

The Wildwoods

Regional Center Petition

For the municipalities of:

Wildwood City

Wildwood Crest Borough

North Wildwood City

West Wildwood Borough

Prepared for:

The New Jersey Office of State Planning

November, 1997

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NEW JERSEY OFFICE OF STATE PLANNING

PETITION TO AMEND THE RESOURCE PLANNING AND MANAGEMENT MAP
(N.J.A.C. 17:32-8)

OSP Use: _____
Number: _____ Date Received: _____ Disposition: _____

1. PETITIONER:

Name: Municipalities of North
Address: Wildwood, Wildwood, Wildwood Crest
and West Wildwood

2. AUTHORIZED AGENT:

Name: _____
Title: _____
Address: _____

Telephone: _____

3. Provide a short description of proposed amendment(s):
Designation of the four municipalities of the Wildwoods as a Regional Center as
identified in the State Plan

4. Does this petition involve land areas that are actively under regulatory review at any level of government?

yes no _____

Describe the nature and level of the review:

NORTH WILDWOOD BASEBALL STADIUM - CAFRA REVIEW - ACTIVE WILDWOOD CIVIC
CENTEER - CAFRA REVIEW - ACTIVE

5. Have any of these amendments ever been submitted to OSP or SPC before?

yes _____ no

List the amendments dates submitted and the final disposition:

6. Was notification of this petition provided in accordance with the State Planning Rules, N.J.A.C. 17:32-8.4?

yes date: _____ no _____

SEE REVERSE SIDE FOR REQUIRED ATTACHMENTS

- Use additional pages if necessary
- Form may be photocopied
- Forward completed forms and attachments to:

Director
Office of State Planning
New Jersey Department of the Treasury
33 West State Street, 9th Floor
CN 204
Trenton, New Jersey 08625-0204

Phone: (609) 292-7156

1/83
DEC

Attachments: (check)

1. A statement describing the petitioner's interest in the land area under consideration, including, at minimum:
- a. For a public entity, its public policy (planning and/or regulatory) interests;
 - b. For a private citizen or organization, his, her, or its financial, ownership or contractual interests and a description of any pertinent regulatory actions occurring during the immediate past five years or planned/anticipated in the next three years regarding the use of the property.
2. A statement describing:
- a. How the amendment promotes local, regional and State goals and objectives;
 - b. How the amendment will impact public sector decisions; and
 - c. The reason(s) why the amendment cannot await the triennial revision of the State Development and Redevelopment Plan.
3. A statement describing:
- a. How the proposed amendment is consistent with the provisions of the State Development and Redevelopment Plan and with municipal and county plans, citing the pertinent provisions in each plan; and
 - b. How the amendment helps the municipality and county to achieve consistency with the State Development and Redevelopment Plan.
4. Map(s) at a scale of 1:24,000 on drafting film and corresponding to U.S.G.S. 7.5 minute topographic quadrangle maps, delineating the geographic area that is the subject of the amendment and a sufficient amount of the vicinity to adequately identify the location and issues.
5. Proper authorization and endorsement as follows:
- a. For a municipality or a county, the petition shall include a resolution of the governing body authorizing submission of the petition;
 - b. For a State department, the petition shall include a transmittal letter on letterhead from the departmental Commissioner or Secretary requesting consideration of the petition;
 - c. For a private organization, the petition shall include a certified copy of the authorization to submit the petition; and
 - d. For a private citizen, at the discretion of the petitioner, the petition may include endorsements of the amendment by public and private organizations.
6. Proof that notification requirements have been met.

THE WILDWOODS
REGIONAL CENTERS DESIGNATION
PROJECT INFORMATION SHEET

Date of Petition: January, 1998

County: Cape May

Municipalities: City of Wildwood
City of North Wildwood
Borough of Wildwood Crest
Borough of West Wildwood

Name of Center: The Wildwoods

Type of Center: Regional Center

Resource Planning and Management Map Number: 175 & 178

Land Area within Community Development Boundary: 2,624 Acres

Existing Population (1990): (Source: 1990 Census)

County:	95,089
Municipalities:	
City of Wildwood	4,484
City of North Wildwood	5,017
Borough of Wildwood Crest	3,631
Borough of West Wildwood	453
Center:	13,585

Projected Population (2010): (Source: CMC Planning)

County:	125,695
Municipalities:	
City of Wildwood	5,000
City of North Wildwood	6,351
Borough of Wildwood Crest	4,500
Borough of West Wildwood	580
Center:	16,431

Wildwoods Regional Center Petition

January, 1998

Existing Employment (1990):

County: 35,500 (NJDOL)
Municipalities:
City of Wildwood 1,523
City of North Wildwood 1,942
Borough of Wildwood Crest 1,536
Borough of West Wildwood 187

Center: 5,188

Projected Employment (2005):

County: 41,400 (NJDOL)
Municipalities:
City of Wildwood 1,797
City of North Wildwood 2,292
Borough of Wildwood Crest 1,812
Borough of West Wildwood 221

Center: 6,122

Date of Master Plans:

County 1996
City of Wildwood 1962/3, 1985, 1988, 1997 (in progress)
City of North Wildwood 1979, 1987, 1993
Borough of Wildwood Crest 1980, 1988, 1994
Borough of West Wildwood 1979, 1982, 1996

Center Identified in Master Plans: Yes

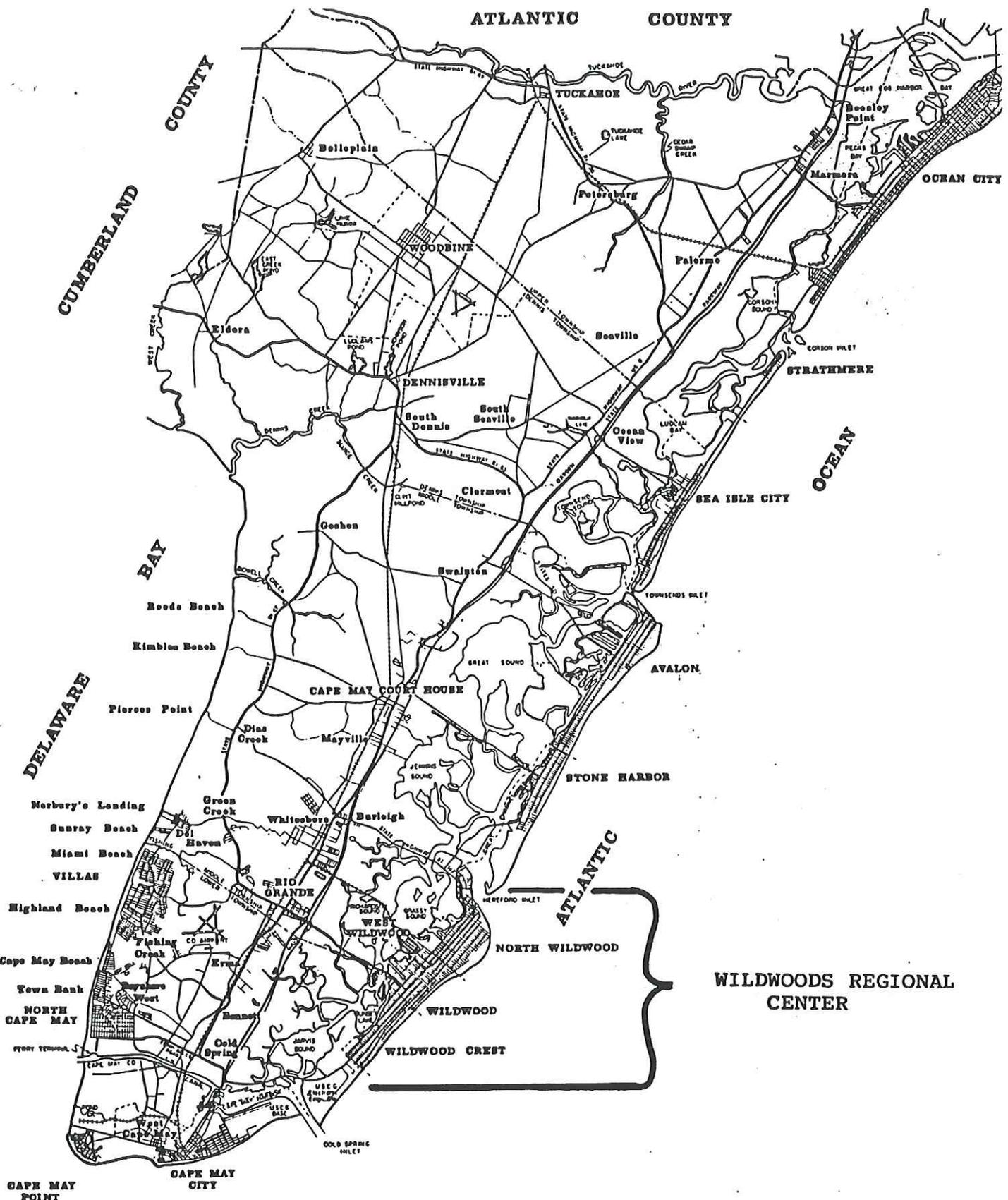
Planning Area in which Center is Located: PA5

Planning Area Adjacent to Center Boundary: PA5

Limiting Factors: None

Status of Municipal COAH Certification:

City of Wildwood Not Participating in Process
City of North Wildwood Participating in Process
Borough of Wildwood Crest Not Participating in Process
Borough of West Wildwood Not Participating in Process

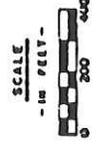
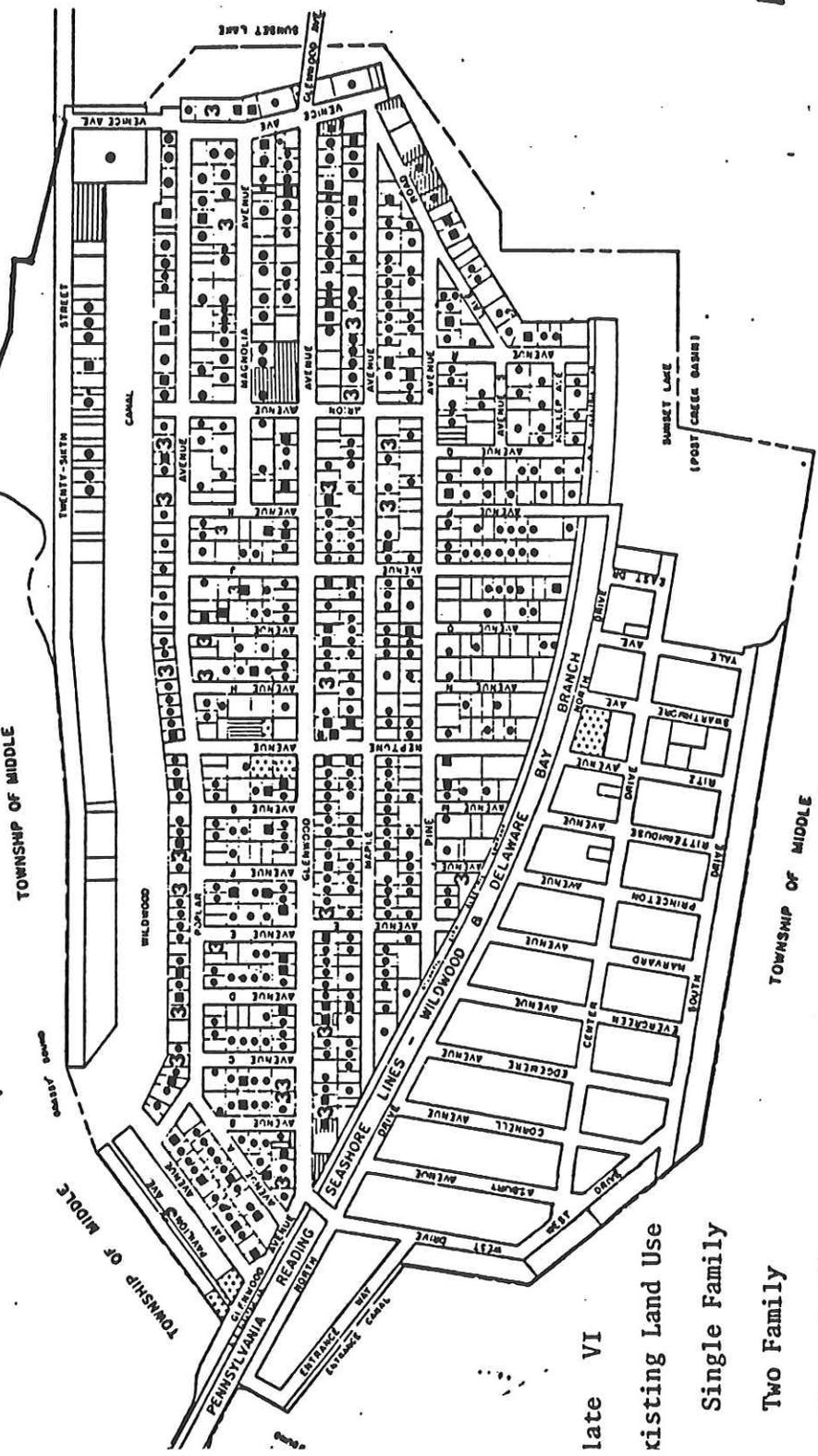


