

2019

Community Design Sub-Element Volume II - Wildwood Crest



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Taylor Design Group
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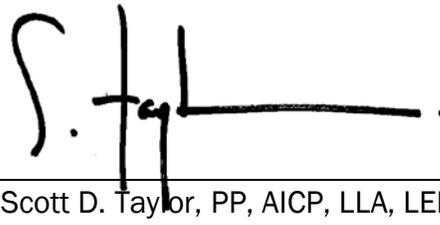
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Executive Summary

The B-1 Business Zone has been discussed by Wildwood Crest Master Plans since the 1980's. An overarching economic goal, has been to develop and maintain the commercial areas as well as the motel, rentals, and marinas, as vibrant enterprises, thought of as critical to the success of Wildwood Crest as a family resort area. Despite this goal, very little has been accomplished to invigorate the B-1 Business District, which is characterized by poorly maintained buildings and a hostile street environment presented to residents and visitors.

Wildwood Crest's vision for the corridor includes investments by the public and the private sector to create a dynamic and vibrant space for residents and occasional visitors to enjoy. This plan characterizes the existing land use, existing residential density, and built environment and seeks to convert that vision into ordinance changes providing a real opportunity for development on private land. The plan discusses envisioned changes to the public realm of streets and public spaces. Further visioning and conceptual development are required to design the streets and public spaces.

The Municipal Land Use Law Master Plan Requirements

The master plan shall generally comprise a report or statement and land use and development proposals, with maps, diagrams, and text. A vision statement of the objectives, principles, assumptions, policies, and standards upon which the constituent proposals for the physical, economic, and social development of the municipality are based should be offered.

A land use element stating its relationship to the vision should show the existing and proposed location, extent, and intensity of development of land to be used in the future for varying types of residential, commercial, recreation, open space, educational, and other public and private purposes or combination of purposes, including a statement of the standards of population density and development intensity recommended. The planning board should provide a general reexamination of its master plan and development regulations which is required to state:

- 1) The major problems and objectives relating to land development in the municipality at the time of the adoption of the last reexamination report.
- 2) The extent to which such problems and objectives have been reduced or have increased subsequent to date.
- 3) The extent to which there have been significant changes in the assumptions, policies, and objectives forming the basis for the master plan or development regulations as last revised, with particular regard to the density and distribution of population and land uses, housing conditions, circulation, conservation of natural resources, energy conservation, collection, disposition, and recycling of designated recyclable materials, and changes in State, county and municipal policies and objectives.

- 4) The specific changes recommended for the master plan or development regulations, if any, including underlying objectives, policies, and standards, or whether a new plan or regulations should be prepared.
- 5) The recommendations of the planning board concerning the incorporation of redevelopment plans adopted pursuant to the “Local Redevelopment and Housing Law,” into the land use plan element of the municipal master plan, and recommended changes, if any, in the local development regulations necessary to effectuate the redevelopment plans of the municipality.

A housing plan element pursuant to the Fair Housing Act, including but not limited to, residential standards and proposals for the construction and improvement of housing is required. Housing plans should be designed to achieve the goal of access to affordable housing to meet the present and prospective housing needs with particular attention to low and moderate-income housing. Housing plans should provide an inventory and a projection, of a municipality’s housing stock, as well as an analysis of demographic characteristics and employment. Lastly, the present and prospective need and lands appropriate for construction, conversion, or rehabilitation to provide low and moderate-income housing.

Master Plan 1980

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

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

Master Plan Reexamination Report August 1988

The Reexamination Report largely retained the recommendations of the 1980 Master Plan. Regulations appear to have been generated as a response to the 1980 Master Plan in September of 1987. Some of the changes appear to have been implemented into the present-day ordinance.

Master Plan Reexamination Report July 1994

The Plan reinforces the findings of the 1980 Master Plan and recommended changes to residential density to further increase the minimum lot sizes and reduce density. The plan catalogues the community facilities which have been completed including the Crest Pier,

various parks, and the beach promenade. The B-1 Business District is discussed at length, including the following:

- Reduction of commercial parking requirements, from 1 parking space/ 200 square feet to 1 space / 400 or 600 square feet.
- Expansion of permitted uses, including but not limited to sidewalk cafes and entertainment uses.

Master Plan Land Use Plan – May and September 2005

The May Land Use Plan Element focused on residential areas and districts within Wildwood Crest. The September Land Use Plan Element provided further detail on the motel/hotel district in the Borough. The motels and hotels were previously in one zoning district known as the M-1 District, but the 2005 plan recommended subtle changes to the districts creating three distinct hotel zones which reflect the existing site development and consider the context of the surrounding neighborhood, through permitted uses and building height.

1. The M-1-A District located east of Ocean Avenue from Cresse to Farragut Roads permits multi-family dwellings up to sixty-five (65) feet high, motels/hotels up to eighty-five (85) feet high.
2. The M-1-B District located east of Atlantic from Farragut to Jefferson Roads permits single-family and two-family dwellings up to thirty-nine (39) feet high, multi-family in more than one building and motels/hotels up to sixty-five (65) feet high.
3. The M-1-C District located between Ocean and Atlantic Avenues from Cresse to Farragut Roads permits single-family dwellings up to twenty-nine (29) feet high and 2 floors, multi-family dwellings in more than one building up to forty-five (45) feet high, and hotels/motels up to sixty-five (65) feet high. Lastly there is a one-hundred (100) feet wide buffer zone located in a portion of the district which limits uses to business offices, residences of hotel operators, and off-street parking.

Master Plan Reexamination Report - March 7, 2012

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

March 2018 Housing Plan Element and Fair Share Plan

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

Suggested Master Plan Elements

As time permits, the Planning Board might consider additional Master Plan Elements to provide resources and support for implementation of Capital Projects by the governing body. Pursuant to the Municipal Land Use Law the Planning Board may generate separate or combined element to the Master Plan such as circulation, community facilities, open space and recreation, and conservation plan elements.

Circulation Plan Element

A circulation plan element showing the location and types of facilities for all modes of transportation required for the efficient movement of people and goods into, about, and through the municipality, considering the functional highway classification system of the Federal Highway Administration and the types, locations, conditions, and availability of existing and proposed transportation facilities, including air, water, road, and rail.

Community Facilities Plan Element

A community facilities plan element showing the existing and proposed location and type of educational and cultural facilities, historic sites, libraries, hospitals, firehouses, police stations, and other related facilities including their relation to the surrounding areas.

Open Space and Recreation Plan Element

A recreation plan element showing a comprehensive system of areas and public sites for recreation.

Design common furnishings and identification signs for public facilities and parks (partial list below):

Centennial Park,
Scoop Taylor Park,
Washington Avenue Park,
Coleman-Callahan Memorial Park at Sunset Lake,
Sunset Lake Bayfront Park,
Tennis Courts,
Sunrise Park at Rambler Road
Higbee Field,
Morey Field,
Bicycle Path,
Joseph Von Savage Memorial Pool,
Crest Pier Community Center,
Crest Pier,
Other public spaces, monuments, and pavilions,
Wildwood Crest Library.

Conservation Plan Element

A conservation plan element providing for the preservation, conservation, and utilization of natural resources, including to the extent appropriate, energy, open space, water supply, forests, soil, marshes, wetlands, harbors, rivers and other waters, fisheries, endangered or threatened species or wildlife and other resources, and which systemically analyzes the impact of each other component and element of the master plan on the present and future preservation, conservation, and utilization of those resources.

Green Buildings and Environmental Sustainability Plan Element

A green buildings and environmental sustainability plan element, which shall provide for, encourage, and promote the efficient use of natural resources and the installation and usage of renewable energy systems; consider the impact of buildings on the local, regional, and global environment; allow ecosystems to function naturally; conserve and reuse water; treat storm water on-site; and optimize climatic conditions through site orientation and design.

