While being general to an extent, the 2007 Plan's goals include the efficient expenditure of public funds as a means to spur public development with land use policies. This funding expenditure has taken several forms of investment throughout the City since 2007. One form of investment was the Pacific Avenue Streetscaping project, which aimed to spur private investment on the Pacific Avenue corridor. Additionally, public

investment projects on the Beach and Boardwalk have proven to be pivotal for the commercial development of Wildwood. The 2007 Master Plan Update recognized the importance of the Beach and Boardwalk to the City's economy ~ and that of the Wildwoods in general ~ and stated that "ensuring a stable place of business is of utmost importance to the business community" Projects to replace segments of the Boardwalk, acquiring privately-owned beach areas to convert to public beaches, and installing a beach dune system and a beach bicycle path are all recommendations within the 2017 Master Plan Reexamination.

- **Encourage the use of an infrastructure needs assessment process by all levels of government** – In February 2021, Cape May County published a Comprehensive Bridge Replacement and Improvement Plan. The plan identified issues with three of the bridges used to access the Wildwoods and outlined how each of the bridges was to be rehabilitated or replaced in order to maintain the safety of infrastructure to commuters into the Wildwoods. The rehabilitation/replacement projected timelines and costs vary depending on which bridge is being improved. Projected replacement timelines can begin as early as 2023 and last as long as until 2038. The projected costs for each replacement project fall in the range of \$53,500,000 to \$243,000,000. For the time being, Cape May County and the Wildwoods have undertaken rehabilitation efforts to prepare for the anticipated bridge replacement. These efforts include: The Ocean Drive (CR621) Improvements and Bridge Replacement Project as well as a \$1.2 Million dollar grant as part of the State's 2020 Local Bridges Future Needs (LBFN) program.

6. Provide Adequate Housing at a Reasonable Cost

In 2013, Wildwood adopted an Ordinance expanding the Inclusionary Housing Overlay Zone and establishing a Workforce Housing Overlay Zone to provide an opportunity for the development of low and moderate income housing in the City. The expansion of the City's Housing Overlay Zone was designed so that workers in Wildwood had adequate housing particularly working at low-paying, seasonal jobs. The 2017 Master Plan Reexamination further recommended that the City explore the possibility of creating dormitory housing for seasonal workers under a Redevelopment Plan pursuant to the Citywide Rehabilitation designation.

Wildwood's history of Fair Share and Affordable Housing standards have changed over time. Initially, Wildwood was under a 2012 Consent Order which excluded them from Fair Share Housing Obligations. The details from this Consent Order relieved Wildwood of its obligation to prepare and adopt a Housing Element and Fair Share Plan as part of the 2017 Master Plan Reexamination. The 2012 Consent Order provides more pertinent details on the City's low-income housing standards:

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

The City's current affordable housing standards are consistent with the principles of the State Development and Redevelopment Plan due to the dynamic nature the City is taking in order to provide adequate housing to residents of all income and experience levels. The location of affordable housing Overlay Zones also consider the type of commute for the typical Wildwood worker. The State Development and Redevelopment Plan makes a point of preferring workers commuting to work on foot as opposed to driving. In 2019, an estimated 15% of workers in Wildwood commute to work on foot.

The City is currently in the process of preparing a new Housing Plan Element and Fair Share Plan to meet their third round affordable housing obligations.

As a means to ensure housing that is being constructed in Wildwood is resilient and well-suited for the environmental challenges on a Barrier Island, the 2017 Master Plan Reexamination recommended that the City review and update municipal policies and regulations to ensure that the City is permitting, promoting and requiring appropriate measures to protect private development from rising sea levels and significant storm events.

7. Preserve and Enhance Areas with Historic, Cultural, Scenic, Open Space and Recreational Value

While Wildwood has a number of historic places registered on the state level, there are also two Historic Districts within the City. One district is The Atlantic City Railroad Cape May Division Historic District. Nationally registered in 2005, the district includes the Cape May Division of the Atlantic City Railroad that ran from the Winslow Junction to Cape May City with branches to Ocean City, Sea Isle city, Stone Harbor, and Wildwood. The second historic district within the City is the Wildwoods Shore Resort Historic District. Designated as a historic district in 2003, the Resort Historic District includes parcels in a span of over 40 blocks. This district starts in southern Wildwood City and continues southwest into Wildwood Crest, spanning from Andrews Avenue to Pittsburgh Avenue.