CAPE MAY COUNTY NEW JERSEY

Prepared By The Cape May County Planning Board



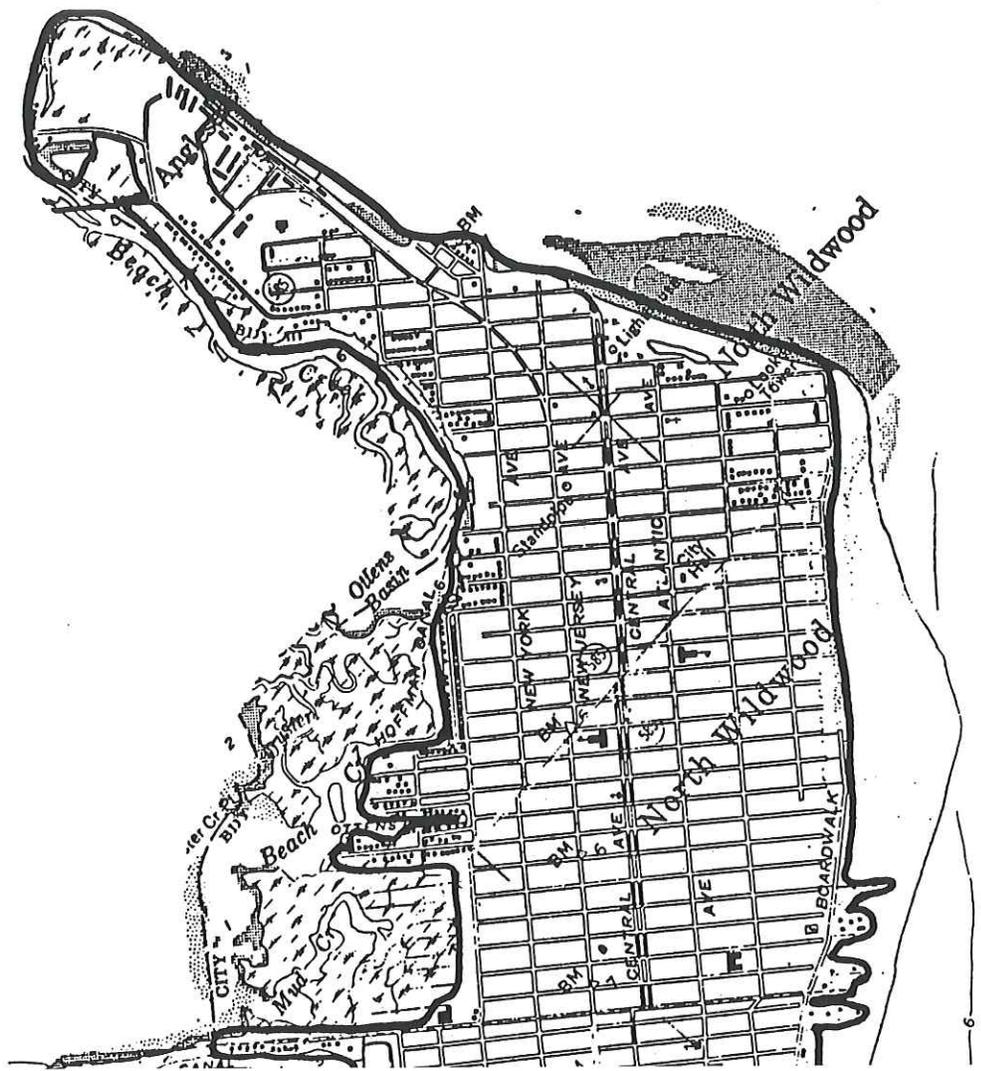
CITY OF NORTH WILWOOD
 EAST BOUND
 CITY OF NORTH WILWOOD



BOROUGH OF WEST WILWOOD

- late VI
- isting Land Use
- Single Family
- Two Family
- Three Family +
- Commercial
- Religious
- Municipal

PREPARED BY: CAPE MAY COUNTY
 PLANNING BOARD
 6/19/77



This petition is related to a number of on-going plans, most notably the *Wildwoods 2000 Plan for Economic Development* which is a regional island-wide plan to address economic conditions and projects (attached to and made part of this application as Appendix "A"). This plan influences this petition in that it discusses and evaluates the four municipalities of the Wildwoods as a single regional economic entity, proposing several programs and projects which, when considered as a whole, directly impact the "Wildwoods" and surrounding region.

For the purpose of this petition, the Wildwoods are being portrayed as a single economic entity with a unified tourism based economy. This situation was recently epitomized when the municipalities took advantage of state legislation to join their tourism efforts in a single "tourism district."

Appendix C of the State Plan lists the Wildwoods as an existing Regional Center.

The southern portion of Five Mile Island, known locally as Diamond Beach, is part of the municipality of Lower Township. On June 16, 1997, the Township Council was briefed as to the nature of this petition and invited to participate. For various reasons, the Township declined the invitation, but reserved the right to become involved in the future. The Township will be informed of the progress of this petition and has an "open invitation" to participate in any centers implementation discussions.

This petition to designate the four municipalities of the Wildwoods (the City of North Wildwood, the Borough of West Wildwood, the City of Wildwood, and the Borough of Wildwood Crest) as a Regional Center in the New Jersey State Development and Redevelopment Plan was prepared by the Cape May County Planning Department as a result of the initial efforts of the City of Wildwood and their planning consultants, Remington and Vernick. It was reviewed and approved by the governing bodies and planning boards of the four municipalities, as well as the Cape May County Planning Board (a schedule of all meetings can be found in the addendum section). As such, this petition represents a consensus among municipal and county agencies regarding the identification of a unique resort community within an environmentally sensitive area.

Introduction

Section One: Basis for Designation

Regional Center Designation

The public policy interests of the Wildwoods in seeking this petition are to:

1. Establish State Plan recognition of the character of the Wildwoods as a unique self-contained resort community located in an exceptional coastal area.
2. Gain priority with programs and program funding associated with State Plan implementation.
3. Form a strategic partnership with State agencies to enhance the social and economic viability of the Wildwoods and the region.
4. Establish an expedited and streamlined process for the various State permits necessary for development projects of regional importance to the Wildwoods, particularly those projects mentioned in the *Wildwoods 2000 Plan for Economic Development*.
5. Assist the Wildwoods in achieving their full potential as a premier seashore resort destination.

Regional Context:

A. Description:

The Region

Cape May County

Cape May County forms the southern tip of New Jersey and excluding water bodies, contains approximately 256 square miles. Triangular in shape, it is bounded on the east by the Atlantic Ocean, on the west by the Delaware Bay, and on the north by two rivers and the Great Egg Harbor Inlet, forming a peninsula that constitutes a natural geographic region.

The County is approximately 150 miles south of New York City, 80 miles southeast of Philadelphia and 130 miles due east of Washington D.C. This location and coastal climate make the county a very popular tourist attraction. In 1996 the Cape/Cumberland section of the State had recreational revenues of 2.6 billion dollars.

The County can be divided into three district areas. On the east, a chain of five low lying islands contain most of the county's resorts. From southwest to northeast, these barrier islands extend for approximately thirty-two miles from Cape May City to Ocean City. One hundred years ago geologists considered

these sandy beaches to be of little potential value. Today they form the center of a huge tourism industry as well as home to a large percentage of the county's population and the majority of its infrastructure.

Located in the middle of these coastal islands are the "Wildwoods." Not only do they form the heart of the county's Atlantic beach front, they are unique in the State of New Jersey in that their beaches, rather than retreating from the constant rush of the sea, are growing.

West of the barrier islands, a band of salt marsh wetlands from 1.5 to 3.5 miles in width separates the highly developed resort islands from the remainder of the County. Aside from some isolated development located along access causeways, these environmentally sensitive areas are virtually unpopulated. There is no question that this area is to be preserved as a valuable environmental resource.

West of these wetlands lies the remainder of Cape May County, generally referred to as the Mainland. This area is part of the outer Atlantic coastal plain and contains a mixture of developed areas, freshwater wetlands and approximately 53,000 acres of woodland.

The Wildwoods

When considered as a whole for the purposes of this petition, the four municipalities comprising the proposed Wildwoods Regional Center are similar with regard to their economic base and general overall environment. In this respect, they represent a single shore resort area of regional significance. However, when examined individually, each municipality is a separate entity with its own distinct qualities, communities, and characteristics:

The City of North Wildwood is located at the northern end of Five Mile Island. This municipality has developed from a small fishing village adjacent to Hereford Inlet (Anglesea) to an almost completely developed resort community. The City is characterized by large tracts of residential areas with core commercial regions. The primary commercial area is the New Jersey Avenue corridor, the main north/south transportation artery. Other distinct business areas are located adjacent to the Boardwalk and Beach Areas, and the Hereford Inlet Entertainment District. These areas all provide a mix of goods and services which are largely tourist oriented.

The Borough of West Wildwood is located to the southwest of the City of North Wildwood. This small island community, separated from the Five Mile Beach by the Wildwood Canal, is characterized as a quiet, family-oriented resort community. This is reflected in

the predominance of single family homes and the population fluctuation from an estimated 507 permanent residents (1997 est., County Planning Department) to a summer peak population of 7,970 (Ibid). There are few commercial developments in the Borough. The area along Glenwood Avenue (the road linking the island to the Wildwoods) is zoned town commercial, and there is also small marine commercial zone. Generally, the Borough has sought to place restrictions on the encroachment of commercial facilities into the remainder of the town, as it is the intention of the Planning Board and the Governing Body to maintain the existing character of the community (Comprehensive Plan Reexamination Report, 1996).

The City of Wildwood is located in the center of the island and is the heart of "The Wildwoods". Formerly known as Holly Beach, the city was the first area of "Five Mile Island" to be developed as a commercial resort. Although the boardwalk amusement area stretches from North Wildwood through Wildwood to Wildwood Crest, the vast majority of boardwalk commercial activities are situated in Wildwood. Other commercial areas in the City are along New Jersey Avenue and Atlantic Avenues. As expected, the commercial facilities are predominantly resort oriented, but there is a significant mix of services to serve the year-round population. The City has a wide variety of housing stock, including apartments and public housing. In recent years, however, the housing stock and commercial areas have begun to show signs of aging and significant deterioration. This deterioration has had a negative effect on the business community. As a result, *Mainstreet Wildwood*; a cooperative effort between merchants and local officials, is one on-going attempt at reviving the downtown business area.

In addition, Wildwood has an active Historic Preservation Commission that has designated a number of historic districts.

The Borough of Wildwood Crest is the most southerly of the Wildwoods. The municipality is said to have two "coasts": the Atlantic Ocean beach front to the East, and Sunset Lake and the intracoastal waterway to the West. There is a core of business areas along New Jersey Avenue, and tourist oriented facilities, particularly motels, are concentrated near the Beach and Boardwalk. A good mix of housing stock, both new and old, is located in the inner areas. The Borough has a significant number of motel units and amenities to offer the many seasonal visitors, as well as numerous seasonal rental dwellings. The Borough continually strives to maintain and preserve its image as a family resort. To this end, the sale of alcoholic beverages is prohibited.

A map of the Wildwoods showing some of the larger cores described above is attached as Appendix "B".

Upon review of the most current Master Plan reexamination

reports, the following were found to be the most pressing issues in each municipality:

North Wildwood: As a tourist-oriented municipality, there is a great influx of population during the summer months. While there are obvious economic benefits to this situation, difficulties arise in the increased demand on public services, infrastructure, and public facilities (including parking lots, parks, etc.). As per the 1993 Reexamination Report, efforts will continue to be made to remedy these problems. In addition, another important task is to create new economic development opportunities in the City. Current efforts include a Hereford Inlet District revitalization, construction of a bicycle path and fishing pier, and planning for a minor league baseball stadium.

West Wildwood: The Borough of West Wildwood is constantly striving to maintain its quiet, family-oriented resort character. In the 1996 Reexamination of the Master Plan, the Borough detailed efforts towards this end, which include a consolidation of the Marina Commercial District, and containment (through zoning mechanisms) of the Commercial district to areas immediately adjacent to Glenwood Avenue. Residential and environmentally sensitive areas were further protected through refinements of the municipal planning process.

Wildwood: The City of Wildwood recognizes that it has many problems. The areas of concern can be grouped into three categories: Land Use, Public Facilities, and Economic Development. The City strives to establish and/or maintain land use practices which will strengthen the City's resort economy and tax base and provide for a more synergistic relationship among said land uses. This land use practice, by nature, is closely associated with the desire to improve public services, including transportation circulation, parking, and recreation facilities. The Reexamination report also indicates a need for concentration of efforts towards economic development. To these ends, the City documents its desire to utilize planning techniques to steer the municipality into a fiscally stable future.

Wildwood Crest: The Borough, in its 1994 Reexamination, set four specific policy goals to remedy the problems it identified: The first is to develop and maintain the strong tourism lodging base which largely supports its tax system. The second goal is to maintain the single family nature of the municipality, while recognizing the need for seasonal and multi-family housing stock. Thirdly, there is a desire to protect the natural resources of the beach and Sunset Lake areas. In this regard, planning tools are to be utilized to reinforce the current environmental laws. Finally, the Borough strives to provide adequate and suitable public recreation facilities for all.

In summation, all of the Wildwood municipalities seem to have similar problems and future goals. All of these are inextricably linked to the tourist based economy and the nature of the resort communities. Planning, land use decisions, and economic development activities are some common solutions proposed for these problems.

Basically, the Wildwoods are a developed area within and surrounded by environmentally sensitive Planning Area Five (PA5). The designation of the Wildwoods as a regional center under the State Development and Redevelopment Plan's Centers Designation Process will advance the goals and objectives of the State Plan by, among other issues, focusing growth in suitable areas and protecting nearby environmentally sensitive parcels.

For a further analysis of some of the proposed planning initiatives and community activities, please see "*The Wildwoods 2000 Plan*" attached to this document. A list of the discussed projects follows:

1. North Wildwood Baseball Stadium
2. North Wildwood Gateway Project
3. Hereford Inlet Entertainment District
4. Hereford Inlet Fishing/watersports Area
5. Hereford Inlet Historic Lighthouse Park
6. Hereford Inlet Visitors Center
7. North Wildwood Bicycle Path, etc.
8. The Greater Wildwoods Civic Center
9. The Casino
10. Holly Beach Station Mall Revitalization
11. Holly Beach Station Traffic and Parking Plan
12. Holly Beach Station Trolley Restoration
13. The Mid-island Tourism Belt
14. Primary Historic Districts
15. Fisherman's Wharf/Otten's Harbor Esplanade
16. Bayside Overlay District
17. Boardwalk Revitalization Plan
18. Gateway Beautification Project
19. Beach Parks/Sports Areas, etc.
20. Wildwood Crest Bikepath
21. The Wildwood Welcome Center
22. Resort-wide Transportation System

In brief, this plan outlines the various initiatives currently underway in the four Wildwood communities and describes the inter-municipal cooperation necessary for each endeavor. One of the main goals of this plan is "to initiate and reinforce the island's next era of growth as the Wildwoods expand from a summer tourist resort to a leading year-round beach front resort and tourist destination."