Deliverables

As envisioned the plan or plans may contain descriptive text and a mapping of water bodies, facilities, and parks, public streets connecting the water bodies, facilities, and parks, providing circulation for all modes from pedestrians to commercial vehicles, and routes for same. The plan will illustrate conceptual designs for

1. beautification,
2. traffic calming,
3. on-street and off-street parking, and
4. wayfinding program for municipal and community facilities both public and private, districts, and places. Implement and update “truck route” signs.

The principal community amenities are the lengthy waterfronts, including the beach, ocean, and bay. Within the community are interior public spaces including street ends, squares, parks, public buildings, public facilities, public restrooms/ washrooms/ wash-stations, and public markets (perhaps the old library). The deliverable will provide clear concept plans, urban forestry and street and shade tree implementation suited for salt water and overhead wires, planting requirements, street furniture pallet, identification sign prototypes, overhead and enclosure structure prototypes.

Capital Improvement Program

The following are suggested Capital Improvements which might be prioritized by Borough Committee for implementation as budgets may permit:

1. Determine a use or uses for the Old Library.
2. Implement capital program for streetscape improvements on New Jersey Avenue.
3. Implement design standards and capital program for pedestrian street crossings, traffic calming, street furnishings, and street trees along north and south avenues along the beach front.
4. Implement street end program for accessible beach access.
5. Implement public bathrooms and/or bath-house or exterior body or foot showers – preferably with street end improvements.
6. Urban forestry and street tree implementation in cooperation with the Green Team.

Local Redevelopment and Housing Law

The Planning Board suggests that the governing body consider the New Jersey Local Redevelopment and Housing Law (LRHL) N.J.S.A. 40A:12A-1 et.seq. which offers tools to governments to spur development through various funding mechanisms. The LRHL permits municipal governing bodies to authorize the Planning Board to prepare a preliminary investigation to determine whether particularly specified areas exist within the municipality that are in need of redevelopment with or without condemnation according to the criteria set forth in N.J.S.A. 40A:12A-5, or alternatively in need of rehabilitation pursuant to the criteria set forth in N.J.S.A. 40A:12A-14 of the LRHL.

If a Planning Board concurs that the area should be deemed a Redevelopment Area, at a noticed public hearing, with or without condemnation, a Redevelopment Plan is prepared by the Board or governing body. A Redevelopment Plan is a combination Master Plan and Zoning Ordinance for the Redevelopment Area often generated in concert with owners or prospective developers. The Redevelopment process often provides greater access to public and private financing, including from the NJ Redevelopment Authority, NJDEP Green Acres Program, NJDEP Brownfields Program, NJDEP Environmental Opportunity Zone Programs, Payments in Lieu of Taxes (PILOT), the NJ and US Small Business Administrations, and the NJ Economic Development Authority. The potential benefits include but are not limited to, increased interest and activity from developers, increased property values, job creation, property tax exemptions, abatements, and PILOTs, tax exempt municipal bonding, priority for state funding, and priority for state permitting.

The Rehabilitation Area process offers a simpler alternative to the Redevelopment process, without 30-year tax exemptions, but allows the use of 5-year tax exemptions and abatements. The governing body must adopt a resolution adopting a Rehabilitation area, which is often supported by a report prepared by a planning consultant, but no special public notice is required. Prior to the adoption of any resolution, the governing body refers to the Planning

Board and the planning board submits any recommendations within 45 days of referral. The Commissioner of the Department of Community Affairs must review and approve the designation. A redevelopment plan should be prepared for the area, the same as noted above.

Community Design

Community design guidelines protect community character and enhance the built environment; and include the following:

- **Buildings (Predominant Feature)**
- Public Streets and Civic Spaces
- Wayfinding and private advertising signs
- Street furniture such as bicycle racks, ash urns, trash and recycling containers, and benches.
- Street lighting and façade lighting.
- Public art and statuary.
- Street trees, foundation plantings, green space, fences.
- Traffic control devices, utility poles, and underground utilities.
- Mail, vending machines, and other private vendors.

In 2017 the Planning Board addressed community design as it pertains to residential redevelopment. Those ordinances have been implemented and are being evaluated for effectiveness as redevelopment occurs. Currently, the focus of the Planning Board is primarily upon the B-1 Business Zone located along the northern portion of New Jersey Avenue. It is possible to create a human scale through the application of building elements such as:

- Doors;
- Windows (fenestration) – square or vertical and coordinated with bays, balconies and roofs, applied with wide window frames, sills, louvers, flat shutters, and awning shutters;
- Façade treatments;
- Modulation of building materials and colors – aka proportion, rhythm, variation, controlling and secondary influences;
 - vertical: columns, pilasters, bays, porches, stairs, stoops; and
 - horizontal: porches, stoops, and stairs; and building facades with distinct bases, middles, and tops (roofs).
- Roofs with gables, cross-gables, dormers, chimneys, cupolas, and towers;
- Heavy large material elements below, such as: Brick, stone, or masonry;
- Fine small elements above, such as: shingles or siding; and
- Dark colors below light colors.

The Board participated in a community process and evaluated existing commercial development through site visits and public meetings. The Board believes that amendments to the Zoning Ordinance will enhance the New Jersey Avenue streetscape in conjunction with public investment. The overarching goal of all the suggested ordinance amendments is to provide landowners, builders, and architects with a series of ordinances encouraging development focused upon improving the New Jersey Avenue Business District, which has been repeatedly discussed since the 1980 Master Plan. These ordinance changes are intended provide quality interior spaces for commercial uses.

Study Area: The New Jersey Avenue Business District - North

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

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

What is an Outstanding Downtown?

As part of this effort, the Borough in conjunction with the greater Wildwoods and Cape May County, hosted a public meeting with Roger Brooks, an expert on travel, tourism, downtown, community branding, and destination marketing on May 9-10, 2018. The Honorable Don Cabrera, Mayor facilitated the discussion with community stakeholders, including property owners from Cresse Road to Rambler Road; the Honorable Will Morey, Freeholder; the Honorable Joyce Gould, Commissioner; Planning Board members; Zoning Board members; Wellness Committee members; Tourism Development Commission; Greater Wildwood Tourism Improvement and Development Authority; County Engineer, Dale Foster; T&M

Associates; Taylor Design Group; Marc DeBlasio, PE; Constance Mahon, Business Administrator; Borough Department Heads; and Deborah Rogers, Secretary to the Boards. The 20 Ingredients of an Outstanding Downtown by Roger Brooks and the Destination Development Association is accessible through the Borough's website via the following link:

<https://wildwoodcrest.org/images/roger-brooks-may18.pdf>

Implementing Ideas from Roger Brooks' Presentation & Workshop

1. Implement immediate program to improve New Jersey Avenue in the Business District with maintenance, trash and recycling containers, benches, bike racks, and new trees or plants and/or planters.
2. In the interim, consider options for pop up park and amenities at New Jersey Avenue parking area seasonally or for event(s).
3. Name the place.
4. Public Art implementation including sculpture and/or mural arts– can be as simple (and inexpensive) as sidewalk chalk akin to a sandcastle contest on the beach. Methods of encouraging public art projects and public space event programming including music, performance, and interests, and group marketing, should be discussed.
5. Public music and performance – local and travelling.
6. Generate ordinances which encourage historic elements to meet modern design.
7. Seek anchor attraction, tenant, or similar.
8. Consider permitting the sale of alcoholic beverages associated with restaurant use(s) in the B-1 District.