Being on a barrier island, preservation of Wildwood's historic value presents a unique set of issues due to potential sea level rise. The 2017 Master Plan Reexamination outlined these issues and brought them to light for the City's policymakers. Generally speaking, the most practical way to protect a structure from flooding is to raise it above the predicted flood elevation. In Wildwood, this could require raising a building by multiple feet. Raising historic buildings significantly alters the character and context of these buildings though. The 2017 Reexamination recommended that special architectural consideration be required to address the additional vertical surfaces created between the ground and the bottom of existing structures. Architectural treatments for such surfaces should be consistent with the materials, colors and patterns of the existing structure in order to preserve the architectural style of individual buildings.

As noted in the CZM Rules, Wildwood City has a responsibility to maintain uninterrupted views from the City's Boardwalk to the ocean as a means to protect the significant open space/scenic space of the City. This responsibility is recognized in the 2017 Master Plan Reexamination's reaffirmation of the 2007 Master Plan Update's policy *"to ensure the continued unobstructed view*

from the Boardwalk to the Beach and to the Ocean and to ensure continued use of the Beach and Ocean by bathers...[promoting] the Beach as a natural resource”.



8. Ensure Sound, Integrated Planning and Implementation Statewide

Through this Plan Endorsement process, the City is seeking integrated planning with state agencies. The continuation of regional center designation in the PA-5B Environmentally Sensitive Planning Area/Barrier Island planning area is consistent with the goals of the State Development and Redevelopment Plan. The proposed growth and goals for growth on an economic, residential, and community level are also consistent with the SDRP. Additionally, the City is taking specific and focused efforts to increase resiliency within Wildwood.

Proposed development growth areas within Wildwood are centrally located and should foster positive impacts for neighboring municipalities as well. The City's redevelopment goals reduce regional conflicts, and increase development capacity in appropriate areas of existing infrastructure. With the City's anticipated growth in year-round tourism population, there will need to be a coordinated effort to meet the demand for effective commercial districts and appealing

destinations for those traveling. The City's 2017 Master Plan Reexamination, related planning documents, and local ordinances are built around meeting this demand while preserving specifically sensitive areas for a barrier island. Local efforts have the underlying focus of directing growth to areas most in need for the City to realize its long-term goals while maintaining a focus on developing with resiliency in mind.

State Plan – Center Criteria and Policies

The City is proposing that, along with neighboring Wildwood Crest and North Wildwood, the designation of The Wildwoods as regional center within a PA-5B (Environmentally Sensitive Planning Area / Barrier Island) Planning Area be renewed and continue to be recognized on a State level. Wildwood is an urban, fully-developed community with special needs generated by its history. Such status is reinforced by the State's designation. The State-designated Planning Areas are designed to protect the State's natural resources through the protection of large contiguous areas of land while accommodating growth in Centers and revitalizing cities and towns. New infrastructure (sewer and public water) services are to be confined to Centers. Accordingly, it is critical for the City to work with its State partners in NJDCA and NJDEP in order to tailor the Coastal Zone Management Rules to take advantage of Wildwood's assets and designations while appropriately protecting the natural environment.

In addition to a Regional Center, the Wildwoods has been designated as a Smart Growth Area, which is a designation intended to convey preferred status for new growth. While the State Plan endorses the concept of growth in Wildwood, the CZM regulatory framework constitutes a very real impediment to such development. Specific impediments were outlined in the 2007 Comprehensive Master Plan Update:

a. 7:7E-7.14: High Rise Structures

The High-rise Structures rule requires structures of more than 6 stories (60' in height) be in character with the surrounding transitional heights and residential densities, or be in character with a municipal comprehensive development scheme requiring an increase in height and density. Building heights in the Wildwoods generally do not exceed 45' and densities generally reflect single-family, townhouse and 3- to 5-story motel development patterns. Accordingly, the requirement for transitional heights and densities effectively prohibits Resort Hotel development. Similarly, requiring hotel development to conform with "residential densities" does not provide for a valid comparison of the character of surrounding development patterns and effectively prohibits Resort Hotel development.