Collectively, the community vision of the four municipalities is to maintain a stable, livable, family resort atmosphere while preserving the fragile environmentally sensitive nature of the environs.

B. Center Design Criteria

The following is a discussion comparing the characteristics of the Wildwoods with the State Plan's criteria for Regional Centers. As can be seen, the Wildwoods meet all criteria for Regional Center designation.

1. "It functions as the focal point for the economic, social and cultural activities of its economic region, often serving as the county seat, with a compact, mixed-use (e.g., commercial, office, industrial, public) core and neighborhoods offering a wide variety of housing types."

The Wildwoods have served as the focal point of economic activities for the southern Cape May County area for decades. Collectively, the Wildwoods are a nationally recognized resort/recreation destination that attracts over 3.5 million visitors each year. Their large seasonal employment base has provided a reliable income opportunity to the surrounding population for over one hundred years. A recently released State Division of Tourism study showed that the Wildwoods are the number two non-gambling tourist attraction in the State of New Jersey. In addition, the port of Cape May/Wildwood is among the top ten commercial fishing ports in the entire nation and significantly contributes to the year-round employment base of the region.

The Wildwoods provide more than ample social and cultural activities for the surrounding region. In addition to the numerous special events of the summer season, the Wildwoods sponsor cultural events in the spring and fall such as the "Monster Truck Rally" and the "Rodeo on the Beach". The existing Wildwoods Convention Center is host to several large conventions, including the New Jersey State Firemen's Convention. These conventions attract thousands of visitors during the "off-season" and significantly contribute to the economic vitality of the region. Also, to serve the substantial seasonal population, there are numerous night clubs and restaurants, including several that are open year-round.

As previously stated, the large housing stock of the Wildwoods offers a wide variety of housing choices. In addition, the year-round service businesses provide several mixed use retail cores amid the thriving seasonal facilities.

2. "It has an urban or community-level infrastructure system serving the Community Development Area."

As previously stated, the Wildwoods are almost entirely developed. A uniform grid street pattern with the accompanying pedestrian and utility infrastructure covers all developed areas of the island. The Wildwood Water Company provides water to the entire island and all four communities have agreements with the Cape May County Municipal Utilities Authority for treatment of waste water.

3. "It has, within the Community Development Boundary, an existing population of more than 10,000 people in Planning Areas 1, 2 and 3 and more than 5,000 people in Planning Areas 4 and 5."

As shown in the Wildwoods Regional Center Designation summary sheet, the permanent population of the Wildwoods was 13,585 as of the 1990 census.

4. "It has a gross density of approximately 5,000 persons per square mile (or approximately 3 dwelling units per acre) or more within the Community Development Boundary."

The land area of the Wildwoods is approximately 4.1 square miles. With a permanent population of 13,585, this equates to a density of 3,313 persons per square mile. Using the peak Summer population estimate of approximately 223,000, the density is over 50,000 persons per square mile.

There are 19,024 dwelling units and 16,018 hotel and motel units in the Wildwoods. This equates to a density of over 8,500 dwelling units per square mile or over 13 dwelling units per acre.

5. "It has, within the Community Development Boundary, an employment base of more than 10,000 jobs in Planning Areas 1, 2 and 3 and more than 5,000 jobs in Planning Areas 4 and 5."

The latest figures supplied by the New Jersey Department of Labor show that 5,188 people are employed in the Wildwoods. This is a year-round employment figure and does not include the substantial summer employment figures.

6. "It is near a major public transportation terminal, arterial intersection or interstate interchange capable of serving as the hub for two or more modes of transportation."

Three major roads (N.J. Route 147, N.J. Route 47, and County Road 621) lead to the Wildwoods. Each road connects directly with the Garden State Parkway and other State roads. In addition, NJ Transit operates a depot in Wildwood City and provides year-round service linking the Wildwoods with all of New Jersey. Further, the Cape May County Airport is only minutes away from the Wildwoods.

Summary of Regional Center Guidelines

SDRP Guideline Wildwoods

Population:	> 10,000	13,585 (1990) (Peak Summer 223,300)
Employment:	> 5,000	5,188 (est. peak summer 15,000)
Density:	> 3 DU/acre	13+ DU/acre

SECTION TWO: POPULATION AND EMPLOYMENT

The population of the Wildwoods is as follows:

	1960	1970	1980	1990
North Wildwood	3,598	3,914	4,714	5,017
West Wildwood	207	235	360	453
Wildwood	4,690	4,110	4,913	4,484
Wildwood Crest	3,011	3,483	4,149	3,631
Totals	11,506	11,742	14,136	13,585

As can be seen, the population for the Wildwoods has fluctuated over recent years. This is typical of a seasonal resort area where housing stock is varied and plentiful and economic conditions are unpredictable. Overall, the trend from 1980 to 1990 mirrors that of the County in general where the population of the barrier islands declined and the population of the mainland communities increased. Though unsubstantiated, it is suspected that large segments of the Cape May County barrier island communities took advantage of exceptionally high land values during the 1980's and sold their properties to seasonal owners. They then relocated the few miles to the mainland where property and housing costs were considerably less expensive.

The Cape May County Planning Department estimates the 1990 summer population of the Wildwoods was approximately 223,300. This figure is expected to increase to 248,800 by the year 2010. (It should be noted that these estimates are maximum "one-time" highs and includes tourists and daily beach visitors who do not necessarily reside in the resort. When this number is subtracted, the estimate decreases by approximately ten percent.)

Cape May County's 1990 population was 95,089, a 15.6 percent increase over the 1980 figure of 82,266 and a 37.4 percent increase over the 1970 figure of 59,554. County population is expected to increase at a slower rate to 125,695 by 2010, an increase of 24.3 percent over the 1990 figure.

The following tables show the population and employment data for the Wildwoods:

Wildwoods Regional Center PetitionJanuary, 1998Population

<u>Year</u>	<u>Wildwoods</u>	<u>(Seasonal)</u>	<u>County</u>	<u>Permanent % of County</u>	<u>Seasonal % of County</u>
1990	13,585	(223,300)	95,089	14.3%	35.8%
2010	16,431	(248,800)	125,695*	13.1%	35.5%

Employment

<u>Year</u>	<u>Wildwoods</u>	<u>(Seasonal)</u>	<u>County</u>	<u>Permanent % of County</u>	<u>Seasonal % of County</u>
1996	8,490#	NA	42,568	19.9%	NA
2005	8,781	NA	46,094	19%	NA
2015	9,129	NA	50,818	17.9%	NA

* - Cape May County Planning Department

- NJDOL (10/1997)

The most recent employment estimates from the New Jersey Department of Labor show that the largest sector of Cape May County's employment is the service sector, followed by retail trade. The NJDOL projects a 14.7% increase in the service and service producing sectors in Cape May County by 2005. Other sectors are expected to remain relatively stable.

Employment in the Wildwoods is not expected to increase dramatically over the period. The primary reason for this lack of growth in employment is the increase of land values in the Wildwoods. As Five Mile Island became more developed, land values increased dramatically. Over the past few decades, many employers capitalized on this situation by selling their businesses and re-locating to nearby mainland sites where land and taxes were much less expensive and their existing workforce was within easy commuting distance. Another aspect that has and will contribute to the relatively static growth in employment in the Wildwoods is municipal tax rates. Increasing taxes, particularly in Wildwood City, has been a factor in many small long-time employers moving to the mainland. With property values remaining high and, in some instances, municipal tax rates higher than nearby mainland tax rates, it is unlikely that year-round employment in the Wildwoods will show significant increase in the foreseeable future.

Also, the employment of the Wildwoods is projected to decrease as a percent of total County employment over the coming years. This percentage decrease is not a reflection of the anticipated slow-to-moderate employment growth in the Wildwoods. Rather, it is due primarily to the exceptional anticipated growth of the year-round economy in the mainland municipalities. If not for this anticipated employment growth, the Wildwoods would probably maintain their approximate 19% share of the County employment base.

SECTION THREE: RESOURCE INVENTORIES AND CAPACITIESA. Sewer:

All four Wildwood municipalities are completely sewered and have agreements with the Cape May County Municipal Utilities Authority for the treatment of wastewater. A map of the CCMUA's regions is attached as Appendix "C". The following chart shows the current use and available capacity. For purposes of determining the capacity of the system and use, the figures are average seasonal daily usage figures.

	1990 Limit* (MGD)	2020 Limit* (MGD)	1996 July/August Daily Average	Percent 2020 Limit
North Wildwood	3.92	4.65	3.13	67.2
West Wildwood	0.38	0.54	0.21	37.96
Wildwood	6.06	7.92	2.74	34.53
Wildwood Crest	3.52	4.14	2.91	70.17
Totals	13.88	17.25	8.99	64.76

* - as established by the CCMUA Capacity Assurance Program

Although flow figures may vary based on such factors as the condition of the system, the age of the system, or even the amount of rainfall, these 1996 figures represent the most recent typical year. Considering the developed nature of these four communities and the fact that any further development will be mostly re-development of existing facilities, there appears to be more than sufficient wastewater capacity to address all future growth.

B. Water:

Water service and supply to the Wildwoods is provided by the Wildwood Water Department. Through a well field located in Rio Grande on the mainland in Middle Township, this entity provides the Wildwoods with an ample water supply, even in the busy summer season.

Salt water intrusion is a problem for the southern portion of Cape May County and, although recent reports indicate it will take several decades, this may ultimately have an effect on the Rio Grande well field. Salt water intrusion has already closed wells in the far southern area. Many agencies, including the New Jersey Department of Environmental Protection and the Cape May County Water Resources Coordination Council are actively involved in

planning to address this problem. In addition to various conservation campaigns, other solutions (including desalination which is actively underway in Cape May City) are expected to provide a solution.

1980 Wildwoods water usage for the Summer season was 701,333,000 gallons. Over the years, with the positive public attitude toward water conservation and a program of replacement of old supply lines, this figure has decreased significantly. The usage for the 1996 season was 441,321,000 gallons. Thus, for the time being, the water supply for the Wildwoods is more than adequate to sustain the growth anticipated.

C. Transportation:

The Wildwoods are linked directly to the Garden State Parkway by a series of three causeways which traverse the large wetland and back bay area which separates the Wildwoods from the mainland. These roads (N.J. Route 147, N.J. Route 47, and Ocean Drive or County Road 621) are very well maintained and the two state roads are four lane separated causeways. North Wildwood Boulevard, State Route 147, was recently upgraded and construction is being finalized at this time.

The Garden State Parkway serves as the primary access road to New Jersey's coastal resort areas. The maintenance of these causeways is crucial not only for visitors use but also in case of the need to evacuate the area due to a natural disaster. In this regard, the Wildwoods have a definite interest in the more regional issue of the completion of Route 55. Additionally, the maintenance of the Route 47 causeway and Ocean Drive to the south (County Road 621) are also of prime importance.

Transportation within the Wildwoods is equally important and the communities are reviewing various methods of improving vehicular and pedestrian movement through the area. In addition various studies are underway reviewing the ongoing situation involved with parking. The Wildwoods are served by NJ Transit, which operates a bus terminal in Wildwood, and other private carriers. As such, the cultural/recreational activities of the Wildwoods are accessible to the region and State.

Regarding less traditional means of transportation, the back bay area of the Wildwoods borders the Intercostal Waterway. This water route is maintained by the federal government and serves as a protected water route to facilitate the travel of smaller vessels up and down the east coast throughout the year.

D. Affordable Housing:

The COAH combined calculated need for the Wildwoods for the 1994 - 2000 cycle is 363 units. While the various municipal ordinances provide ample opportunity for low and moderate income housing within the Wildwoods, such housing opportunities are hampered because of the high cost of land and the lack of undeveloped land. Another issue hampering low income housing is the lucrative seasonal renting market, which keeps many potential rentals off the year-round market.

Each community's Comprehensive Plan contains several provisions for affordable housing. As of this date, none of the communities has obtained substantial certification from the Council on Affordable Housing. However, North Wildwood is participating in the COAH process. Lack of funding to enable municipalities to participate in the process remains a problem and this problem is likely to continue as long as the Wildwoods remain in Environmentally Sensitive Planning Area 5.

The first step in changing this situation is to proceed with this petition and establish the Wildwoods as a Regional Center, separate from Planning Area Five. As a Regional Center, the Wildwoods would then be in conformance with the State Plan and eligible for funding and technical assistance from State agencies that, otherwise, would be in conflict with State Plan goals if they provided assistance to these municipalities to encourage low and moderate income housing in Environmentally Sensitive Planning Area Five.

The second step in changing this situation is for those municipalities currently not involved with COAH (Wildwood City, Wildwood Crest Borough, and West Wildwood Borough) to establish a dialogue with COAH. As municipalities within a Regional Center designated under the State Plan, the full range of strategies to address low and moderate income housing can then be explored.

E. Land Availability Analysis:

As previously stated, the Wildwoods are basically developed with few large vacant parcels remaining for new growth. Some of these parcels are former landfills located adjacent to wetland areas. These sites are slated for recreational use when permitting and funds are made available. Because of the lack of vacant land, most future development in the Wildwoods will be re-development of existing parcels.

F. Fiscal:

In 1997, the Wildwoods showed a varied tax structure and tax rate:

North Wildwood	\$ 2.30/per	\$ 100	assessed	valuation
West Wildwood	\$ 2.03	"	"	"
Wildwood	\$ 2.89	"	"	"
Wildwood Crest	\$ 1.73	"	"	"

This situation reflects the varied economic situation in each community. Typically, Wildwood, with the oldest housing stock and suffering from recent declines in ratables has the highest rate, while Wildwood Crest, with the youngest housing stock and a large amount of recently constructed hotel/motel units, is lowest. With the exception of Wildwood, these rates are not high when compared with other New Jersey barrier island resorts.