New Jersey Avenue Snapshot

As part of Roger Brook's work-shop in May, the group had the opportunity to walk the district and identify specific areas of concern, consider alternatives, and envision changes to the public and private realms. The current width of the New Jersey Avenue right-of-way provides an opportunity to improve the space. Currently, there are issues with insufficient parking, visible loading, trash, and outdoor operations. The signs and window displays are not clearly visible from the sidewalk for all users; and the buildings are not continuous due to driveways and required on-site parking areas. Where there are gaps in buildings it often discourages people from continuing to walk. It should be noted in most of the photographs below that inadequate space is provided for street trees and as the result they do not thrive. Reducing the cartway or pavement width of New Jersey Avenue will increase the available width for planted islands and street furniture, improve the micro-climate, and contribute to a more vibrant street-life.

The photograph illustrates New Jersey Avenue in a typical cross-section with parking on both sides, two travel lanes, and a left turn lane.



Following is a view of New Jersey Avenue from the approximate centerline of a typical road section.



The following photographs illustrate the typical cross-section to the left of the island (straight ahead) and the Borough owned slip-lane with angle-in parking located on two east-side block-faces in the district to the right of the island between Sweet-Briar and Aster Roads.





Currently off-Street parking is required for all commercial uses in the district, and access to those parking areas is encouraged to be provided from New Jersey Avenue, creating the following:

1. continuous curb-cuts, reducing available on-street parking,
2. pedestrian and vehicular conflicts,

3. an inhospitable environment for people, reducing pedestrian accessibility to building entries, eliminating visual connections to window displays, and restricting outdoor dining opportunities, seating, available street furniture, and landscape treatments.



Where parking is provided behind buildings, with access to the east west cross-streets, the building depth may be further reduced by double-loaded parking, buffers such as fences or plants are often not provided, and parking occurs nearly on the sidewalk or pedestrian way, as illustrated below.



Oftentimes due to the development of buildings such as the location on the lot or parking requirements, solid waste, loading, and storage occurs in the open or behind fences.



Signs appear oriented to vehicles and as a pedestrian it is difficult to ascertain what may be available or of interest inside. Benches, tables, trash cans, of different types are provided, creating disharmony and are often incompatible on the same site.





If people were sitting on the bench below, the accessibility of the sidewalk is negatively impacted.



Street furniture for dining, negatively impacting the width of the sidewalk. Display of materials for sale. The brown topped trash can is on this block...



And a red topped can is across the street.



Where outdoor display is provided though it is not currently permitted, it can offer visual cues that signs do not provide.

What does the business to the left offer?



Bicycles!

Display of bikes for rent. Please use care riding a bicycle on New Jersey Avenue, it's a place for vehicles not bikes.

Long blank mostly windowless walls, fences, landscaping, and signs placed too high on buildings create confusion, pedestrian and bicycle conflicts, and reduce or eliminate accessibility,



The trees below are truly outgrowing their limited space and so has the traffic control support, negatively impacting accessibility.



Signs placed at the tree canopy do not inform. A perpendicular blade sign in the proper location between the first floor and the second floor could help a motorist or pedestrian identify what is inside. Shrubs overhanging the sidewalk negatively impact accessibility.



Summary of Objectives for the Future

Provide *public* physical improvements in the New Jersey Avenue right-of-way.

1. If there is sufficient space, angle in parking may be acceptable to the County Engineer.
2. A road diet is encouraged.
3. Provide ADA compliant pedestrian amenities.
4. Provide bicycle lanes and/or racks as may be permitted.
5. Establish Borough Committee license procedures for use of public right-of-way for seating, signs, awnings, and street furnishings.
6. Address poor road surface conditions, ponding of storm water, and utilities.
7. Evaluate and implement Borough design pallet for paving, pavilions, buildings, and street furnishings using Rambler Park furnishings as the base pallet.
8. Landscape materials and street tree canopy.

Provide Zoning Ordinance amendments which seek to remove obstacles to redevelopment, increase opportunities for *private* investment and reinvestment, and create places for people. Complement the outlined public improvements through incentivizing private investment such as on-site parking requirement reduction, greater residential density, increased building height, and larger building envelopes.

B-1 Zone North Land Use, Residential Density, and Circulation

The existing B-1 Zone as characterized by the photographs is a mix of uses and building types, industrial cleaners, single family to multi-family residential, and apartments over commercial first floors. The existing residential density in the district exceeds the density permitted by the Zoning Ordinance. There are opportunities and challenges to circulation in the area, due to the nature of the street development, widths of the streets and one-way and two-way traffic flow.

Currently, the Planning Board anticipates a land use plan for the B-1 Zone which updates the permitted, conditional, and accessory uses consistent with the previous Master Plans. Additionally, the zoning ordinance will generate a series of performance standards and requirements to enhance the commercial corridor and provide a real opportunity for the implementation of a vibrant and dynamic street which provides residents and visitors with ample opportunity to enjoy Wildwood Crest throughout the year.

B-1 Zone North Existing Land Use

The existing land use (2018) in the district encompasses many different types of uses, including the following:

1. single family dwellings, two, three, and multi-family structures, and residential apartments above commercial,
2. standalone and in-line retail, office, and service commercial, and
3. industrial buildings.

The intensity and type of land use varies as one travels from north to south in the B-1 District from Cresse Avenue to Rosemary Road. The six-block faces from Cresse to Lavender are dominated by single family, two-family, and multi-family dwellings, located alongside standalone commercial buildings including banks and professional and real estate offices which often provide off-street parking and/or drive through service. From the south side of Lavender Road to Rosemary Road 11 of the 16 block faces contain mixed use structures containing first floor commercial uses with residential above in various configurations of the number and types of commercial and residential units. The uses include professional and other offices, hair salons, sit-down restaurants, take-out and quick food service, embroidery, bicycle rentals, surf rentals, hardware store, ice cream shops, produce market, vacant automobile service station, and other retail commercial operations. A total of 5 of the 16 block faces from Lavender Road to Rosemary Road on the west side of New Jersey Avenue contain scattered residential uses, medical facility, vacant lands, commercial laundry service and associated office support, as well as in-line shops. See Appendix A for Existing Land Use Map (the Study Area).

There are three scattered sites where the commercial use extends into the R-2 area in block 28, 36, and 44. Block 28 contains a non-conforming apartment building and commercial first floor containing approximately seven (7) apartments. In block 36, the Wildwood Linen Supply commercial laundry and in block 28 the hardware store both extend into the residential zone.

There are also multi-family buildings and accessory parking located within both the R-2 and B-1 Zones.

B-1 Zone North Residential Density

The individual block faces in the B-1 Zone all contain 200 feet of frontage in total along New Jersey Avenue. The lot depths are 90 feet along on the west side of New Jersey Avenue and 100 feet deep is typical on the east side of New Jersey Avenue, except for three blocks. A total of 9 of the 22 block faces contain 20,000 square feet in area and 13 of the 22 block faces contain 18,000 square feet in area.

Pursuant to the current ordinance any lot with a residence with less than 3,660 square feet of land does not comply with the current ordinance density limitation of 12 dwelling units per acre without affordable housing and 18 dwelling units per acre with affordable housing. Though it should be noted that the minimum lot size required is currently 3,000 square feet which is a standard of 14.2 dwelling units per acre, an apparent inconsistency in the code.