b. 7:7E-8.12: Scenic Resources & Design

The Scenic Resources and Design rule requires an open view corridor perpendicular to the water's edge in the amount of 30% of the frontage along the waterfront where an open view currently exists and requires that new coastal development adjacent to a boardwalk and higher than 15' in height (measured from the boardwalk) be set back from the boardwalk a distance equal to two (2) times the height of the structure, with no maximum setback distance. Blocks in Wildwood are generally 200 feet wide. A 30% view corridor results in a combined setback from the right-of-way of 60' and a maximum building width of 140'. While meeting this regulation appears achievable, the resultant setbacks along the public rights-of-way are not consistent with current setback standards and are not a preferred urban design, which suggest 0' setbacks in urban areas. Additionally, when combined with the Parking Rules under N.J.A.C. 7:7E-8.14, such restrictions on building works in opposition to regulations designed to protect against undue building height. The

2-times height setbacks along the Boardwalk, alone and in combination with the view corridor setbacks discussed above, results in a substantial amount of potential building volume going undeveloped and unutilized while the efficiencies designers and contractors seek in replicating floor-over-floor are reduced. As a result, the building becomes more expensive to build while the ability to recoup such costs by developing more usable building space is eliminated. Again, when combined with required parking under N.J.A.C. 7:7E-8.14, such setbacks work in opposition to regulations designed to protect against undue building height.

c. 7:7E-8.14: Traffic

The Traffic rule requires that towns bordering the Atlantic Ocean provide sufficient parking for [their] own use at a ratio of two (2) spaces per residential unit. Hotel uses are considered “residential”. While appropriate for family or condominium residential development, the parking requirement for tourist-oriented Resort Hotels is typically one (1) parking space per hotel unit (plus additional spaces for ancillary uses [restaurants, retail, etc.] and employees. As a practical matter, the 2::1 parking requirement works in opposition to regulations designed to protect against undue building height and encroachments into scenic resources. More parking leads to building height and massing, thereby requiring designers to create unpermissible buildings and deterring precisely the type of economic development so desperately required.

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

Planning Area 5 Regional Center Criteria Analysis

The State Development and Redevelopment Plan outlines a set of criteria that each of the different recognized centers must meet. These criteria are meant to establish basic thresholds for relevant criteria. However, the SDRP assures that these criteria are intended to be applied flexibly. The criteria that are considered are as follows: **Area in Square Miles, Population, Gross Population Density (People/Sq. Mi.), Housing, Gross Housing Density (Dwelling Units/Acre), Employment, and Jobs to Housing Ratio**. The qualifying values for these criteria can be found on Page 231 of the NJ State Development and Redevelopment Plan.

For the purposes of this Municipal Self-Assessment, Wildwood City is in the unique situation where the total values for the aforementioned criteria are considerably impacted by the seasonal nature of the City. The influx of population, employment opportunities, and occupied housing from mid-May to mid-October must be noted when considering the City’s current Regional Center designation. The chart below is the comparison between Wildwood City and the Regional Center PA3, 4, and 5 Centers’ criteria values.

Criteria	Wildwood City, NJ	NJ State Plan Regional Center 5 Value	Criteria Met?
Area (Sq. Mi.)	1.6522	1 to 10	Yes
Population	5,042	>5,000	Yes
2020 Estimated Seasonal Population	68,306	-	-
Gross Pop Density (People/sq. mi.)	41,342	>5,000	Yes
Occupied Housing Units	2,304	2,000 to 15,000	Yes
Total Dwelling Units (Incl. Rental Units)	7,016	-	-
Gross Housing Density (dwelling units/acre)	6.635	>3	Yes
Employment	6,255	>5,000	Yes
Jobs to Housing Ratio	2.71:1	2:1 to 5:1	Yes
<i>Sources: U.S. Census Bureau, NJ State Development and Redevelopment Plan, 2005 Cape May County Comprehensive Plan, 2017 Cape May County Tourism Conference, 2018 Cape May County Spring Tourism Conference</i>			

As noted, Wildwood's economy is extremely dependent on tourism and the growth experienced in the tourist season (Mid-May to Mid-October). In addition to the economy, the City's housing profile is very connected to the tourist season, as statistics on population and housing occupancy change entering the tourist season. For Wildwood, the Gross Population Density criteria is fulfilled by a large margin when considering the inflated tourist population. The consideration of the inflated tourist population is outlined in the NJ SDRP:

"...population fluctuations in seasonal communities should be taken into account, as should disparities between daytime and nighttime populations."