While future developments are not expected to have a substantial negative impact on these rates, proposed projects as described in *The Wildwoods 2000 Plan for Economic Development* are expected to have a positive effect.

The debt capacity of the Wildwoods is as follows:

	3.5% Total Equalized Valuation	Total Gross Debt	Percent of TEV
North Wildwood	\$21,727,479	\$13,256,963	61%
West Wildwood	\$ 2,048,071	\$ 1,782,769	87%
Wildwood	\$19,063,791	\$11,229,558	59%
Wildwood Crest	\$25,019,272	\$ 9,525,000	38%

G. Schools:

In the 1996-7 school year, the Wildwoods had a total of 1,798 school children. These students attended the three elementary schools (West Wildwood has no school and is a sending district), Wildwood High School, Saint Ann's Grammar School, and Wildwood Catholic High School. In general, the schools and school systems are stable and capable of handling this enrollment.

An analysis of past population trends shows that this enrollment is fairly constant and no large increase or decrease can be anticipated.

H. Recreation:

As previously mentioned, the Wildwoods have the largest expanse of bathing beach on the east coast. This valuable area not only meets the recreational needs of residents, but also provides recreation to multitudes of tourists each year. In addition to beaches and the well-known boardwalk attractions, residents and visitors to the Wildwoods also have access to an extensive system of back bay water and wetland areas for their recreational needs. Along with these areas, there are many other public recreational facilities throughout the Wildwoods such as little league fields, school athletic fields, tennis courts, basketball courts, swimming pools, and even shuffle board courts.

SECTION FOUR: PLANNING AREA OBJECTIVES

The Relationship of the Wildwoods to the Environmentally Sensitive Planning Area 5 (PA 5) Policy Objectives:

The State Plan describes Environmentally Sensitive Planning Areas as large contiguous areas with valuable ecosystems and wildlife habitats. The plan provides for the protection of these critical natural resources, the maintenance of the balance of ecological systems and beneficial growth. The plan proposes to accomplish this by carefully linking the location, character and magnitude of development to the capacity of the natural and built environment to support growth and development on a long-term, sustainable resource basis. Large contiguous areas of undisturbed habitat should be maintained to protect sensitive natural resources by concentrating development into centers. The environs of centers should be protected from the negative impacts of development while the designated centers should provide areas of opportunity for economic development. The designation of the Wildwoods as a Regional Center would accomplish this goal.

The designation or formal recognition of the "Wildwoods" as a center is consistent with the ten (10) policy objectives for Environmentally Sensitive Plan Areas as outlined in the State Plan (pages 116 & 117). The following is a detailed discussion of those objectives:

- (1) *Land Use: Protect environmentally sensitive features by guiding development into Centers and establishing Community Development Boundaries and buffers around these boundaries.*

Center designation will reinforce the municipal comprehensive plans and related land use regulations which attempt to preserve the residential/commercial/resort orientation of the Wildwoods while distinguishing the center from the surrounding environmentally sensitive areas.

The proposed Center with its Community Development Boundaries will not include the environmentally sensitive salt marshes and wetlands on the inland (west) side of the communities. The beaches on the Atlantic Ocean (east) side of the Wildwoods as noted elsewhere in this report, have not been receding as other sections of the Jersey Coast and have in fact been increasing and will not be negatively impacted by a center designation.

Each of the individual municipalities includes in their Master Plans provisions for the protection of the two key environmentally sensitive areas which are common to them.

a) Borough of West Wildwood Land Use Element

1. Plate II of the Borough Master Plan shows the location of wetlands within the borough which number some forty one (41) acres. Those lands listed by the State of New Jersey as being wetlands are subject to the permit authority of the State Wetlands Act.
2. The land use plan (page 3 of the proposed Land Use Element, Borough of West Wildwood) identifies three(3) factors which govern the plan; the existing land use pattern, natural features and development limits in the County's plan.
3. The inclusion of the Borough of West Wildwood as part of the designated center called the Wildwoods would not change the Borough land use plan's protection of the wetlands.

b) Borough of Wildwood Crest Land Use Element

1. The Borough of Wildwood Crest identifies the Beach and Sunset Lake as two impact land use areas in the community.
2. The 75 acres of Atlantic Ocean beach are seen as the most valuable asset to the Borough. The report lists three(3) important functions for the beach: (1) an economic asset for the permanent residents and summer visitors alike; (2) a community asset reflected in a quality of life that has evolved in Wildwood Crest; and (3) an environmental asset providing protection to safeguard life and property for adjoining uses.
3. The area along Sunset Lake is an environmentally sensitive zone that requires careful planning in the Crest's land use plan and it is recommended that the growth should follow the existing pattern of marinas, sight seeing businesses, and yacht clubs.
4. The inclusion of Wildwood Crest in the designated center area would not threaten the environmentally sensitive areas along the intercostal waterway or the Atlantic Coastal beaches.

c. The City of North Wildwood Master Plan Periodic Reexamination Report:

1. The report concludes that there have been few significant changes since 1987 which would affect the City's Land development plan. The City is almost completely developed and major new development would fall into the category of redevelopment.

2. The report also states: "It is therefore recommended that the City of North Wildwood petition the State Planning Commission for designating the City of North Wildwood as part of the 'Wildwood Regional Center' in concert with the State Development and Redevelopment Plan."
3. The inclusion of the City of North Wildwood into the regional center would not have a negative impact on the environmentally sensitive areas of PA5 and would allow the City to continue its land use plan which provides for conservation districts abutting the environmentally sensitive areas.
- d. The City of Wildwood
 1. The City of Wildwood is currently in the middle of a master plan re-exam and the final report has not been officially adopted by the Planning Board.
 2. The City is aware of its responsibility to the proper maintenance of both its beaches and also the intercostal waterways and back bays. Any final report will recommend the continued inclusion of the appropriate protective measures needed in these areas.
 3. The inclusion of the City of Wildwood in a regional center would not threaten the environmentally sensitive areas which are identified within PA5.

(2) Housing: *Provide a variety of housing choices in Centers.*

The Wildwoods are home to almost 14,000 year round residents and entertain over 230,000 visitors during a peak summer day. Many of these visitors utilize the over 35,000 hotel and motel, boarding house and summer rentals available in the area. A center designation would recognize the urban nature of the Wildwoods while acknowledging the predominantly residential character of the island with its small lots (4000 SF) and the lack of any large tracts of vacant private land suitable for large scale residential development.

Much of the housing stock in each of the four communities that make up the Wildwoods is seasonal or rental properties. The area has approximately 10,640 year round housing units of which 21.5% or 2,287 are renter occupied. The chart at the end of this section provides a more detailed breakdown of this information. Another characteristic of the housing stock is the predominance of seasonal units. This is typical in a resort area and it should be noted that these rentals are a significant portion of the local economy.

All forms of housing styles exist throughout the region. As can be seen from each community master plan, the residential zones vary from single family and duplex, to various types of multi-unit structures. Some of the newer projects are condominium in ownership type. The emphasis on housing development however, is still seasonal. Unfortunately, some of the older year round housing stock has become substandard which is indicative of the downward economic situation that some older portions of the Wildwoods have been experiencing.

YEAR-ROUND RENTER OCCUPIED HOUSING UNITS

	No. of Units			% of Year-round			Median Rent		
	1970	1980	1990	1970	1980	1990	1970	1980	1990
North Wildwood	355	588	786	15	25.7	24.2	\$87	\$213	\$439
West Wildwood	10	29	44	6.9	17.3	20.4	\$80	\$213	\$359
Wildwood	665	1063	970	32.7	46.2	25.7	\$72	\$156	\$374
Wildwood Crest	235	482	487	15.2	26.4	21.3	\$96	\$238	\$444
Center Total	1265	2162	2287	26.4	39.1	21.5	\$84	\$206	\$404
Cape May Co.	4787	8,768	10,610	17.2	22.6	21.6	\$80	\$216	\$474

Information taken from the Cape May County Data Book, April 1993

- (3) *Economic Development: Support appropriate recreational, natural and cultural resource-based activities in the environs and locate economic development opportunities that are responsive to the needs of the surrounding region in Centers.*

The Wildwoods support numerous recreational activities in the environs. The most evident activity area in the environs is the wide beach. Known as the largest bathing beach in the east coast, this area provides extensive recreational activities to the many visitors that come to the Wildwoods each year. In addition, the back bay and ocean area of the environs supports commercial and recreational boating and fishing activities.

As noted throughout this report, the Wildwoods are a nationally recognized recreation and resort community providing the residents of the area and the state with numerous recreation

opportunities. Economic development activities are focused within the Community Development Boundaries because the municipalities realize the value of the surrounding environs. To this end, numerous municipal ordinances are aimed at preserving the beach and back bay areas while economic development efforts (as described in the *Wildwoods 2000 Plan for Economic Development*) are directed mostly to areas within the CDB.

Designating the Wildwoods as a Regional Center will re-enforce the existing pattern of land use, channeling future economic development to the growth area within the Community Development Boundary while preserving the environmentally sensitive areas of the environs. This pattern will benefit the region as a whole by preserving sensitive areas.

- (4) *Transportation: Maintain a transportation system that links Centers and supports recreational, natural and cultural resource-based activities.*

The Wildwoods are linked directly to the Garden State Parkway by a series of three causeways which traverse the large wetland and back bay area which separates the Wildwoods from the mainland. These roads (N.J. Route 147, N.J. Route 47, and Ocean Drive or County Road 621) are very well maintained and the two state roads are four lane separated causeways. The Garden State Parkway (located in Rio Grand, Middle Township, and existing Regional Center) serves as the primary access road to New Jersey's coastal resort areas. The maintenance of these causeways is crucial not only for visitors use but also in case of the need to evacuate the area due to a natural disaster. These existing causeways will not have any negative impact on the adjacent PA 5 areas because development along the roadways is very limited due to the presence of tidal/wetlands and the lack of scheduled water and sewer.

Transportation within the Wildwoods is equally important and the communities are reviewing various methods of improving vehicular and pedestrian movement through the area. In addition studies are underway reviewing the ongoing situation involved with parking. The Wildwoods are served by NJ Transit, which operates a bus terminal in Wildwood, and other private carriers. As such, the cultural/recreational activities of the Wildwoods are, through this connection, available to the State and the nation.

- (5) *Natural Resource Conservation: Protect and preserve large, contiguous tracts and corridors of recreation, forest or other open-space land that protect sensitive natural and cultural resources, including endangered species and, particularly, ground and surface water resources that are aquifers and serve as the head waters of many of the State's rivers and streams.*

The designation of the Wildwoods as a Center will not have any negative impacts on the natural resources of the region. The Wildwoods are almost entirely developed and, therefore, do not contain large contiguous tracts of environmentally sensitive lands threatened by development. As noted in Section (1) on land use, each of the four Wildwood Communities, through zoning and other ordinances, has established protective measures for the environmentally sensitive areas. Also, since most of the Wildwoods are developed, future development will be predominantly characterized as infill and redevelopment.

Designation as a Regional Center would reinforce this pattern of protection of sensitive lands by channeling growth into the Regional Center and away from the more environmentally sensitive environs.

- (6) *Agriculture: Encourage farmland retention and agricultural practices that minimize conflicts with sensitive environmental resources.*

There are no existing farms or large agricultural areas within the Community Development Boundary of the Wildwoods.

The creation of a Regional Center in the Wildwoods would focus development on the Wildwoods. It is conceivable that this new Regional Center could then attract growth that may have been directed at agricultural areas of the mainland, thereby aiding the preservation of local agriculture by reducing the development pressure on farmland in nearby areas.

- (7) *Recreation: Target park land acquisitions and improvements to enhance large contiguous open space systems and provide recreational opportunities to satisfy local and regional needs.*

The Wildwoods are an existing resort and recreation destination. As expected, both public and private lands are utilized in providing recreational opportunities for the millions of visitors that frequent the area each year. The four communities have Master Plans and Ordinances which recognize the extreme importance of open space/recreational areas.

A review of the most recent Comprehensive Plan Re-evaluations of the four municipalities shows that the need for additional recreational space and facilities is an on-going effort and stated goal of each plan:

North Wildwood The goal is to enhance the quality and quantity of recreational space. The developed nature of the City and the environmentally sensitive nature of the surrounding areas is a

limiting factor. The municipality hopes to achieve this goal by taking advantage of future large scale development proposals or re-development activities.

West Wildwood The Borough desires to maintain its "quiet family-oriented resort" nature, but still recognizes the need to "maximize the recreational potential" of the community.

Wildwood Crest The Borough is actively pursuing the expansion and improvements of its recreational facilities. Facilities selected for attention are the Crest Pier playground, the bikepath, the municipal pool, the basketball court, and the park behind the Little League Field. Prevailing policy is to use Borough owned lands for recreational uses.

Wildwood Addressing recreation, the re-evaluation calls for the creation and establishment of "sufficient space in appropriate locations".

In addition, the *Wildwoods 2000 Plan for Economic Development* calls for the use of grants and other outside assistance to increase and expand recreational facilities in the Wildwoods.

Also, from a regional perspective, there are several programs that provide for recreational space. The U.S. Fish and Wildlife Service is in the process of acquiring over 17,000 acres in the heart of Cape May County, a short distance from the Wildwoods. The State Division of Parks and Forestry operates three Parks in Cape May County. Also, Cape May County has a large park system and a very successful Farmland and Open Space Preservation Program. This program provides not only for the regional need, but also, through purchase and donation of smaller parcels to municipalities, for the municipal need.

- (8) *Historic Preservation: Outside Centers, coordinate historic preservation needs with open-space preservation efforts, and within Centers, incorporate historic sites and structures as assets in development and redevelopment efforts.*

Historic Preservation outside this proposed Regional Center has not been given consideration because of the lack of development in the environmentally sensitive environs. Needless to say, the need for preservation of open space in the environs is a top priority.