Table 1 (following) characterizes existing residential density in dwelling units per acre and square feet of lot area provided per unit. Due to the single-family, two-family, apartment, and multi-family structures and apartments located in the district, residential density varies in the district, from a maximum of 37.34 to a minimum of 4.36 dwelling units per acre, where currently 12 dwelling units per acre is the maximum base density permitted. The average density in the zone is 19.13 dwelling units per acre and a lot size average per unit of 2,848. The mode is 24.20 dwelling units per acre and lot size of 1,800 square feet per unit, while the median is 17.75 dwelling units per acre and lot size of 2,475 square feet per unit. The table illustrates the following:

- Only 2 of the 22 blocks contain conforming residential density below the permitted 12 dwelling units per acre; and the same 2 blocks contain greater than 4,000 square feet of land area per unit.
- There are 8 blocks which contain densities between 12 dwelling units per acre and 18 dwelling units per acre, with lot areas ranging from 2,700 square feet to 3,600 per unit.
- There is 1 block which has a density of 19.36 dwelling units per acre with a lot area, below the minimum existing standard lot size in the district of 2,700, at 2,250 square feet per unit.
- There are 7 blocks with densities greater than 21.78 and less than 29.2 with lot area per unit figures ranging from 1,500 to 2,000 square feet per unit.
- Lastly there are 2 block faces with densities higher than 29.2 at 37.23 and 37.34 each, with approximately 1,700 square feet of lot area per unit.

Most of the existing land development with residential is nonconforming and could not be constructed by the current ordinance standards. Any land development which increases the density would be required to apply to the Zoning Board for a density variance. Based upon the ordinance limitations there is no incentive for private investment or reinvestment in the zone.

Density

We recommend that the zoning ordinance for the Central Business District overlay zone increase the permitted density with a base density of 21.78 dwelling units per acre or 2,000 square feet of lot area per unit with an affordable housing density bonus of 29.2 dwelling units per acre or 1,500 square feet of lot area per unit. See Table 2 (following) illustrating the current residential density and the proposed residential density.

The development of new residential on upper floors is intended to partially subsidize the development of new commercial space on the ground floor. Housing on upper floors is proposed to be a permitted use, with conditions to mitigate the impacts of the residential upon the quality of first-floor commercial space, provide residential off-street parking, increase commercial and residential building setbacks from adjacent residential uses in the R-2 Zone, and improve the quality of the private development along New Jersey Avenue. The anticipated density is consistent with the projected parking requirements.

Parking

The parking requirements are intended to provide sufficient off-street parking for the anticipated residential development on the upper floors based upon the development's bedroom mix. Specifically, a rate of 0.8 spaces for one-bedroom units, 1.3 spaces for two-bedroom units, and 1.9 spaces for three-bedroom units, consistent with the Residential Site Improvement Standards and to provide parking consistent with the Housing and Fair Share Plan. This is anticipated to be provided based on the provided lot areas and depths and compatible with the commensurate recommended density (above).

Typical Development

The Plates provided on page illustrate the typical development for a full block and a partial block.

- The **full block** along New Jersey Avenue illustrates a lot area of 18,000 SF which would yield 9 market rate dwellings over commercial without affordable housing and 12 units with affordable housing, where 2.4 units would round up to 3 affordable housing units at a 20% setaside for sale units. The full block plan anticipates 12 units where 18 parking spaces are provided where at an average of 1.3 spaces per unit, 16 spaces would be required.
- The second graphic of a **partial block** illustrates a lot area of 6,300 SF which would yield 3 units, where no affordable housing would be required. A total of 5 parking spaces are provided where at an average of 1.3 spaces per unit, 4 spaces would be required.

Table 1 - B-1 Zone Residential Density in Dwelling Units per Acre and Square Feet of Lot Area Provided per Unit

Block	Lot	Street Frontage in Feet	Lot Depth in Feet	B-1 Zone Area	100% Comml. or Vacant Lot Area	Mixed Use & Res. Lot Areas	No. Residential Units	Total Residential Acres	Residential Density in Dwelling Units/ Acre	Residential Density in Square Feet per Unit
<i>Formulas used to right</i>								<i>"= Res. Area/ 43,560"</i>	<i>"= Units/ Acres"</i>	<i>"Res. SF/unit"</i>
2	17,18, 19, 20, 21	200	70-100	17,502.50	0	17,503	6	0.40	14.93	2,917
3	1,2.01,2.02, 3, 54, 55.01, 55.02, 56.01, 56.02	200	90	18,000	5,000	13,000	7	0.30	23.46	1,857
7	20, 21, 22, 23, 24, 25	200	100	20,000	10,000	10,000	1	0.23	4.36	10,000
8	1.01, 1.02, 2.01, 2.02, 3, 4*, 54, 55, 56	200	90	18,000	12,000	6,000	4	0.14	29.04	1,500
12	20,21,22, 23.01, 23.02, 24.01, 24.02, 25	200	100	20,000	8,750	11,250	5	0.26	19.36	2,250
13	1,2,3^, 52, 53.01, 53.02, 54.01, 54.02	200	90	18,000	9,000	9,000	5	0.21	24.20	1,800
17	20.01, 20.02, 21.01, 21.02, 22.01, 22.02, 23, 24, 25	200	100	20,000	NA	20,000	12	0.46	26.14	1,667
18	1.01, 1.02, 2.01, 2.02, 3, 4, 5.01, 5.02, 6.01, 6.02	200	90	18,000	NA	18,000	6	0.41	14.52	3,000
22	20, 21, 22, 23, 24.01, 24.02, 25.01, 25.02	200	100	20,000	13,000	7,000	6	0.16	37.34	1,167
23	1, 2, 3, 4, 5, 6	200	90	18,000	NA	18,000	5	0.41	12.10	3,600
27	20.01, 20.02, 21.01, 21.02, 22.01, 22.02, 23, 24, 25	200	100	20,000	10,000	10,000	3	0.23	13.07	3,333
28	1, 2, 3, 4*, 48, 49, 50	200	90	18,000	9,000	9,000	2	0.21	9.68	4,500
31	19, 20, 21, 22, 23, 24	200	90	18,000	6,000	12,000	7	0.28	25.41	1,714
32	1, 2, 3, 4, 5, 6	200	90	18,000	18,000	0	0	0.00	NA	NA
35	19, 20.01, 20.02, 21, 22, 23, 24	200	90	18,000	6,300	11,700	4	0.27	14.89	2,925
36	1, 2, 3, 4, 5, 6, 45*, 46*	200	90	18,000	18,000	0	0	0.00	NA	NA
39	20, 21, 22, 23, 24, 25	200	100	20,000	6,000	14,000	4	0.32	12.45	3,500
40	1, 2, 3, 4, 5, 6	200	90	18,000	15,300	2,700	1	0.06	16.13	2,700
43	20.01, 20.02, 21.01, 21.02, 22.01, 22.02, 23, 24, 25	200	100	20,000	8,000	12,000	4	0.28	14.52	3,000
44	1, 2, 3, 4, 5, 6, 42*	200	90	18,000	6,300	11,700	10	0.27	37.23	1,170
47	20.01, 20.02, 21.01, 21.02, 22, 23, 24.01, 24.02, 25.01, 25.02	200	100	20,000	0	20,000	11	0.46	23.96	1,818
48	1, 2, 3, 4, 5.01, 6.01	200	90	18,000	6,300	11,700	6	0.27	22.34	1,950
								Average	19.76	2,818
Notes	* Lots outside B-1 Zone in R-2 Zone with nonconforming commercial uses							Maximum	37.34	10,000
	^ Parking located in B-1 Zone for multi-family structure located in R-2 Zone							Minimum	4.36	1,167
Study Area	9 block faces @ 20,000 SF total in the B-1 Zone							Mode	14.52	3,000
	13 block faces @ 18,000 SF total in the B-1 Zone							Median	17.75	2,475