Through this Center endorsement process as well as development and redevelopment within the City, Wildwood hopes to expand the tourist season to a more year-round nature and sustain the inflated population for longer. Furthermore, the number occupied housing units versus dwelling units as a whole is a major point of consideration for Wildwood as a Regional Center. On the surface, Wildwood's off-season housing total is in surplus compared to the year-round population. However, this surplus diminishes greatly when considering the housing occupancy in the tourist season. Therefore, Wildwood greatly fulfills the criteria of Gross Housing Density.

Finally, the level of employment in Wildwood City varies greatly from off-season to on-season. Annually, the US Census Bureau reports 1,711 jobs within Wildwood. This number does not include the influx of jobs in accordance with the tourist season. According to data from Cape May County in 2018, Wildwood sees an increase of 4,604 jobs going into the yearly tourist season. This increase is the sum of the Direct Employment increase and the Indirect Employment increase for the entirety of Cape May County. Direct Employment increase is the opportunities for people to work in order to serve the tourist population. Indirect employment increase is the secondary effects of the increased population as a means to serve the increased Direct Employment. The calculated estimate is derived from multiplying the estimated number of seasonal jobs in Cape May County (~64,105 in 2018) by the typical percentage of Cape May County jobs that are located

within Wildwood City (~7.182% of jobs). Hence, it is expected that Wildwood City sees an increase of over 4,600 jobs on season, which can be combined with the annual reported employment to the US Census Bureau of 1,711. Thus, Wildwood's total tourist season employment being estimated at 6,315 jobs fulfills the SDRP's employment criteria. A breakdown of the employment statistics can be found below:

Employment Logic (Cape May County Tourism Reports)	
Direct Tourism Jobs 2017	26,826
Indirect Tourism Jobs in 2017	37,279
Jobs Created in 2017 by Tourism in Cape May County	64,105
Direct Tourism Jobs in 2015	26,151
Indirect Tourism Jobs in 2015	36,278
Jobs Created in 2015 by Tourism in Cape May County	62,429
Wildwood Jobs (2018 Census OnTheMap)	1,711
Cape May County Jobs (2018 Census OnTheMap)	23,823
% of CMC Jobs in Wildwood City	7.182%
Year-Round Wildwood City Jobs	1,711
Jobs Created by Tourism in (2017 & 2015 Average) in CMC	63,267
% of CMC Jobs in Wildwood City	7.182%
Tourism Jobs in Wildwood City (2017)	4,544
Total Jobs in Wildwood City (Annual + Seasonal)	6,255
Sources: https://onthemap.ces.census.gov/ , https://capemaycountynj.gov/DocumentCenter/View/4797/2018-Cape-May-County-Tourism-Conference-Booklet	

State Plan – Planning Area Policy Objectives

The State Plan Policy Map divides the state into 5 distinct planning areas: the metropolitan, suburban, fringe, rural, and environmentally sensitive planning areas, with each successive planning area targeted for less development and more environmental protections. Each Planning Area has policy objectives that are intended to encourage or discourage growth and development within their respective areas. Wildwood City's current plans, and the proposed modifications to their centers, cores, and planning area boundaries are consistent with the intent and objectives of each planning area as discussed in the State Development and Redevelopment Plan.