The Wildwoods recognize that their history is a very important component to their present and future economic growth. In many ways the recognition of the Wildwoods as a center accomplishes the same goal. The boardwalk and beaches of the Wildwoods are a significant

part of the history of New Jersey. The size and variety of attractions are found nowhere else in the state. They are in need of recognition and economic revitalization to continue in the future.

Inside the proposed Regional Center, efforts are already underway to recognize the historical significance of individual sites and neighborhoods. Wildwood has established a Historic Preservation Commission and has formally recognized several historic districts, including the Holly Beach Station Mall. Also, the City of North Wildwood has implemented a historic preservation ordinance. In addition, within recent years the Hereford Inlet Lighthouse in North Wildwood and the Civic Club Building in Wildwood have been placed on the National Register. These efforts are typical of the historic preservation activities currently underway in the Wildwoods.

As an indication of current actions regarding historic preservation, a copy of a newspaper article (see "News Clippings" addendum) highlighting academic efforts to establish the Wildwoods as a preservation area by focusing on the 1950's architectural style typical throughout the four municipalities is attached.

It is hoped that Regional Center designation will further historic preservation efforts by making the Wildwoods eligible for State and/or Federal programs or assistance. It is also hoped that, with this aid, additional historic buildings or districts may be recognized.

- (9) *Public Facilities and Services: Establish adequate levels of capital facilities and service to serve Centers, protect large contiguous environmentally sensitive areas and minimize conflicts between Center and environs.*

The Wildwoods possess an awareness of the value of the environs, from an economic as well as environmental perspective. This awareness is reflected in the land use pattern, which, reinforced through local regulations such as zoning and litter/dumping ordinances, protects environmentally sensitive areas. Establishment of the Wildwoods as a Regional Center will increase the value of these sensitive areas by further defining and identifying them as separate from, yet integral to, the Regional Center.

The Wildwoods participate in a regional utility infrastructure that supports not only the year-round population, but also a very large seasonal population. Water for the Wildwoods is provided by the Wildwood Water Department through municipal wells located on the mainland in Middle Township. Wastewater is treated through an agreement with the Cape May County Municipal Utilities Authority.

Contiguous environmentally sensitive areas are protected in that, because of their sensitivity, they are not scheduled for sewer service.

In addition, the County through the State funded County Environmental Health Act contributes to the protection of the environs by routinely monitoring storm water outfalls in the Wildwoods for evidence of pollution emanating from developed areas. This monitoring helps protect not only the adjacent water bodies, but also the bathing public. Three maps showing storm water outfalls for the Wildwoods are included as Appendix "D".

Establishing the Wildwoods as a Regional Center will further minimize the conflicts between the developed areas (the Regional Center) and it's environs.

- (10) *Intergovernmental Coordination: Coordinate efforts of State agencies, county and municipal governments to ensure that State and local policies and programs support environmental protection by examining the effects of financial institution lending practices, government regulation, taxation and other governmental policies and programs.*

As previously stated, the Wildwoods are served by the Cape May County Municipal Utilities Authority. This agency was established in the 1970's to address the massive pollution of the back bay and ocean resulting from the many individual undersized municipal wastewater treatment facilities. A multi-million dollar effort, this highly successful federal/state/county/municipal endeavor is a prime example of intergovernmental coordination aimed at preserving and maintaining the environment of the Wildwoods region and Cape May County as a whole.

Another effort is the on-going ocean water monitoring program funded by the State Department of Environmental Protection and administered by the Cape May County Health Department. This program tests back bay and ocean bathing water weekly (or daily if the need arises) during the summer season and serves to protect the surrounding water bodies.

The Wildwoods have many examples of intergovernmental cooperation. The four municipalities share a regional water system, High School, and a regional code enforcement office. Various interlocal agreements are in place regarding the sharing of specialized equipment and individuals. Informal agreements exist for the sharing of meeting facilities during peak convention times. Agreements exist for pooled insurance. There is close coordination between recreational departments regarding little league and other sports league activities. Emergency management and emergency response organizations have mutual aid agreements in place for use

Wildwoods Regional Center Petition

January, 1998

in time of need.

Designation of the Wildwoods as a regional center will serve to notify all state agencies that this area is a developed area within Planning Area 5 and should receive the attention such a center deserves.

SECTION 5: GROWTH MANAGEMENT MECHANISMS

Because the Wildwoods are basically developed, growth within the Community Development Boundary is primarily a factor of municipal zoning. An analysis of the individual municipal zoning ordinances shows a close relationship between the nature of the zones and the existing commercial and residential land use pattern. This is typical of most developed areas. In addition to being zoned for non-development, the environs surrounding the Community Development Boundary (beach, wetlands and back bay) are subject to federal and state regulations restricting development, ensuring their future preservation.

As previously stated, there is ample available water and sewer capacity to handle anticipated future growth. Thus development and re-development within the Regional Center will not be hindered by lack of adequate resources.

In brief, future growth will be confined almost exclusively to the existing developed areas within the proposed Regional Center. The environs surrounding the Community Development Boundary, mostly beach, wetland and tidal areas, will not be adversely effected by this growth because of existing municipal ordinances and federal/state regulatory programs which restrict the size and type of activities in these environmentally sensitive areas.

From an overall perspective, the Wildwoods have excellent development and re-development potential and are ideally suited as a Regional Center. Adequate infrastructure combined with a perfect sea shore location and climate make the Wildwoods a perfect location for New Jersey's second-most popular non-gambling tourist attraction.

SECTION SIX: IMPLEMENTATION STRATEGY

Because the Wildwoods Regional Center consists of four separate municipalities, there is a need to create an ongoing institutional mechanism that can address development and redevelopment issues related to center implementation. This mechanism or body should allow for maximum public input while, at the same time, ensuring that key issues are prioritized and/or acted upon by elected officials (or their designated representatives).

To that end, a ten member "Wildwoods Regional Center Committee" shall be established as an interim body. The initial Committee shall consist of:

1. The Mayor of each municipality (4).
2. The Planning Board Chairman from each municipality (4).
3. The Chair of the Greater Wildwood Chamber of Commerce.
4. A liaison from the Cape May County Planning Board/staff.

Each representative may, through written proxy, send a designated alternate.

After the formal establishment of the Wildwoods Regional Center, the Committee shall begin to meet on a regular basis, establish/adopt bylaws, establish an agenda that will allow for maximum public input, and take action on development and redevelopment issues relative to centers implementation.

The Committee may alter its membership or establish any number of subcommittees as deemed necessary to achieve the goals as stated above.

Planning and Implementation Agenda

Transportation

Activity:

Improve and enhance regional transportation facilities such as Route 55 and the island causeways.

Local Efforts:

Monitor regional transportation projects and efforts. Become involved as necessary.

State/County Assistance:

NJDOT and County technical assistance.

Time Table: On-going. Participation in the currently active Route 55 Study Group. Study completion anticipated in mid- 1998.

Activity:

Assistance with signalization and maintenance of selected municipal roads.

Local Efforts:

Identify problem areas and define solutions.

State/County Assistance:

NJDOT and County technical assistance and funding.

Time Table: There are two signal assistance requests to the County Engineer at the current time, both should be addressed in 1998.

Activity:

Assistance with maintenance of Ocean Drive and the Ocean Drive Bridges.

Local Efforts:

Support local efforts to fund solutions.

State/County Assistance:

NJDOT and County technical assistance and funding.

Time Table: On-going. The County is persuing funding for maintenance of roads and replacement of bridges. The Wildwoods express concern when roads/bridges must be closed for maintenance/replacement.

Recreation and Open Space

Activity:

Acquire additional open space for recreational purposes.

Local Efforts:

Identify suitable parcels.

State/County Assistance:

NJDEP/Cape May County - technical assistance and funding

Time Table: On-going. This County program accepts applications from property owners for preservation of parcels for open space.

Economic Development:

Activity:

Control flooding within the Regional Center.

Local Efforts:

Identify problem areas and implementation strategy.

State/County Assistance:

DEP, DCA technical and financial assistance.

Time Table: On-going. Although the four municipalities have an on-going dialogue with federal and state agencies concerning this issue, at this time there are no specific time tables for any projects to address this wide-spread problem.

Activity:

With a goal of increasing employment and economic vitality in the Center, implementation of the projects listed in *The Wildwoods 2000 Plan for Economic Development*.

Local Efforts:

Identify priorities and implementation strategy.

State/County Assistance:

DCA, DEP technical and financial assistance.

Time Table: On-going. With over two dozen specific projects, the time table for this plan is quite complex. In keeping with the theme, most of the projects are targeted for completion by the year 2000.

Activity:

Renovation, upgrade and repair of existing hotel/motel/rental facilities for year-round use.

Local Efforts:

Identify problem areas/districts and explore implementation strategy.

State/County Assistance:

DCA technical assistance and funding.

Time Table: On-going. This project has never been formally promulgated and defined but it is a major issue that must be addressed.

Activity:

Upgrade and maintenance of existing utility infrastructure.

Local Efforts:

Identify and prioritize problem areas.

State /County Assistance:

DCA, County technical and financial assistance.

Time Table: On-going. An aging infrastructure, including water and sewer systems, is a major drawback in the planned revitalization of the Wildwoods. All four municipalities have established priorities for the many projects in this area.

Housing:

Activity:

Provide for Low and Moderate Income Housing.

Local Efforts:

North Wildwood: Continue with the COAH Certification Process.
Wildwood, Wildwood Crest, and West Wildwood: Establish a dialogue with COAH and explore the requirements necessary for COAH Certification.

State/County Assistance:

COAH, DCA technical and financial assistance.

Time Table: Spring 1998 - three towns begin dialogue.

Activity:

Explore the possibility of establishing Critical Environmental/Historical Sites within the Wildwoods, particularly if historic districts are formally established.

Local Efforts:

Individual Environmental/Historic Commissions will identify potential sites.

State/County Assistance:

DCA/DEP technical assistance and funding.

Time Table:

Appropriate action will be taken by the Wildwoods Regional Center Committee within one year of center designation.

Emergency Management:

Activity:

As part of natural disaster planning, enhance regional evacuation capability.

Local Efforts:

Coordinate with County and State Emergency Management Officials.

State/County Assistance:

Technical assistance and funding.

Time Table: On-going.

Other:

Activity:

Concerning the Anglesea area of North Wildwood along the NJ Route 147 corridor, the Wildwoods Regional Center Committee will examine North Wildwood Borough's Comprehensive Plan and Zoning Ordinance to determine consistency with NJDEP's policies on coastal evacuation and also explore the possibility of establishing a "neighborhood area" (an area of less intense development) in the event of major DEP CAFRA regulation changes.

Local Efforts:

Coordinate efforts of the Wildwoods Regional Center Committee with County, OSP, and DEP.

State/County Assistance:

Technical assistance and funding.

Time Frame:

Appropriate action will be taken by the Wildwoods Regional Center Committee within six months of Center designation.

Appendix

- A. Wildwoods 2000 Plan for Economic Development
(separate document)
- B. Public Notice
- C. County Planning Board Resolution
- D. Municipal Governing Body Resolutions
- E. Municipal Planning Board Body Resolutions
- F. Notice To Adjoining Municipalities
- G. Wildwoods "Cores" Map
- H. Cape May County Municipal Utilities Authority
Wildwoods Region Map
- I. Stormwater Outfall Location Maps (3)
- J. Miscellaneous Documentation
 - a. Schedule of Meetings
 - b. News Clippings

Public Notice

TAKE NOTICE that the municipalities of Wildwood, North Wildwood, Wildwood Crest and West Wildwood are filing a petition for Regional Center designation with the New Jersey Office of State Planning. The petition will be heard by the State Planning Commission on January 28, 1998. A copy of this petition can be examined at the following municipal offices:

Wildwood City Hall
4400 New Jersey Avenue
Wildwood, N.J.

North Wildwood City Hall
10th and Atlantic Avenues
North Wildwood, N.J.

Wildwood Crest Borough Hall
6101 Pacific Avenue
Wildwood Crest, N.J.

West Wildwood Borough Hall
701 West Glenwood Avenue
West Wildwood, N.J.

Comments on the petition can be forwarded to the Cape May County Planning Department, County Administration Building, Crest Haven, Cape May Court House, N.J. 08210 and/or the New Jersey Office of State Planning, CN 204, Trenton, N.J. 08625.

Cape May County Planning Board

Resolution Number 5-97

Resolution Supporting the Wildwoods Regional Center Petition
under the State Development and Redevelopment Plan

WHEREAS, the State Planning Commission adopted the New Jersey State Development and Redevelopment Plan (the Plan) on June 12, 1992; and

WHEREAS, the Plan identifies potential Communities of Place, "Centers", where public services can be provided in a cost effective manner and where vital natural resources in and around the center can be protected and preserved; and

WHEREAS, the State Planning Commission has designated a process for the official recognition of centers; and

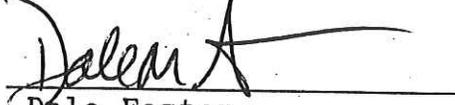
WHEREAS, the four municipalities of the Wildwoods (North Wildwood, Wildwood, Wildwood Crest, and West Wildwood) have prepared a Petition which delineates Community Development Boundaries for a Regional Center and this Petition has been reviewed by this Board; and

WHEREAS, the designation of centers under the New Jersey State Development and Redevelopment Plan is consistent with the general goals of the Cape May County Comprehensive Plan;

NOW THEREFORE BE IT RESOLVED, that the Cape May County Planning Board supports the basic concept and intent of the Wildwoods Regional Center Petition and encourages these municipalities to work with the New Jersey Office of State Planning and the State Planning Commission in this regard; and

BE IT FURTHER RESOLVED, that copies of this resolution be forwarded to the Planning Boards of the four municipalities and the New Jersey Office of State Planning for their information.