Table 2 - B-1 Zone Current Residential Density and Proposed Residential Density

Block faces in B-1 Zone and typical lot sizes	Typical Lot Areas	SF in one acre	Lot area converted to Acres	Current B-1 Zone # of du @ 12 du/acre	Must be <12 du/acre	Lot area per residential unit 2700 SF	Current Fair Housing Ord # of du @18 du/acre	Must be <18 du/acre	Lot area per unit 2500 SF	Proposed # of dwelling units @ 21.78 du/acre (1)	Must be <21.78 du/acre	Minimum Lot area per unit 2000 SF	Proposed # of dwelling units @ 29.2 du/acre (2)	Must be <29.2 du/acre	Minimum Lot area per unit 1500 SF	Parking @ 1.3 spaces/ unit w/ Affordable housing (round up)	Frontage required on New Jersey Avenue
B-1 Zone Blockface 100' deep	20000	43560	0.46	5	10.89	4000	8	17.424	2500	10	21.78	2000	13	28.31	1538	17	200
B-1 Zone Blockface 90' deep	18000	43560	0.41	4	9.68	4500	7	16.94	2571	9	21.78	2000	12	29.04	1500	16	200
Corner Lot 100' deep	4000	43560	0.09	1	10.89	4000	1.5	16.34	2667	2	21.78	2000	2.5	27.23	1600	3	40
Corner Lot 90' deep	3600	43560	0.08	1	12.1	3600	1.25	15.13	2880	1.75	21.18	2057	2.25	27.23	1600	3	40
Interior Lot 100' deep	3000	43560	0.07	1	14.52	3000	1	14.52	3000	1.5	21.78	2000	2	29.04	1500	3	30
Interior Lot 90' deep	2700	43560	0.06	1	16.13	2700	1	16.13	2700	1.25	20.17	2160	1.75	28.23	1543	2	30

Notes:

(1.) The 21.78 du/acre represents a suggested base density without affordable housing

(2.) The 29.2 du/acre represents a suggested density to provide a 20% setaside for affordable housing

B-1 Zone North Circulation

As previously noted, New Jersey Avenue is seventy-two (72) feet wide from curb to curb along most of its length. The cross streets vary in width with some designated as one-way east or west bound, and others permit two-way traffic; and the rights-of-way width for the cross-streets vary, as well pursuant to the following chart:

<i>Street</i>	<i>Vehicular and Bicycle Direction</i>	<i>Right-of-way width in feet</i>
Cresse Avenue *	Two-way	30 (60 total)
Morning Glory Road	One-way westbound	50
Buttercup Road	One-way eastbound	50
Lavender Road	One-way westbound	50
Heather Road	Two-way	60
Crocus Road	One-way eastbound	50
Aster Road	Two-way	60
Cardinal Road	Two-way	70
Sweet-Briar Road	Two-way	60
Wisteria Road	One-way westbound	50
Columbine Road	One-way eastbound	50
Rosemary Road	One-way westbound	55

*Cresse Avenue is located partially within City of Wildwood

Opportunities exist to provide prominent cross island connections from the beach and bay, municipal parks and facilities through the zone to enhance visibility of and alternative access to New Jersey Avenue. Cardinal Road, with the widest width, has consistently been envisioned as the most major cross street, which passes through the district and connects the oceanside to the bayside. There should be opportunities when public improvements to the streets are undertaken to enhance those connections for pedestrians, cyclists, and motorists, with dedicated bicycle lanes, clear sidewalks, landscaping, on-street parking, and amenities. At the bayside terminus of Sweetbriar Road is the Municipal Pier offering Fishing at Sunset Lake.

B-1 Zone North Land Use and Design Plan

The Planning Board intends to update the uses in the zone, reduce nonconformity using bulk standards which reflect the platting pattern and development in the Zone, and generate

standards which truly address mitigation of those uses on the district and surrounding neighborhood.

Residential has always been permitted in the B-1 Zone District with some limitations such as density (12 dwelling units per acre) and location (above the first finished floor). However, there is gross nonconformity in the district which is an impediment to implementing improvements along the corridor. The Planning Board recommends changes to the B-1 Zone to encourage reinvestment in the private realm and create a center in the community, which will frame the planned public improvements to the streets.

The Board anticipates that the B-1 Zone will be modified which will continue to permit auto-dominated uses and drive throughs such as banks, medical facilities, and offices as well as create a Central Business District. The Central Business District is envisioned to develop with mixed-use commercial and residential buildings to enhance the quality of the first-floor commercial space and provide reinvestment in the existing higher density residential mixed-use core.

Implementing Ordinances

Implementation is critical to any visioning plan and community design sub-element. A portion of the vision is anticipated to be implemented through ordinances. These ordinances will include both the public and private realms through the Administrative Code and Land Development Ordinances.

Street Occupancy License

A Borough Committee licensing process will be developed for use of public rights-of-way and other facilities. Evaluate the effectiveness and efficiency to adapt the existing wedding ceremony program at Borough landmarks including but not limited to, Beach Pier, Centennial Park, Sunrise Park at Rambler Road, Sunset Lake Gazebo, and Coleman-Callahan Veterans Park.

Alcoholic Beverage Licensing

Alcoholic beverage sales were identified as a method to increase the likelihood that a restaurant could function as an anchor tenant to the identified Central Business District core at the May community meeting. Based upon the power to zone, the municipality can control where licenses are offered. Additionally, the use may be restricted to restaurants and not the establishment of retail stores. The new Central Business District offers promise in this regard.

Zoning Ordinance

The districts driving economic development and opportunity are the business districts along New Jersey Avenue and the hotel and motel districts located on Beach, Ocean and Atlantic Avenues. The board provides in this document the architectural vernacular and sign development of the B-1 Business District, identifies patterns of development, and seeks to

insure consistency between the built environment and the land development code. See Appendix B – Land Development Ordinance Amendments.

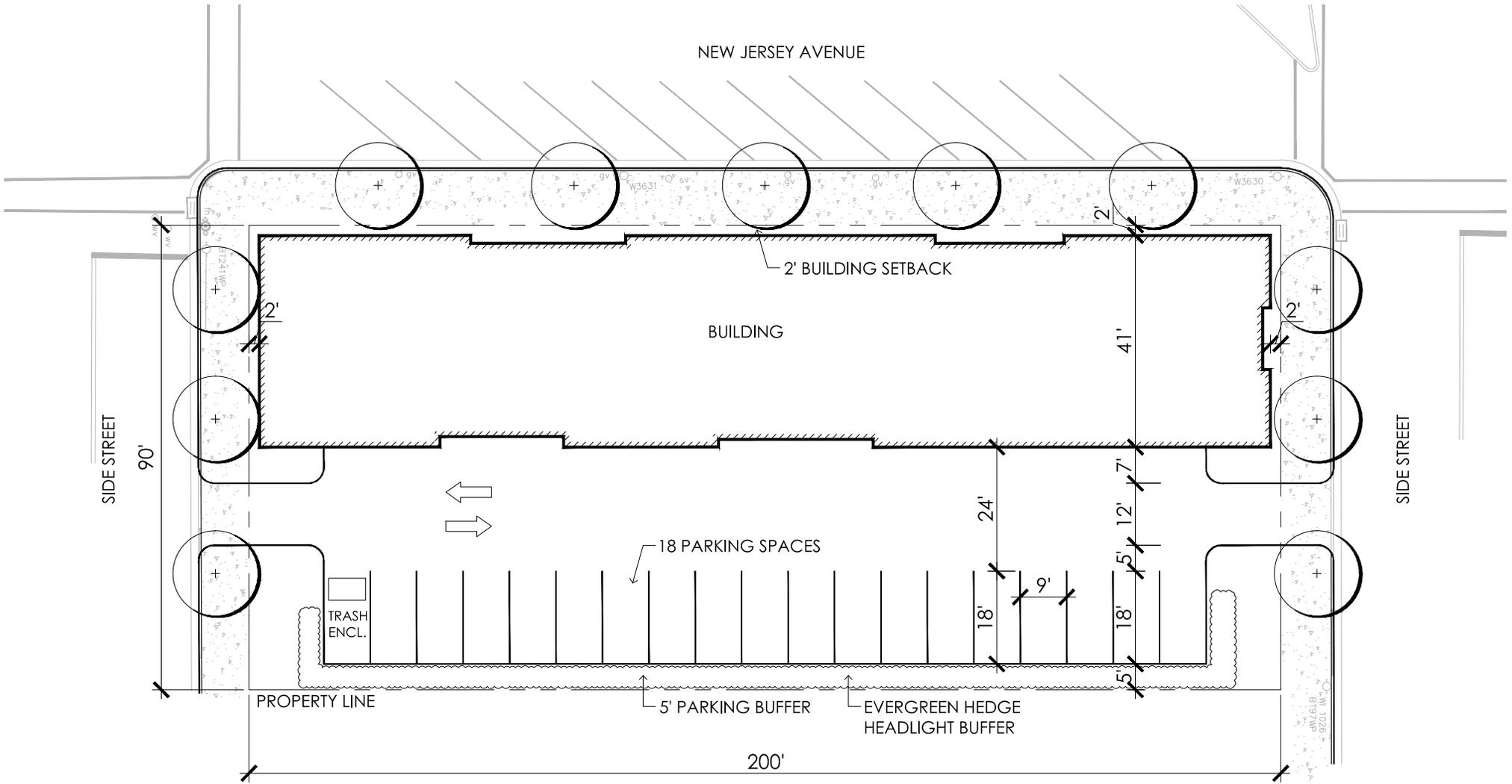
In summary, the private land development of these districts has been evaluated to generate zoning amendments which do the following:

1. Amend permitted and conditional uses both within the identified Central Business District core and B-1 Business Zone periphery.
2. Permit up to three stories with flat roofs in the Central Business District and encourage all first-floor commercial spaces to have generous ceiling heights consistent with commercial uses,
3. Create parking with planted buffers behind buildings increasing light air and open space between the mixed-use commercial/ residential structures and residential dwellings in the Residential R-2 Zone.
4. Provide commercial building design standards for taller buildings which encourage architectural interest and diversity of building types and styles.
5. Amend accessory uses structures, such as signs by permitting blade signs to extend over sidewalks without conflicts.
6. Permit street or sidewalk occupancy for displays of materials and outdoor seating during operating hours.

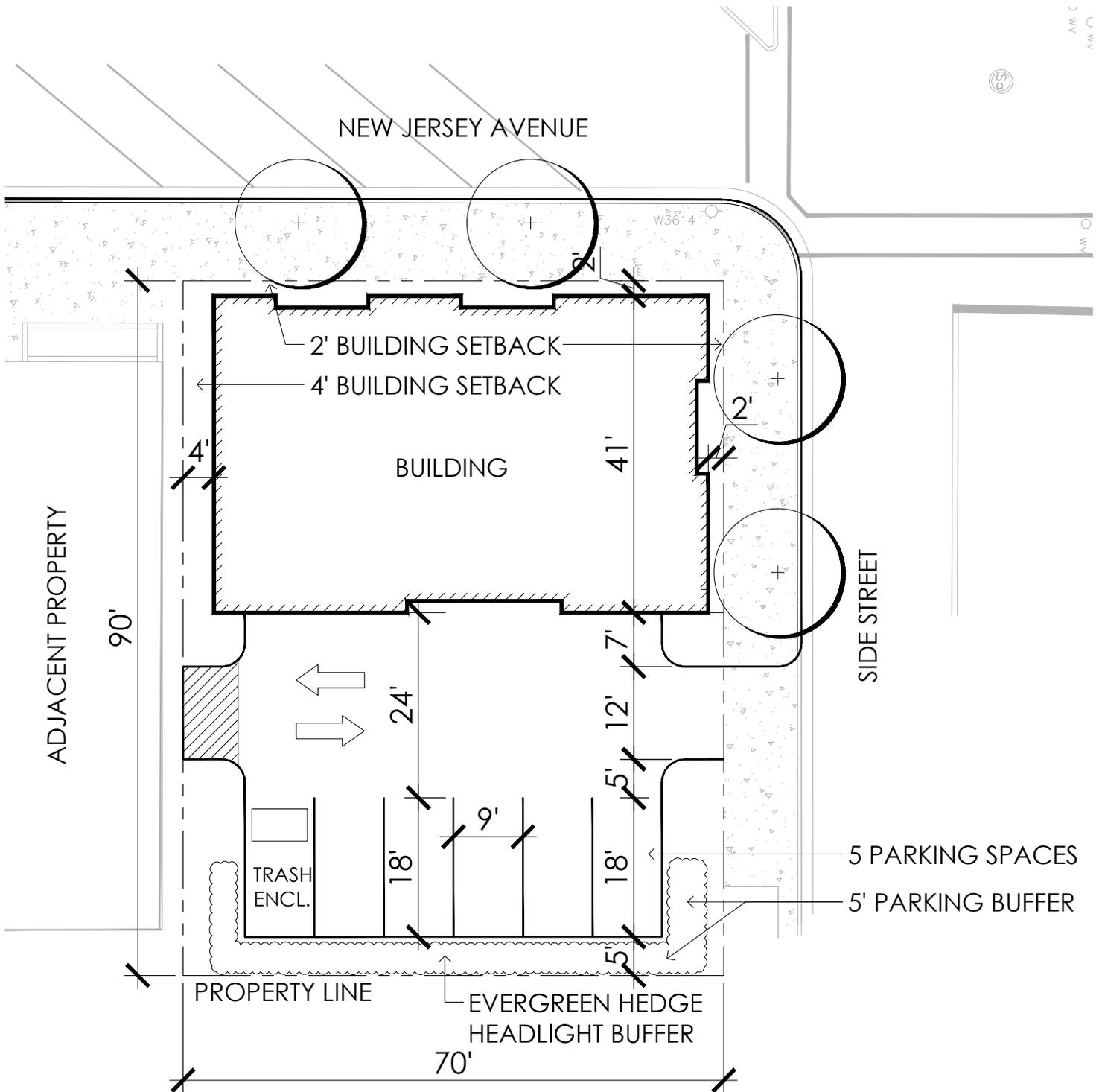
The major impetus for this report has been the creation of an “outstanding downtown” which will implement the overarching Master Plan Goal of improvements to the business district. The bulk, area, and design requirements for residential above commercial seek to mitigate the impacts of the development, providing residential parking, and creating light, air, and open space between buildings and uses, where very little of the existing development in the district provides building and accessory use separation.

The bulk, area, and design requirements for residential above commercial are intended to develop as shown on the two plates, following pages, providing high quality commercial space, off-street parking, physical buffers, separation of uses, and private investment along New Jersey Avenue.

ENTIRE BLOCK FACE DEVELOPMENT OUTCOME, (TYP.)



PARTIAL BLOCK FACE DEVELOPMENT OUTCOME, (TYP.)



Further Study Recommendations

The Planning Board may determine that further study is warranted of the built environment resulting in changes to the Zoning Ordinance through the following:

1. Consider/ study Residential FAR to reduce mass of new residential construction. If the residential district standards which were generated do not effectively reduce the mass and scale of residential dwellings. The Planning Board might evaluate the effective use of floor area ratio (FAR) within the Borough to control the mass of residential reconstruction.
2. Expand architectural vernacular to include hotels and motels.
3. Evaluate existing commercial signs and identify desirable commercial signs.
4. Review Sign Ordinance for consistency with vision.
5. Investigate Motel Zones and Zoning Standards- Motels and Condominiums are controlled through ordinances requiring overnight stays, guest accommodations, linens, and front desk service.
6. Programs to improve commercial district maintenance, trash and recyclable collection, benches, bike racks, and planters should also be evaluated if development or redevelopment occurs.

Site Plan and Subdivision Ordinances

Identify street furniture pallet, add to the ordinance for site plan and subdivision, and use for all municipal projects for streets, parks, and public works etc. to create a sense of place and community identity. An identity associated with the Crest.