The Metropolitan Planning Area – Planning Area 1 – is intended to provide for much of the state's future development and redevelopment. These are the areas of dense existing development with infrastructure already in place to support further growth. Redevelopment and development is to be encouraged in PA-1, with a full range of housing choices. Infill development of commercial and industrial uses for economic development is encouraged in this area, as PA-1 is anticipated to have major employment centers. Transportation systems should capitalize on the high density of development, with public transit services being offered. Natural resources and agricultural lands are encouraged to be preserved, but more in the sense of serving local communities, and it is not anticipated that large tracts of open space or farmland will be found in the metropolitan areas. With density of housing in this area, lots of space for active and passive recreation is needed. Historic preservation is also encouraged through adaptive reuse of historic structures, while also retaining the ability to redevelop the area. Infrastructure is encouraged to be repaired or upgraded to provide capacity for new development, and it is also encouraged that public services be regionalized to provide for greater efficiencies.

The Suburban Planning Area – Planning Area 2 – is made up of the areas generally adjacent to the metropolitan areas. These are the inner ring suburbs and developing areas of the state. The intent of the district is similar to that of PA-1, but is distinguished by a generally lower intensity of development than the urban centers found in PA-1. However, it is anticipated that these suburban areas will be able to absorb much of the state's future growth as they transition from suburban to more urbanized lands that have greater options in housing, employment, and other facilities. Future growth and development is encouraged to come in centers, or in other compact forms in locations tied to existing or planned infrastructure. Development should be guided to locations that have transportation infrastructure, and that limit disturbances to open spaces and viable agricultural lands. New infrastructure and public services should be phased and programmed to support development of centers rather than sprawling development patterns.

Public sewer infrastructure extensions are generally encouraged only in Planning Areas 1 and 2, and discouraged in other areas except for designated centers.

The Fringe Planning Area – Planning Area 3 – consists of more rural lands outside the more established urban and suburban centers of the state. It is made up of the more rural lands that are not necessarily environmentally sensitive, but also not prime agricultural lands. Development in these areas is not encouraged unless it occurs in a compact form in established centers. Open space and farmlands are encouraged to be preserved in the Fringe Planning Area as a primary objective. This area is intended to serve as a buffer between the developed lands of the

metropolitan and suburban areas, and those lands in the rural and environmentally sensitive planning areas. Generally, development and redevelopment is not encouraged unless in a concentrated center area, and should be limited to the carrying capacity of the land in order to protect the character of the environment. Transportation should be provided only to link centers to one another, and infrastructure development that would support new development is not encouraged. Open spaces should be preserved around centers to help define their boundaries. Conflicts between development and the protection of the environment should be avoided.

The Rural Planning Area – Planning Area 4 – is the rural and undeveloped countryside of the state. This includes a sub-area, PA-4B which is the rural/environmentally sensitive planning area. This area is made up of larger contiguous areas of farmland, as well as open spaces – both preserved and unpreserved woodland tracts. Developed areas are generally confined to small villages and hamlets. Like the fringe planning area, new development is only encouraged to be located within existing or planned centers and concentrated areas in order to preserve open lands and farmlands. Infrastructure, such as utilities and roads should be limited to centers, and connecting centers, and avoiding construction or placement of new infrastructure that might conflict with the viability of agricultural lands, or lead to development on woodlands or open spaces. Economic development activities should be limited to those that support and enhance the rural character of the community or support the agricultural industry. Outside of centers or existing developed areas, redevelopment is not encouraged in the rural planning area.

The Environmentally Sensitive Planning Area – Planning Area 5 – is the most restrictive planning area of the five, and also includes a sub-area – the environmentally sensitive barrier island planning area, PA-5B. These lands are the rural and largely undeveloped lands of the state that offer the greatest ecological value for the health of the natural environment. The focus of this planning area is on preserving the integrity of these natural resources, which may include category 1 waters, habitat for threatened and endangered species, and wetlands areas. Development and redevelopment is only encouraged in centers, and should be coordinated and planned to minimize any impacts on the environs. Transportation should be designed to minimize impacts on the environment, and primarily to connect existing and planned centers. Natural resource conservation and agricultural land preservation is the highest priority in this area.