Barbara Boeshe
Chairperson


Dale Foster
Secretary

Date: 6/17/97

THE CITY OF WILDWOOD
CAPE MAY COUNTY, NEW JERSEY
RESOLUTION

WHEREAS, the State Planning Commission adopted the New Jersey State Development and Redevelopment Plan [hereafter referenced as the Plan] on June 12, 1992; and

WHEREAS, the Plan identifies potential Communities of Place [hereafter referenced as Center(s)] where public services can be provided in a cost effective manner and where vital natural resources in and around the Center can be protected and preserved; and

WHEREAS, the State Planning Commission has created a Centers Designation Process for the official recognition of centers; and

WHEREAS, the City of Wildwood Planning Board has endorsed the submittal of an application for the Wildwoods Regional Center Designation; and

WHEREAS, the designation of the City of Wildwood as a part of a Regional Center as provided by the Plan is consistent with the general goals of the Comprehensive plan of the City and the goals of the City of Wildwood.

NOW THEREFORE BE IT RESOLVED, that the City of Wildwood endorses the Center Designation Report to the New Jersey State Planning Office for the City of Wildwood to be designated as part of a Regional Center.

William Mitchell

DT

Frank G. Wagon

COMMISSIONERS

Resolution No. 267-7-97

Offered by Mitchell

Seconded by Sloan

Adopted July 28, 1997

I, Patricia A. Rhodes, City Clerk of the City of Wildwood, do hereby certify that the foregoing Resolution was adopted at a Regular Meeting of the Wildwood Board of Commissioners, held this 28th day of July, 1997 and in witness whereof I have hereunder set my hand and official seal on the date written.

Patricia A. Rhodes

PATRICIA A RHODES, CITY CLERK

A Resolution of the City of Wildwood Planning Board

Endorsing the submittal of an application for
the "Wildwood Regional Center" Designation.

WHEREAS, the State Planning Commission adopted the New Jersey State
Development and Redevelopment Plan (the Plan) on June 12, 1992; and

WHEREAS, the Plan identifies potential Communities of Place, "Centers", where
public services can be provided in a cost effective manner and where vital natural
resources in and around the center can be protected and preserved; and

WHEREAS, the State Planning Commission has created a Centers Designation
Process for the official recognition of centers; and

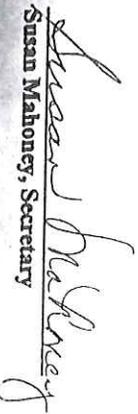
WHEREAS, this Board has reviewed a Center Designation Report which delineates
a Community Development Boundary; and

WHEREAS, the designation of the City of Wildwood as a part of a Regional Center
as provided by the Plan is consistent with the general goals of the Comprehensive
Plan of the City and the goals of the City of Wildwood.

NOW THEREFORE BE IT RESOLVED, that the Planning Board of the City of
Wildwood endorses the Center Designation Report to the New Jersey State Planning
Office for the City of Wildwood to be designated as part of a Regional Center.

Attest:

City of Wildwood Planning Board


Susan Mahoney, Secretary


Dennis Krause, Chairperson

Date 7-21-97

RESOLUTION NO. 97 - 66
BOROUGH OF WEST WILDWOOD

ENDORISING SUBMITTAL OF AN APPLICATION
TO THE STATE OF NEW JERSEY PLANNING COMMISSION
FOR "WILDWOOD REGIONAL CENTER DESIGNATION"

WHEREAS, the State Planning Commission adopted the New Jersey State Development and Redevelopment Plan (the Plan) on June 12, 1992; and

WHEREAS, the Plan identifies potential Communities of Place, "Centers," where public services can be provided in a cost effective manner and where vital natural resources in and around the center can be protected and preserved; and

WHEREAS, the State Planning Commission has created a Centers Designation process for the official recognition of centers; and

WHEREAS, at the regular meeting of the West Wildwood Planning Board on July 14, 1997 the Board reviewed a Center Designation Report which delineates a Community Development Boundary; and

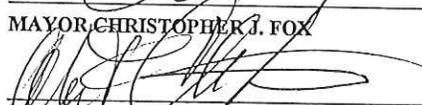
WHEREAS, by Resolution dated July 14, 1997 the Borough of West Wildwood Planning Board has endorsed the designation of the Borough of West Wildwood as a part of a Regional Center as provided by the Plan as consistent with the general goals of the Comprehensive Plan of the State and the goals of the Borough of West Wildwood.

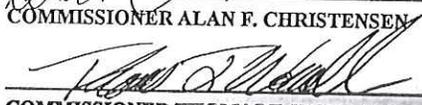
NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of the Borough of West Wildwood, Cape May County, New Jersey, as follows:

1. The allegations of the preamble are incorporated herein as if set forth in full.
2. The Borough of West Wildwood hereby endorses the Center Designation Report to the New Jersey State Planning Office for the Borough of West Wildwood to be designated a part of a Regional Center.
3. A copy of this Resolution be provided to the Planning Board of the County of Cape May and the New Jersey State Planning Office.

COMMISSIONERS:


MAYOR CHRISTOPHER J. FOX

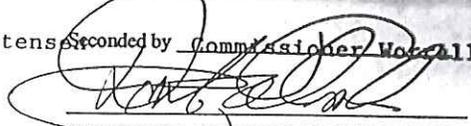

COMMISSIONER ALAN F. CHRISTENSEN


COMMISSIONER THOMAS F. WORRALL

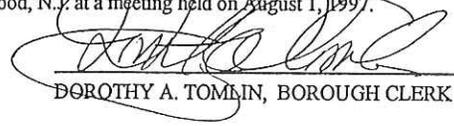
Resolution No. 97 - 66

Offered by Commissioner Christensen Seconded by Commissioner Worrall

Adopted August 1, 1997


DOROTHY A. TOMLIN, BOROUGH CLERK

I, Dorothy A. Tomlin, Clerk of the Borough of West Wildwood in the County of Cape May and State of New Jersey, do hereby certify that the foregoing is a correct and true copy of a resolution adopted by the Board of Commissioners of the Borough of West Wildwood, N.J. at a meeting held on August 1, 1997.


DOROTHY A. TOMLIN, BOROUGH CLERK

R E S O L U T I O N

WHEREAS, the State Planning Commission adopted the New Jersey State Development and Redevelopment Plan (the Plan) on June 12, 1992; and

WHEREAS, the Plan identified potential Communities of Place, "Center", where public services can be provided in a cost effective manner and where vital natural resources in and around the center can be protected and preserved; and

WHEREAS, the State Planning Commission has created a Center Designation Process for the official recognition of centers; and

WHEREAS, this Board has reviewed a Center Designation Report which delineates a Community Development Boundary; and

WHEREAS, the designation of the Borough of Wildwood Crest as a part of a Regional Center as provided by the Plan is consistent with the general goals of the Comprehensive Plan of the Borough and the goals of the Borough of Wildwood Crest; and

WHEREAS, the Planning Board of the Borough of Wildwood Crest has recommended this designation for all of the foregoing reasons.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Commissioners of the Borough of Wildwood Crest endorses the Center Designation Report to the New Jersey State Planning Office for the Borough of Wildwood Crest to be designated as part of a Regional Center.

John J. Pantalone
Matthew Tomlin
James P. Gould
COMMISSIONERS

Resolution No. 38-97

Offered by Mrs. Gould Seconded by Mr. Tomlin

Adopted July 21, 19 97

Kevin M. Yeaco
BOROUGH CLERK

CITY OF NORTH WILDWOOD
PLANNING BOARD
RESOLUTION NO. 97-11-1BB

WHEREAS the State Planning Commission adopted the New Jersey State Development and Redevelopment Plan (The Plan) on June 12, 1992; and

WHEREAS the Plan identifies potential communities of place, "centers", where vital natural resources in and around the center can be protected and preserved; and

WHEREAS the State Planning Commission has created centers designation process for the official recognition of centers; and

WHEREAS at the regular meeting of the Planning Board of the City of North Wildwood held November 12, 1997 the Board reviewed a center designation petition for the Wildwoods Regional Center prepared by the Cape May County Planning Board which delineates a community development boundary; and

WHEREAS the designation of the City of North Wildwood as a part of regional center as provided by the plan is consistent with the general goals of the comprehensive plan of the City of North Wildwood, .

NOW THEREFORE BE IT RESOLVED on this 12th day of November, 1997, that the Planning Board of the City of North Wildwood endorses the center designation report of the New Jersey State Planning Office for the City of North Wildwood to be included and designated as part off the Wildwood Regional Center; and

WHEREAS the Planning Board of the City of North Wildwood hereby recommends to the City Council that the Wildwoods Regional Center Petition be endorsed and that the Council approve the

Page 2. North Wildwood Planning Board Resolution 97-11-1BB

designation of the Wildwood Regional Center and that North Wildwood should be part of the Regional Center.

The foregoing is a true copy of a resolution adopted at the regularly scheduled meeting of the Planning Board of the City of North Wildwood held November 12, 1997 by motion duly made and seconded with only Councilman Robert McCullion abstaining.

Marge Koester

Marge Koester, Secretary
Planning Board
City of North Wildwood

Dated: November 12, 1997

WILDWOOD CREST PLANNING BOARD

RESOLUTION 97-09

WHEREAS, the State Planning Commission adopted the New Jersey State Development and Redevelopment Plan (the Plan) on June 12, 1992; and

WHEREAS, the Plan identified potential Communities of Place, "Center", where public services can be provided in a cost effective manner and where vital natural resources in and around the center can be protected and preserved; and

WHEREAS, the State Planning Commission has created a Centers Designation Process for the official recognition of centers; and

WHEREAS, this Board has reviewed a Center Designation Report which delineates a Community Development Boundary; and

WHEREAS, the designation of the Borough of Wildwood Crest as a part of a Regional Center as provided by the Plan is consistent with the general goals of the Comprehensive Plan of the Borough and the goals of the Borough of Wildwood Crest;

NOW, THEREFORE, BE IT RESOLVED, that the Planning Board of the Borough of Wildwood Crest endorses the Center Designation Report to the New Jersey State Planning Office for the Borough of Wildwood Crest to be designated as part of a Regional Center.



Sally R. Cardaci, Secretary
Wildwood Crest Planning Board

WEST WILDWOOD PLANNING BOARD

ENDORING THE SUBMITTAL OF AN APPLICATION FOR THE
"WILDWOODS REGIONAL CENTER DESIGNATION"

WHEREAS, the State Planning Commission adopted the New Jersey State Development and Redevelopment Plan (the Plan) on June 12, 1992; and

WHEREAS, the Plan identifies potential Communities of Place, "Centers," where public services can be provided in a cost effective manner and where vital natural resources in and around the center can be protected and preserved; and

WHEREAS, the State Planning Commission has created a Centers Designation process for the official recognition of centers; and
WHEREAS, at the regular meeting of the West Wildwood Planning Board on July 14, 1997 the Board reviewed a Center Designation Report which delineates a Community Development Boundary; and

WHEREAS, the designation of the Borough of West Wildwood as a part of a Regional Center as provided by the Plan is consistent with the general goals of the Comprehensive Plan of the Borough and the goals of the Borough of West Wildwood;

NOW THEREFOR BE IT RESOLVED, on this 14th day of July, 1997, that the Planning Board of the Borough of West Wildwood endorses the Center Designation Report to the New Jersey State Planning Office for the Borough of West Wildwood to be designated as part of a Regional Center.

Attest:

Borough of West Wildwood
Planning Board



CAPE MAY COUNTY
PLANNING DEPARTMENT



DR. JEFF VAN DREW
Freeholder

4 Moore Road
Cape May Court House, N.J. 08210-1601
(609) 465-1080 □ Fax: 465-1418

JAMES J. SMITH
Planning Director

January 6, 1998

Frank Blasi, Chairman
Lower Township Planning Board
2600 Bayshore Road
Villas, N.J. 08251

Re: Wildwoods Regional Center Petition

Dear Mr. Blasi:

Please be advised that the Cities of Wildwood and North Wildwood and the Boroughs of Wildwood Crest and West Wildwood have applied to the New Jersey Office of State Planning for designation as a Regional Center under the State Development and Redevelopment Plan.

Attached for your information and comment is the Centers Designation Petition. Please address any comments to my attention at the above address, or to the New Jersey Office of State Planning.

Please call if you have any questions.

Sincerely,

Jim Smith
Planning Director

JS

cc: Lower Township Planning Board Secretary

CAPE MAY COUNTY
PLANNING DEPARTMENT

4 Moore Road
Cape May Court House, N.J. 08210-1601
(609) 465-1080 □ Fax: 465-1418



DR. JEFF VAN DREW
Freeholder

JAMES J. SMITH
Planning Director

January 6, 1998

Michael Spagnolo, Chairman
Middle Township Planning Board
33 Mechanic Street
Cape May Court House, N.J. 08210

Re: Wildwoods Regional Center Petition

Dear Mr. Spagnolo:

Please be advised that the Cities of Wildwood and North Wildwood and the Boroughs of Wildwood Crest and West Wildwood have applied to the New Jersey Office of State Planning for designation as a Regional Center under the State Development and Redevelopment Plan.

Attached for your information and comment is the Centers Designation Petition. Please address any comments to my attention at the above address, or to the New Jersey Office of State Planning.

Please call if you have any questions.

Sincerely,

Jim Smith
Planning Director

JS

cc: Middle Township Planning Board Secretary

CAPE MAY COUNTY
PLANNING DEPARTMENT



DR. JEFF VAN DREW
Freeholder

JAMES J. SMITH
Planning Director

4 Moore Road
Cape May Court House, N.J. 08210-1601
(609) 465-1080 ☐ Fax: 465-1418

January 6, 1998

Chairperson
Stone Harbor Planning Board
9508 Second Avenue
Stone Harbor, N.J. 08247

Re: Wildwoods Regional Center Petition

Dear Chairperson:

Please be advised that the Cities of Wildwood and North Wildwood and the Boroughs of Wildwood Crest and West Wildwood have applied to the New Jersey Office of State Planning for designation as a Regional Center under the State Development and Redevelopment Plan.

Attached for your information and comment is the Centers Designation Petition. Please address any comments to my attention at the above address, or to the New Jersey Office of State Planning.

Please call if you have any questions.