On-street and Off-street Parking

The Planning Board might evaluate available on-street parking and off-street public parking through a parking study. Evaluating parking availability during high summer season weekdays and weekends would be appropriate.

1. Parking meter and lot receipts projected vs. actual.
2. Determine if parking limitation times should be relaxed. Where parking stalls are restricted to 15 minutes or 2 hours consider 4 hours. If limited parking is required to be limited to permit high turnover, then provide wayfinding to where 4-hour parking can be found.
3. Consider limiting driveway widths and encourage side yard parking where single-family residential lots are wider than 55 feet. Both strategies increase available on-street parking.

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CITY OF WILDWOOD

EXISTING LAND USE MAP (B-1 ZONE)

BOROUGH OF WILDWOOD CREST
CAPE MAY COUNTY, NJ

NOVEMBER 2018

Prepared by:

DeBlasio & Associates
CONSULTING ENGINEERS AND PLANNERS

4701 NEW JERSEY AVENUE
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KEY:

- SINGLE FAMILY DWELLING
- TWO FAMILY DWELLING
- THREE OR FOUR FAMILY DWELLING
- MORE THAN FIVE FAMILY DWELLING
- MIXED USE (C&R)
- COMMERCIAL
- VACANT



Appendix B – The B-1 Business Zone Ordinance Amendments

85-11 Definitions

ACCESSORY, BUILDING, STRUCTURE OR USE — A building, structure or use which is customarily associated with and is incidental and subordinate to the principal building, structure or use, and which is located on the same lot therewith, including, but not limited to, playhouses, docks, greenhouses, bathhouses, boat houses, tool sheds or storage sheds, decks, and nonportable swimming pools. Any accessory building attached to the principal building shall be considered part of the principal building. ~~No accessory building or structure shall exceed one hundred (100) square feet and shall have a maximum height of not more than ten (10) feet to peak of roof.~~

USE, PRINCIPAL — The main or primary purpose or purposes for which land and/or structure(s), or use therefor is designed, arranged, or intended or for which they may be occupied or maintained under this Article. ~~All other structures or uses on the same lot and incidental or supplementary thereto and permitted under this Ordinance, shall be considered accessory uses.~~

Article IX – B-1 Business Zone **District**

85-45 Permitted Uses (Ord. No. 977 § 2)

The purpose of this district is to provide for business, commercial and office uses. Within this district, no lot or building shall be used and no building shall be erected or altered to be used, in whole or in part, unless it complies with the regulations set forth in this Article.

Multiple permitted, conditional, and accessory uses are permitted on lots. The following principal uses shall be permitted in this overlay district zone.

- A. Food service establishments such as a restaurant, including eat-in, sit-down, and take-out or a combination thereof. ~~Residential use shall be permitted only on upper stories of mixed use buildings.~~
- B. Stores and shops for the conduct of any retail sales or service business, ~~excluding drive-in and curb service establishments.~~
- C. Personal service establishments including, but not limited to, tailor, barber shops, ~~or~~ beauty salons, hair, nail, and skin care services, diet and weight reduction, tanning, or massage ~~watch repair, music and record shops, book and stationary stores, card and gift shops, camera shops and similar types of stores.~~
- D. ~~Indoor repairing and servicing of any article which is permitted for sale in this zone.~~ Photographic, art, or music studio with instruction and/or gallery.
- E. Food and food service establishments, including bakeries, candy and nut shops, specialty foods, and sandwich shops.
- F. Ambulatory Health Care Services, such as but not limited to physicians, dentists, chiropractors, optometrists, mental health practitioners, physical, occupational, and speech therapists, and associated retail sales showrooms

~~and service. Self-service and attended laundry and retail dry cleaning services, not including bulk processing, and in the case of dry cleaning establishments not providing for storage of more than one hundred ten (110) gallons of inflammable or toxic cleaning fluid on the premises.~~

- G. ~~Professional, scientific, and technical services Offices for professional services such as physicians, lawyers, accountants, or architects; small commercial offices such as realtors, insurance, marketing, advertising, media, or travel agencies; small governmental offices, including post offices, branches or social security; and retail showrooms and offices incidental to these uses permitted in this section such as furnishings or design studio.~~
- H. Banks, Savings and Loan Associations, and Other Fiduciary Institutions. Drive-up facilities may be permitted, provided such facilities do not adversely impede or conflict with the safe traffic flow required by the principal use on-site or off-site.
- ~~I. Practitioner of Healing Arts, wellness, group instruction for yoga, dance, or meditation.~~
- ~~J. Child care centers (see Section 85-84).~~
- ~~K. Amusements adhering to the height limitation of the zone, such as but not limited to Miniature Golf, Chip and Putt Golf, or Indoor Arcades.~~
- ~~L. Single-Family Residential uses existing prior to January 1, 2020.~~

85-46 Prohibited Uses

All uses not listed above shall be prohibited in the B-1 Business Overlay DistrictZone, and specifically the following:

- A. Outdoor coin-operated or mechanically controlled businesses including but not limited to car washes, shooting galleries.
- B. ~~Any amusement related activity including but not limited to p~~Pool rooms, dance halls, moving picture theaters, ice-skating or roller skating rinks, outdoor machine operated amusements (video machines) or bowling alleys.
- C. ~~An operation open between 11:00 p.m. and 6:00 a.m. unless selling food for on- or off-premises consumption. Drive-up, drive-in, and drive-through either as a principal or accessory use.~~
- D. Tattoo facilities except where permitted as an accessory to a permitted principal use.

85-47 Accessory Uses

The following accessory uses shall be permitted in the B-1 Business DistrictZone:

- A. Fences and walls (see Section 85-82.)
- B. Signs (see Section 85-97.)
- C. Parking lots and parking garages provided that:
 - 1. There is no automotive service or repair.

2. The use will not adversely affect traffic in the streets abutting the property.
- D. Accessory uses and accessory buildings incidental to the above uses, i.e. fully enclosed storage, dumpster in side or rear yard only, signs, off-street parking and loading, and display kiosks.
- E. Public utility installations subject to the following special requirements:
 1. No storage of materials and trucks and no repair facilities or staging of repair crews shall be permitted, except within completely enclosed buildings.
 2. The exterior of any structure shall be in keeping with the other structures in the immediate neighborhood.
 3. The proposed installation in a specific location must be necessary for the satisfactory provision of service by the utility to the neighborhood or area in which the particular use is located.
 4. The design of any building in connection with such facilities must not adversely affect the safe, comfortable enjoyment of property rights in the surrounding area.
 5. Adequate fences and other safety devices must be provided as may be required. Fences, when used to enclose public utility facilities such as electrical power substations, shall be built in accordance with the applicable requirements of the New Jersey Board of Public Utility Commissioners and the National Electrical Code in effect at the time of the construction.
 6. Landscaping, including shrubs, trees and lawns, shall be provided and maintained.
 7. Off-street parking shall be provided as determined by the Planning Board during site plan review.
- F. Offices accessory to a principally permitted use.~~Child care centers (see Section 85-84).~~
- G. Walk-up windows for streetside service of food and beverages such as ice cream, confections, bakeries, or food-service.
- H. Outdoor eating accessory to a permitted restaurant or food service establishment.
- I. Piercing accessory to a permitted principal use.

85-48 Conditional Uses

The following conditional uses shall be permitted in the B-1 Business District Zone:

- A. Residential in conjunction with business uses may be permitted in the B-1 Zone with the following conditions:

1. Living or sleeping accommodations for one (1) household in conjunction with a permitted use on the ground floor.
2. Such accommodations shall be incidental to the business use of the premises, shall be located within the principal building and only available above the ground floor of the permitted business use.
3. Such accommodations are not located above business uses which by nature of their operation can be considered detrimental to residential living immediately above.
4. The residential portion shall have a direct and separate entrance upon a street either directly or via an unobstructed passageway.
5. The number of parking spaces for the residential uses shall meet the parking criteria for a single-family residential use.