Existing State Plan Policy Map

Under the current State Plan Policy Map, all of Wildwood City falls into the **PA-5B: Environmentally Sensitive/Barrier Islands Planning Area**. This Planning Area also includes the neighboring municipalities:

- All of North Wildwood City
- All of Wildwood Crest Borough
- All of West Wildwood Borough
- Portions of Middle Township
- Portions of Lower Township

The goal for the Environmentally Sensitive/Barrier Islands Planning Area: PA-5B that is outlined in the New Jersey State Development and Redevelopment Plan are:

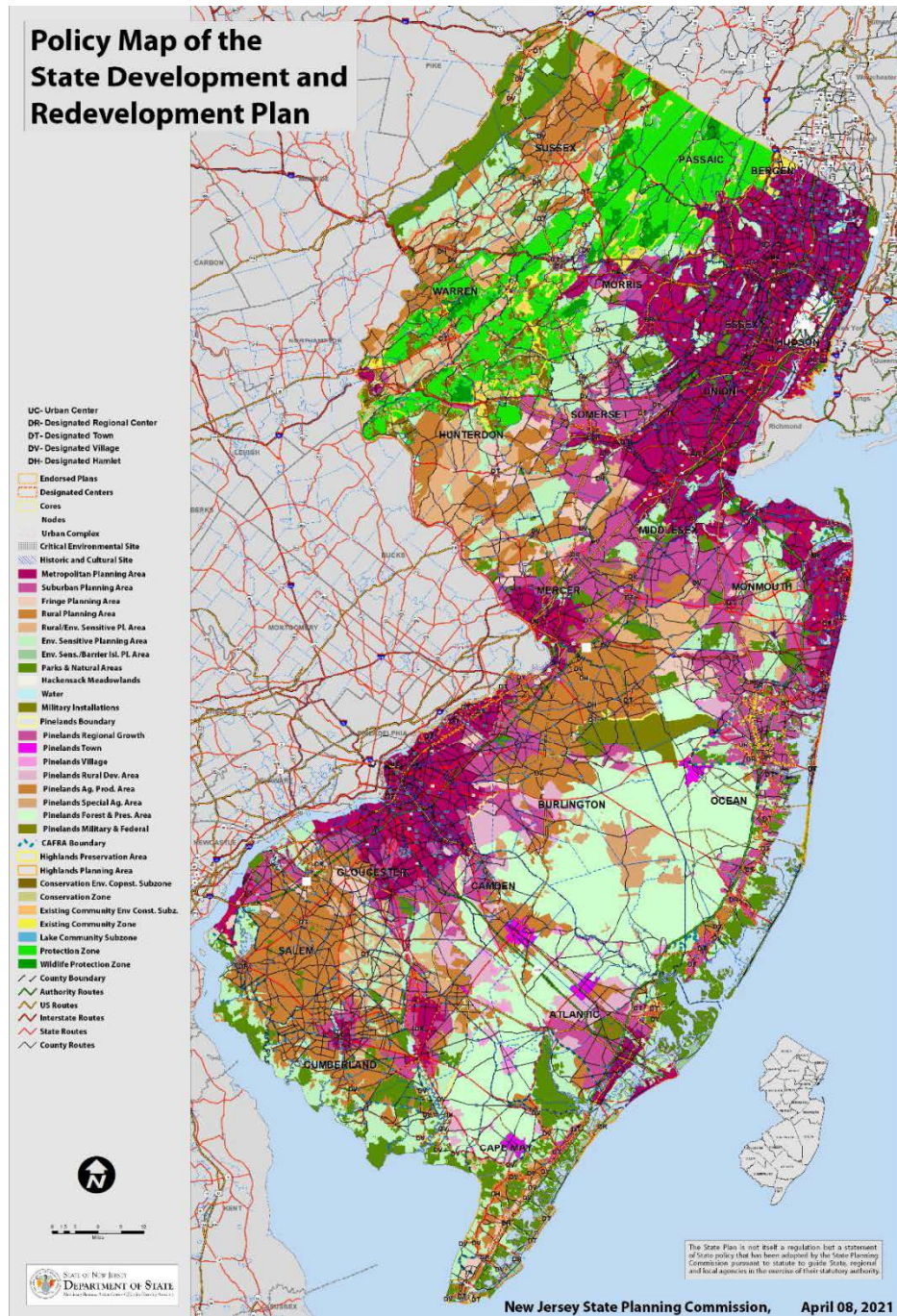
Protect environmental resources through the protection of large contiguous areas of land; accommodate growth in Centers; protect the character of existing stable communities; confine programmed sewers and public water services to Centers; and revitalize cities and towns.

