



# State of New Jersey

DEPARTMENT OF STATE  
BUSINESS ACTION CENTER  
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*Secretary of State*

SHEILA Y. OLIVER  
*LT. GOVERNOR*

DONNA A. RENDEIRO  
*Executive Director*

MEMORANDUM TO: State Planning Commission

FROM: Donna Rendeiro

RE: Proposed Wildwood Crest Endorsement

DATE: July 5, 2023

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The Borough of Wildwood Crest (hereafter Wildwood Crest or Borough) received Regional Center designation with Wildwood City, North Wildwood, and West Wildwood in April, 1998. Their endorsement expired March 31, 2023. In March, 2020, the Borough attended a prepetition meeting with representatives from the state agencies, beginning their process to renew their endorsement and center boundaries. The Borough's primary objective in seeking Plan Endorsement is to plan and grow consistent with the State Plan and to have their CAFRA centers reauthorized. The details are provided in the attached recommendation report written by Meghan Wren.

Wildwood Crest actively plans for its future by engaging the public and seeks to realize the vision articulated in their Land Use Plan Element of their Master Plan. Their vision seeks to revitalize the now struggling New Jersey Avenue Business District making a destination for all visitors to Cape May County. The Borough seeks to improve upon the traffic circulation in the area by instituting traffic calming and a road diet, improve upon parking, adding key features such pedestrian walkways, bike lanes, bicycle parking areas, improved landscaping, signage, lighting, and trash receptacles.

Given the Borough's vision is in line with the State Plan's goals, I fully support the recommendation to grant the Borough of Stone Harbor Plan Endorsement.

Sincerely,

Executive Director  
Office of Planning Advocacy