Sincerely,

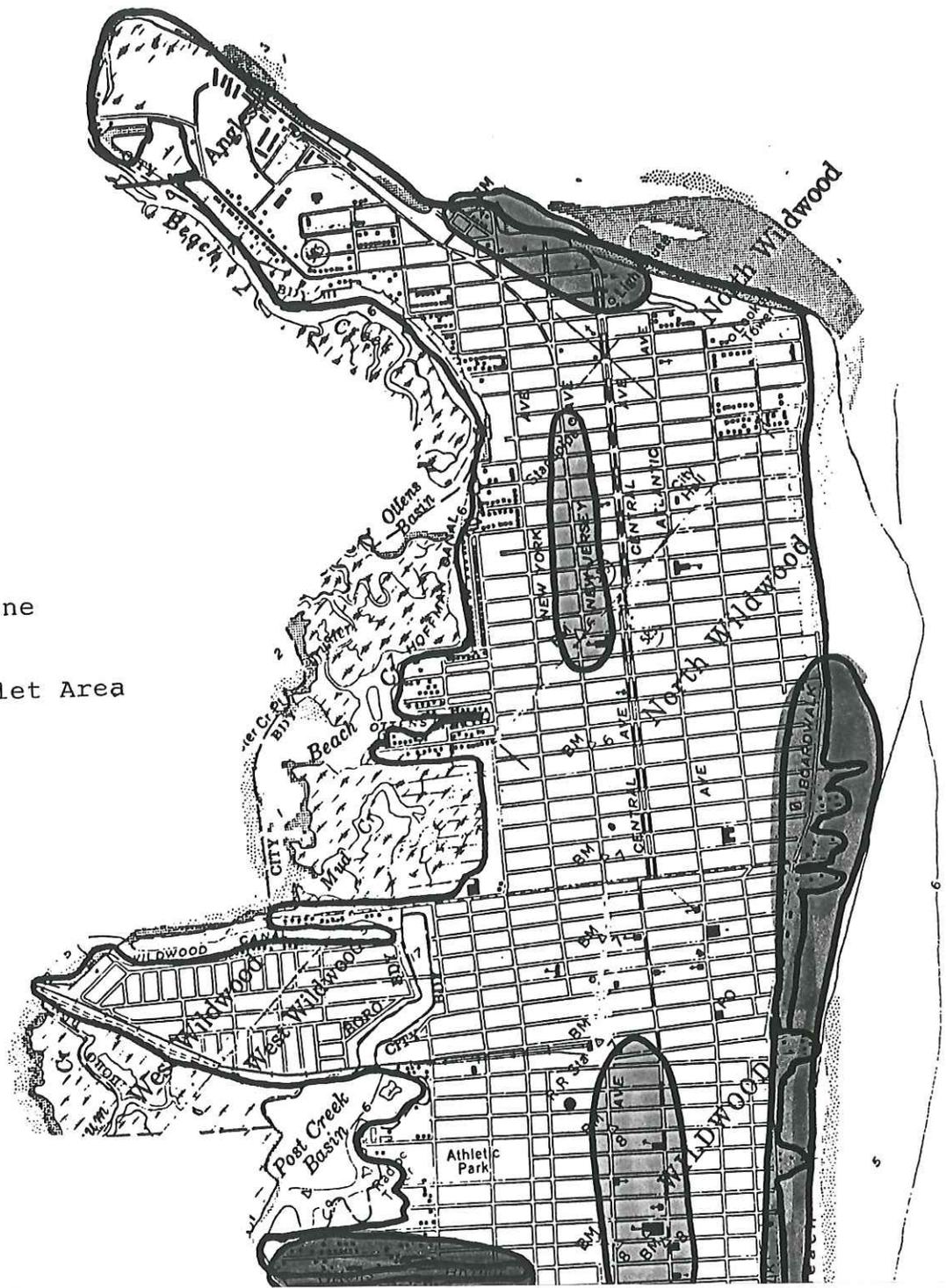
Jim Smith
Planning Director

JS

cc: Stone Harbor Planning Board Secretary

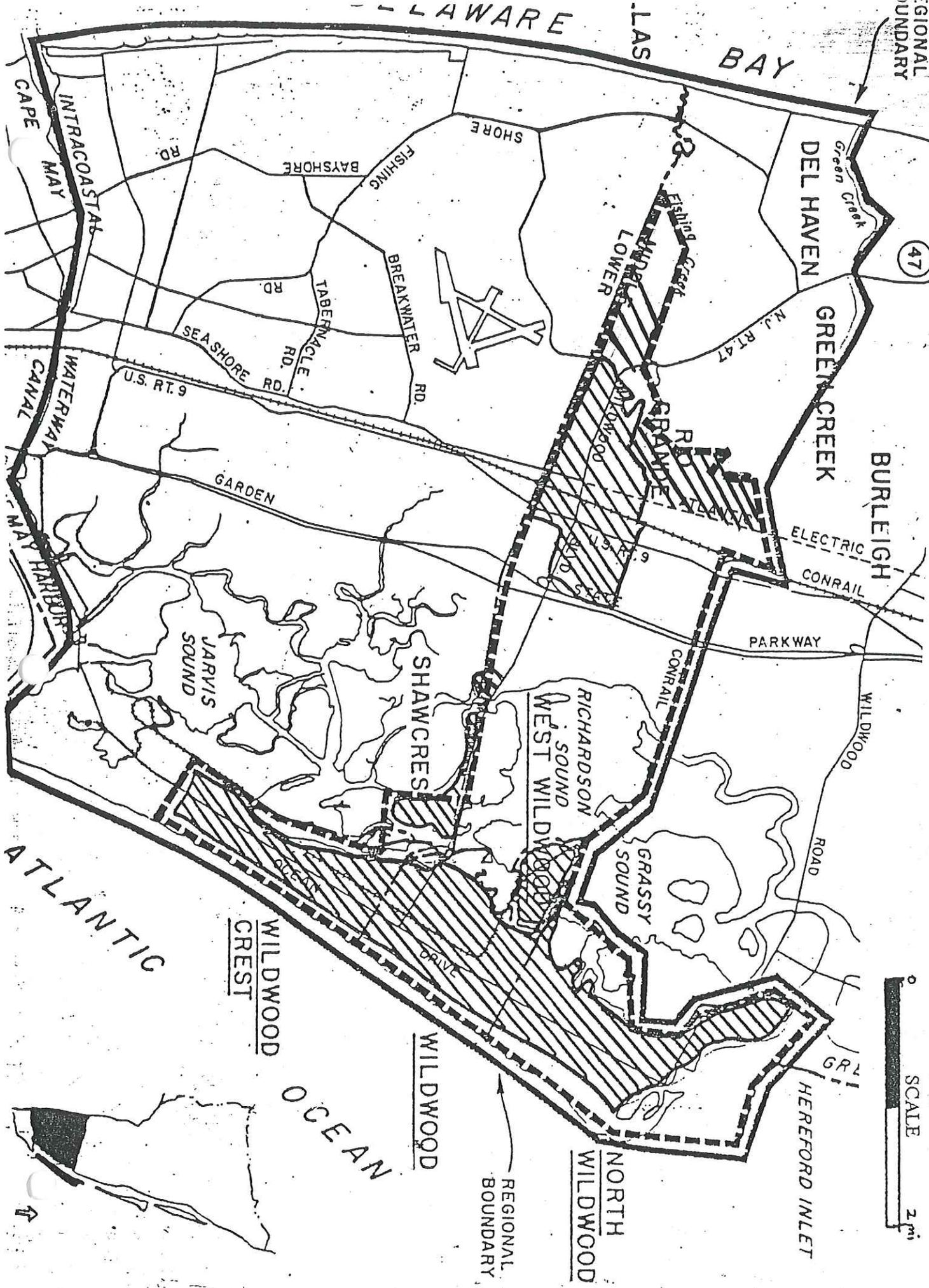
C O R E S

-  Commercial
-  Amusement
-  Fishing/Marine
-  Hereford Inlet Area



Cape May County MUA Wildwoods Region

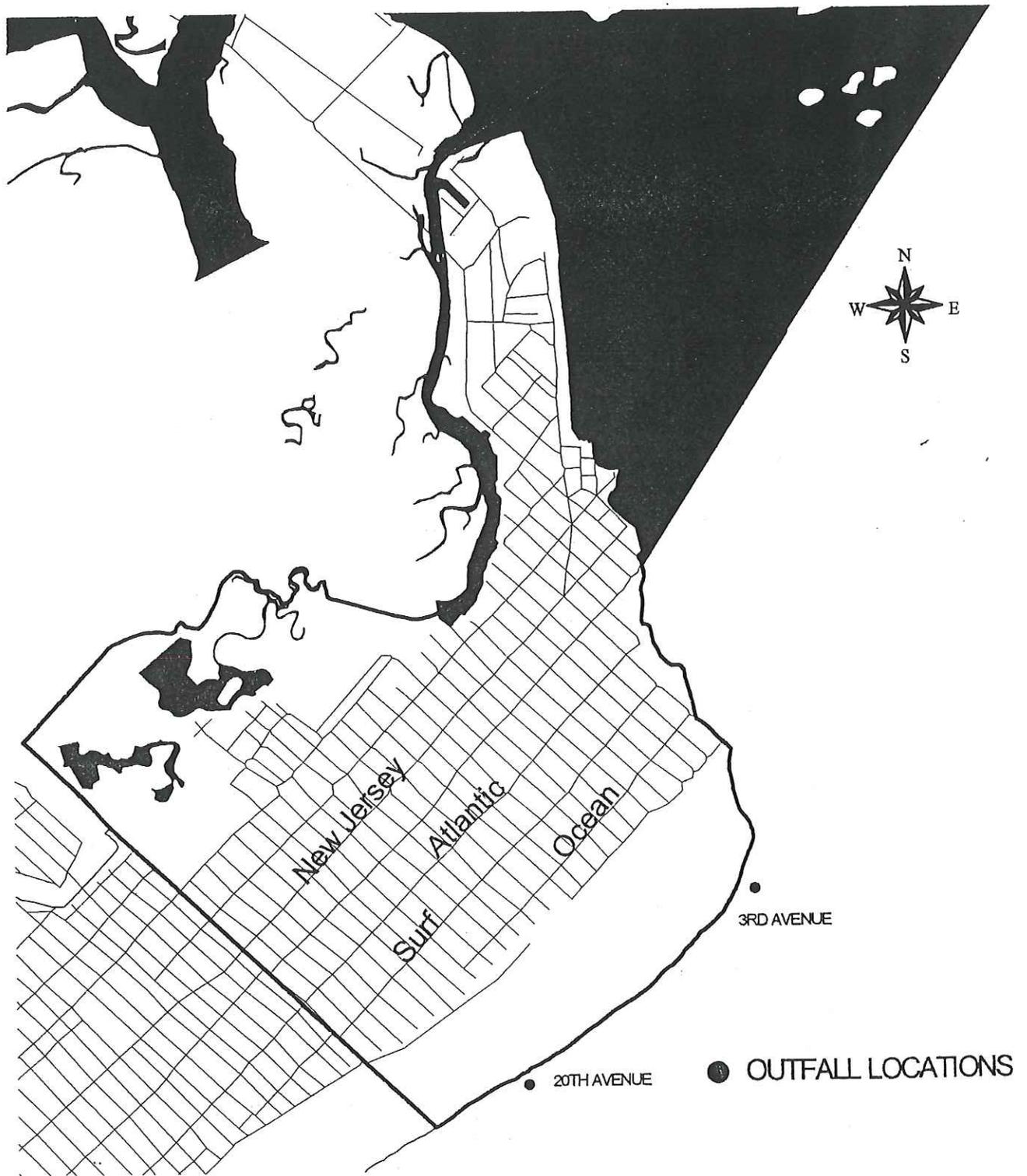
Appendix C



Regional Boundary
 Mapping Boundary
 Sewer Service Area



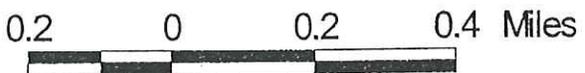
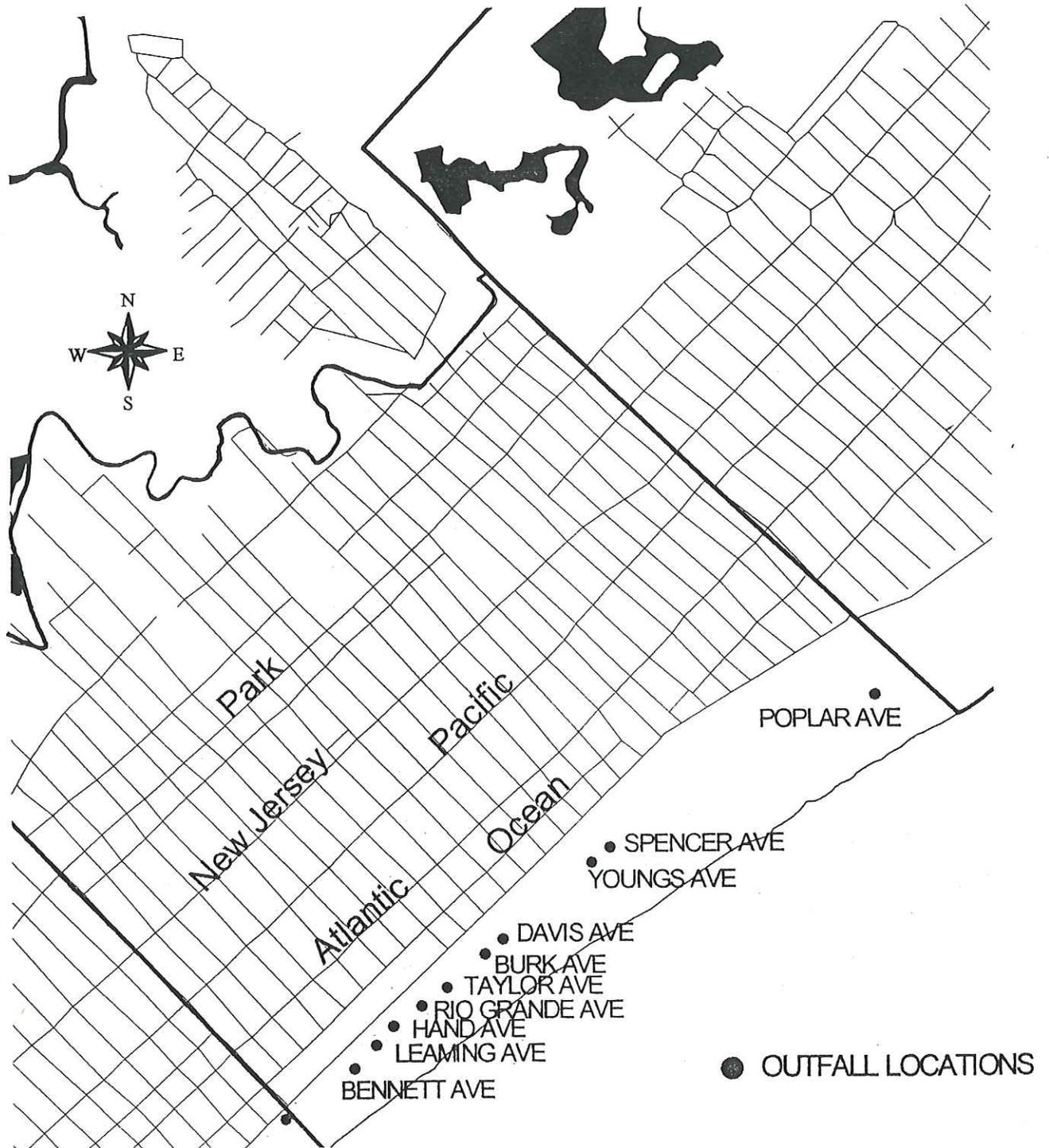
NORTH WILDWOOD STORM DRAIN OUTFALL LOCATIONS