Wildwood currently is in one of these designated centers as part of the existing State Development and Redevelopment Plan designation. Shown below, the entire island is shown on the map of existing designated centers within the State.



Proposed State Plan Policy Map

With this Plan Endorsement Process, Wildwood is proposing no changes to the State Plan Policy Map. The Regional Center Designation by the State Redevelopment and Development Plan which also keeps in mind the Environmentally Sensitive/Barrier Island specificity is an adequate classification for the City and Island as a whole. The City, along with its neighbors in North Wildwood and Wildwood Crest, are seeking to maintain their existing center designation rather than amend any previously established boundaries.



Mapping

GIS Shapefiles of all proposed center boundaries and Planning Areas can be provided.

State Agency Assistance / Expected Benefits

Expected benefits include continued support for the resiliency-aimed development as more design alternatives and recommended best practices from the State become available. Programs such as the 2016 Flood Hazard Risk Reduction & Resiliency Grant are integral in the continuous development for Wildwood. As the demand for more resilient structures becomes apparent, Wildwood and its surrounding municipalities intend to act as much as they can in order to provide adequate conditions for residents. Future considerations in coordination with the US Army Corp of Engineers will provide further details on resiliency projects such as an improve dune system surrounding the island. Another recent resiliency project in Wildwood is the new island-wide bulkhead ordinance. Assistance in the funding for the replacement of the existing bulkheads would provide an expedited completion of the necessary infrastructure improvement.

Additionally, support for development in existing designated redevelopment areas, and traffic flow improvements on an island-wide level are a concern for City officials as traffic congestion poses three major issues for the City: 1) Island Residents being forced to alter their typical commute during on-season months where tourism is at the highest point during the year, 2) Traffic congestion poses the very real issue of emergency access vehicles' ability to adequately and quickly respond to emergencies and 3) In the event the island must be evacuated due to serious weather events that the island is susceptible to. The 2012 Transportation Improvement Study - Existing Conditions Report, done in coordination with NJDOT, provided guidance for the City in Winter of 2012. However, due to the events of Superstorm Sandy later in the same year, the effectiveness of the existing traffic systems in the wake of serious weather events continues to be of serious concern.

More recently, in June of 2021 Wildwood received a Small Cities CDBG grant to contribute towards ADA-compliance and improvement along the City's Pacific Avenue corridor. The corridor, which was being remediated for a larger flood mitigation project, needed ADA-compliant improvements in the form of curb ramps at several intersections along Pacific Avenue. The addition of these curb ramps aim to improve commercial area accessibility for those with assistive devices or equipment.

At the time of the 2017 Master Plan Reexamination, there was no updates concerning the continued use of State Aid within Wildwood. Citing the 2007 Comprehensive Master Plan Update, "The City should maximize the use of these [funding] sources for eligible projects into the future". The following agencies were involved in aiding different city-wide efforts: New Jersey Economic Development Authority, South Jersey Economic Development District, New Jersey Sports and Exposition Authority.

Summary

The City is seeking assistance and/or support from the State for the following planning initiatives:

- Continuation of Regional Center Designation within an Environmentally Sensitive/Barrier Island Planning Area: PA-5B
- Continuation of State-aided projects aimed towards resiliency and future development
- Redevelopment of the Bayside Redevelopment Area
- Redevelopment of the Pacific Avenue Corridor
- Expansion of the traffic effectiveness studies in coordination with NJDOT as well the surrounding municipalities
- Urban Aid Status: The City is interested in being classified as an Urban Aid Municipality or a similar designation. This classification would be based upon the significantly distressed condition of the City, and would result in facilitating many of the key revitalization projects needed to improve conditions in Wildwood.

All proposed development areas and redevelopment areas in the City are generally outside of the ecologically and environmentally sensitive areas of the region, and are within areas which would support the aforementioned development and redevelopment areas.

The City's existing plans, and those proposed within this Self-Assessment Report, are consistent with the goals, objectives, and policies of the State Development and Redevelopment Plan.