0.2 0 0.2 0.4 Miles

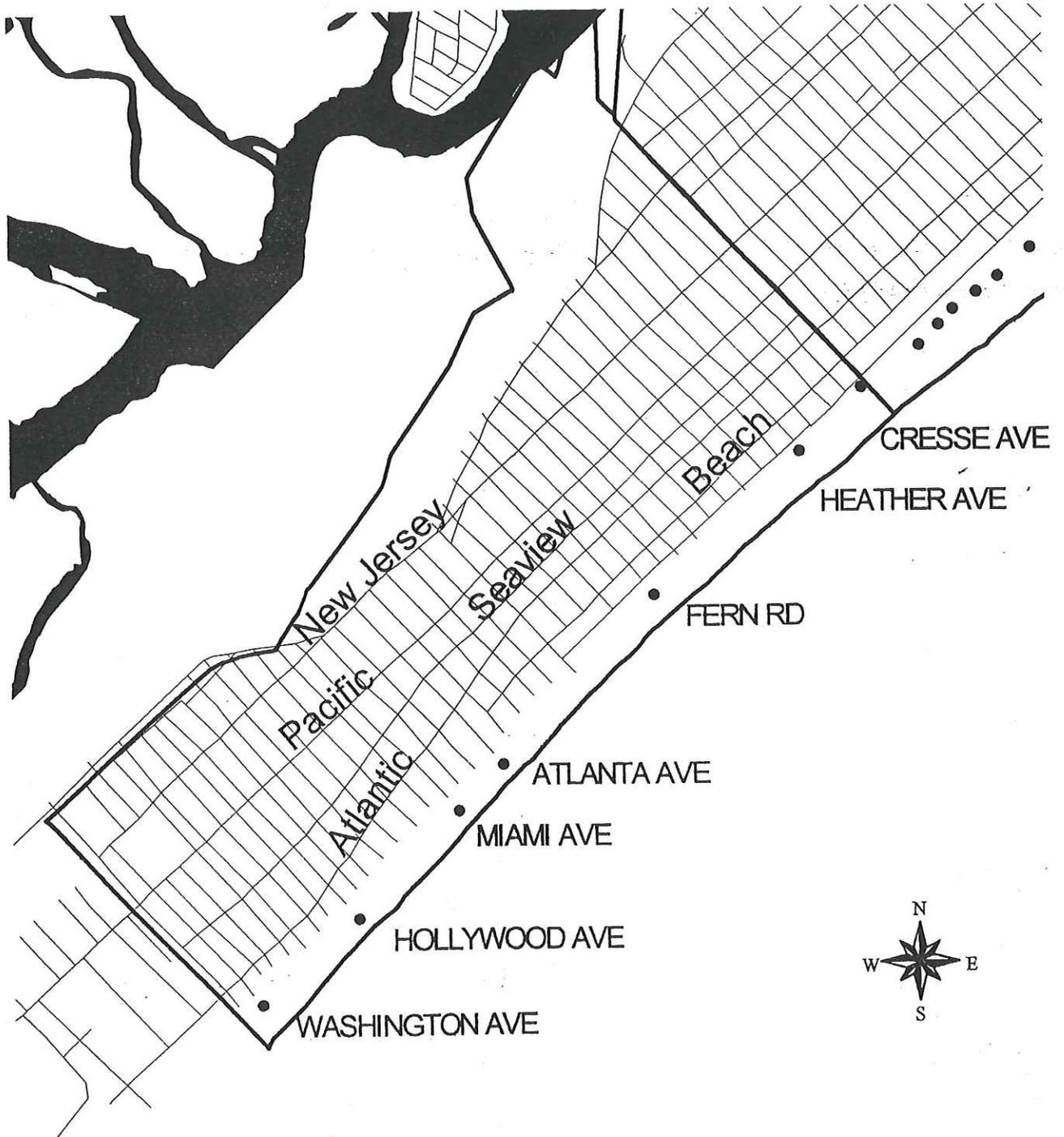
PRODUCED BY CMC PLANNING DEPT.

WILDWOOD STORM DRAIN OUTFALL LOCATIONS



PRODUCED BY CMC PLANNING DEPT.

WILDWOOD CREST STORM DRAIN OUTFALL LOCATIONS



● OUTFALL LOCATIONS



PRODUCED BY CMC PLANNING DEPT.

Appendix J - a

Schedule of Meetings Held Regarding This Petition

<u>Date</u>	<u>Entity</u>	<u>Meeting Purpose</u>
12/2/96	Wildwood PB	Discuss State Plan and Regional Center application.
5/21/97	Wildwood Mayors	Discuss Regional Petition and get consensus.
6/2/97	Wildwood Crest Com.	Discuss Draft Petition and get consensus to approach PB.
6/5/97	N. Wildwood Council	Discuss draft Petition and get consensus to approach PB.
6/5/97	Wildwood Crest PB	Present Draft Petition.
6/6/97	West Wildwood Com.	Discuss draft petition and get consensus to approach PB.
6/11/97	N. Wildwood PB	Present Draft Petition
6/16/97	Lower Twp. Council	Present Draft Petition
7/3/97	Wildwood Crest PB	Endorsing Resolution
7/14/97	West Wildwood PB	Present Draft Petition, Endorsing Resolution
7/21/97	Wildwood PB	Endorsing Resolution
7/28/97	Wildwood Commission	Endorsing Resolution
8/13/97	N. Wildwood PB	Discuss Draft Petition
9/23/97	Main Street Wildwood	Benefits of Regional Centers
11/12/97	OSP Plan. Imp. Com.	Preliminary Review of Petition
11/12/97	N. Wildwood PB	Discuss Draft Petition/Endorsing Resolution

Dispatch

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CAPE MAY CITY EDITION OF THE CAPE MAY COUNTY HERALD, PUBLISHED EVERY WEDNESDAY BY THE SEAWAVE CORP., P.O. BOX 400, BICKERMAN, NJ 08242

For Wildwoods

(From Page 1)

permitted, said Smith.

"We understand that as soon as we are designated a regional center, development applications will be streamlined and a lot of red tape should be eliminated," said Jack Dever, a member of the County Planning Board who acted as point man, along with Smith, in coordinating the application of the four Wildwoods municipalities.

"As far as local private developers are concerned, they should view this as a positive," Dever said. "The area within the community development boundary will have Planning Area Five restrictions removed and developers will have a lighter regulatory burden."

In addition, said Dever, "The designation will immediately position us favorably relative to the state prioritization of funding."

"The various state agencies, when they outline their funding priorities," he said, "will see we are a center designated (for growth and redevelopment) and we will get priority treatment for money for infrastructure," like road improvements and sewer systems.

Eventually, designation as a regional center would require the individual municipalities to bring their master plans into line with the State Plan, Smith said.

The designation would also move Main Street Wildwood's comprehensive redevelopment plan to the front of state funding lists, and last week the state Department of Community Affairs notified Main Street it would assign a task force to help the plan move forward with feasibility studies and funding strategies to revive the struggling downtown section.

Reviving core commercial centers is a priority of the State Plan.

"So we're really positioning ourselves favorably for future development decisions relative to state funding," said Dever.

County Planning Board member Curtis Bashaw, however, expressed some doubts.

"This is our test case for the whole county with CAFRA," he said. "To give up both sides of the barrier islands, essentially an infilled area, doesn't seem right. You might say we got 98 percent of what we wanted, but that 2 percent fronting the ocean and bay is the most impacted area."

Wildwood city engineers Remington & Vernick filed the draft application with the State Planning Commission July 1; the County Planning Department then "robusted" the application, said Dever.

In its comments, state planners also asked that a liaison body be created by the four municipalities to deal with the State Planning Commission on designation matters.

"They wanted some discussion of an intergovernmental body that can speak for the Wildwoods to state planners," said Smith.

Lower Township was asked to join the application because of its Diamond Beach section on Five Mile Island, but chose not to participate at this time.

The agreement setting the community development boundary will be watched by other Jersey Shore communities, Dever said, to see how their own growth plans could be affected by the State Plan.

"This is going to be looked at very closely by other barrier island communities up and down the Jersey Shore," said Dever. "They're in the same situation as us," with areas in need of redevelopment currently balked by environmentally sensitive regulations.

A Positive For Wildwoods: Eased Growth Regulations

By JONATHAN MASLOW

WILDWOOD — A precedent-setting agreement that would ease regulation of redevelopment in the four Wildwoods is in the offing, county planners said last week.

The unusual agreement, essentially removing the core of Wildwood, North Wildwood, Wildwood Crest and West Wildwood, from what are known as Planning Area Five (Environmentally Sensitive) regulations, is part of an application the four municipalities made for designation as a regional center under the State Plan for Development and Redevelopment.

The application was recently reviewed by the State Planning Commission and returned to the County Planning Board for fine tuning. A source at the commission said the designation as a regional center would likely come in late January or early February.

"Approximately 98 percent of what we drew will stay," said Jim Smith, County Planning Department director, of the line separating what would be developable with streamlined permitting and state encouragement and the natural fringe of beach, bayside and wetlands that would remain under environmentally sensitive area permitting — a line called a community development boundary. "It doesn't look like it will be all that complicated."

The boundary basically delineates "where community development ends and where the beaches, back bays and wetlands begin," explained Smith. "There are no tracts large enough in the interior (of Five Mile Island) that would be excluded (from the development area)."

Smith said the State Planning Commission had agreed to grandfather amusement piers and the boardwalk, so that their development status would remain regulated much as at present by municipal and state processes.

The beach site of the proposed Wildwoods convention and civic center would be included in the development zone, because it is already

(Page 13 Please)

Love That Doo Wop, But Where's the Payoff?

By JONATHAN MASLOW

WILDWOOD — Plastic palms, wavy balconies and outlandish neon signs may be funky. But how can the Wildwoods take commercial advantage of their terrific collection of classic 1950s-style roadside architecture, known as Doo Wop?

That's the big question the joint "research studio" being undertaken across Five Mile Island by several schools of architecture will soon turn to, the Philadelphia architect leading the effort told City Commission Dec. 3.

"We look at history as a key element in marketing resorts," said Steve Izenour, an architect with the world-renowned Venturi, Scott Brown firm and design professor at University of Pennsylvania and at Yale University. "How can we help owners market that image?"

Izenour, whose firm has been instrumental generally in recognizing the value of American commercial architecture, and specifically in the architectural studies underpinning the renaissance of Miami Beach and Las Vegas, said the question is complex.

For example, creating historic districts may be more useful in a city like Cape May, where the Victorian style of more than a century ago is more static than the constant recreation of postwar car culture styles in the Wildwoods.

"Change is the key element in commercial architecture," said Izenour. "Every 10 or 15 years, you tend to get these major shifts in style. The Wildwoods, similar to Miami, because of the seasonal nature of it, tends to stay the same. But you don't really want to freeze the change" as implied by the historic district.

Izenour also gave the

development, which started with the impulse to preserve the Art Deco hotels of the 1930s.

"But who are you saving it for?" he said. "In Miami, you went from saving it for little old ladies right into Versace and Madonna."

Izenour described the study now taking place, with the collaboration of the Penn and Yale University schools of architecture and the Preservation Program at Kent State University in Ohio, as "like a group of outsiders coming in and holding up a mirror."

Since September, about a dozen students have been documenting — measuring, drawing to scale, photographing — more than 300 properties on the island identified as significant.

"So far, we're collecting information in one place, to see the island as a totality," said Izenour.

An islandwide public hearing will be held the third week in January, to get citizen input on how to use the Doo Wop heritage to benefit the tourist economy. Details will be forthcoming.

"Will this actually help us to know what to do?" asked Commissioner Duane Sloan.

"Yes," said Izenour. "It could be as minor as sign control, as in Times Square, where they actually created minimum sizes, because Times Square is associated with gigantic signs. Or it could be in helping to decide what buildings you want to tear down, what to restore and preserve."

The project will move to Yale in the spring for its recommendations phase.

"Then it will be up to you," said Izenour. "These things take on a life of their own or they don't, according to the community."

The architectural study was prompted by Jack Morey's bringing Izenour here to do a

later inviting the Kent State preservation program students to explore the island's resort architecture heritage.

The study is being done without charge. Major undertakings of its type done on commission can be expensive. A study of Memphis's architectural history accomplished in the mid-1980s cost about \$250,000, said Izenour.