~~6. —~~

B. Restaurant, excluding fast food, drive-in, and curbside, may be permitted in the B-1 Zone with the following conditions:

1. Minimum floor area shall be seven hundred fifty (750) square feet.
2. Front yard setback shall be two (2) feet.
3. This use shall be required to meet the bulk and area regulations in Section 85-49.

C. Motor vehicle service stations may be permitted in the B-1 Zone with the following conditions:

1. Minimum lot width including any lot side shall be one hundred (100) feet.
2. Minimum lot area shall be ten thousand (10,000) square feet.
3. Minimum setback line from all street lines shall be forty (40) feet.
4. Minimum distance of buildings from all property lines other than street lines shall be ten (10) feet.
5. Minimum distance between any access driveways and the lot line of the following uses—church, library, school and similar uses—shall be two hundred (200) feet, measured along the same street line in the same block.
6. Minimum distance between gasoline pump islands, compressed air connections, and similar equipment and facilities and any street lines shall be twenty-five (25) feet.
7. Spacing of Access Driveways:

- a. Minimum distance from adjoining property lines shall be ten (10) feet.
 - b. Minimum distance from intersections shall be twenty (20) feet.
 - c. Minimum distance between access driveways shall be thirty (30) feet.
 - d. Access driveways onto State or County highways shall be approved by the Borough Engineer and the State or County highway department.
- 8. Hydraulic hoists, pits, and all lubrication, greasing, washing, and repair equipment shall be entirely enclosed within buildings.
 - 9. Exterior lighting shall be shielded so that it is deflected away from adjacent properties and from passing motorists.
 - 10. The proposed use shall not be detrimental to the health, safety, or general welfare of the Borough, and it shall not result in a depreciation of any established property values in the general area.
 - 11. To secure safe and efficient traffic movement patterns, the minimum distance between structures of any service station and another service station, or those for which a building permit has been issued: two hundred (200) feet, measured along the same street line in the same or adjoining block. For similar use establishments located on opposite sides of the street, the point of beginning measurement shall be offset to the opposite street line.
 - 12. No parking shall be permitted within the front yard setback. All parking in the side and rear yards shall be adequately screened and landscaped so as to obscure any stored vehicles from view at the adjoining lot lines and the public street.
 - 13. The premises of a motor vehicle service station shall primarily be used for the sale of gasoline; and the use of the premises for body work, painting, storage of wrecked or junked motor vehicles, major motor repairs, parking of car or trucks, or the sale or rental of any new or used motor vehicles, motorcycles, or trailers is hereby specifically prohibited.
 - 14. This use shall be required to meet the bulk and area regulations in Section 85-49.
- D. Satellite earth station antennas (see Section 85-85.)
 - E. Home occupations including family day care homes (see Section 85-83).

85-49 Bulk and Area Regulations

- A. Minimum lot area for interior lots is required to be a minimum of two-thousand seven hundred (2,700) square feet and minimum lot area for corner lots shall

- ~~is required to be a minimum of three thousand two-hundred (3,200) square feet.~~
- B. ~~The ceiling height of the first finished floor shall be at least 9 feet high. There shall be no load bearing walls within the commercial space to provide optimal flexibility for interior leasable floor area. Minimum first floor area shall be seven hundred fifty (750) square feet.~~
- C. Minimum lot frontage shall be thirty (30) feet for interior lots and forty (40) feet for corner lots.
- D. Minimum lot width shall be thirty (30) feet for interior lots and forty (40) feet for corner lots.
- E. ~~Minimum~~ Lot yards for principal building shall be the following:
1. Front: Two (2) feet minimum to eight (8) feet maximum
 2. Side: Zero (0) feet minimum and Four (4) feet on each side maximum
Side adjoining street: Two feet minimum to Ten (10) feet maximum
 3. Rear: Four (4) feet minimum
- F. Maximum lot coverage shall be eighty-five (85%) percent.
- G. Maximum building coverage shall be fifty-eighty-five (85%) percent.
- H. Maximum building height shall be two (2) stories, but not to exceed twenty-nine (29) feet in height to the topmost point of the roof from the base flood elevation.
- I. ~~All principal~~ Vehicular ingress and egress
1. ~~Vehicular access shall be solely off of from~~ New Jersey Avenue to corner lots is prohibited.
 2. Vehicular access from New Jersey Avenue to interior lots may be permitted once all options including, shared driveways, rear access easements, and other methods to provide vehicular access without utilizing New Jersey Avenue have been exhausted.
 3. Corner lot development shall provide easements granting access to interior lots from the east west side street.
- ~~J. The maximum residential density on floors above first finished floor is permitted to be 37.5 dwelling units per acre.~~

85-50 Design Standards

Any permitted and conditional use in the B-1 Zone shall only be permitted if it complies with the following standards:

- A. Parking and Service Areas

1. Curbing or curb stops shall be provided in all off-street parking areas and along all access-ways.
 2. No parking area, access drive or aisle may be permitted closer than five (5) feet to any property line.
 3. Off-street parking areas and access-ways thereto shall be properly drained, and all such areas shall have a paved hard surface.
 4. All off-street parking areas and access-ways shall be so arranged that cars and trucks may be turned on the lot so that it is not necessary to back into any roadway.
 5. Common or joint driveway access and parking to the rear of sites is encouraged.
 6. Access driveways onto major thoroughfares shall be permitted only if alternatives, including side or rear access and common or shared single access driveways, have been considered by the Planning Board.
 7. Impervious parking coverage shall be limited, to the extent possible, by the use of parking in or under buildings, the elimination of excess paving, grassed land bank parking, and the use of permeable surfaces for paving where appropriate.
 8. Parking areas shall be designed to minimize pedestrian and moving vehicle conflicts. Pedestrian walkways, parking lot islands, signage and pavement texture differentiation shall be required by the Planning Board where appropriate to ensure the safe movement of pedestrians.
 9. All parking and service areas shall be screened from the view of adjoining residentially zoned properties and/or actual residential use.
- B. Parking Lot Extension Into Residential Zones. Any permitted use in the B-1 Zone may be permitted to extend its parking area into an adjacent residential zone if it complies with the following regulations:
1. No access shall be permitted to the parking area from within the residential zone.
 2. ~~Parking~~ Any parking area may extend a maximum of ~~one hundred twenty (120)~~ sixty-five (65) feet into the residential zone.
 3. A buffer strip shall be provided between the parking area and the residential zone. The buffer strip shall consist of a ten-foot wide planted area and a screen fence of six (6) feet in height. Shrubs shall be planted five (5) feet on center and shall be five (5) feet in height at the time of planting. Evergreen trees shall be six (6) feet to eight (8) feet tall and deciduous trees shall have a minimum caliper of three and one-half (3 1/2) inches measured six (6) inches above the ground.

C. Off-Street Parking Location. Parking spaces may be provided either on-site, off-site, on-street or a combination thereof, as may be permitted by the Board of jurisdiction.

1. All off-street parking requirements shall be provided on-site. All off-street parking shall be designed in accordance with the standards contained in Article XV of this Ordinance.
2. Commercial parking spaces may be provided on-site, off-site or a combination thereof.
3. Off-site parking spaces for permitted uses may be provided through one (1) or a combination of the following options:
 - a. Providing the required spaces on other properties owned in fee simple by the commercial use, located within a zone which permits the proposed use(s), either contiguous with or within three hundred (300) feet walking distance of a primary pedestrian entrance to the site being developed.
 - b. Providing evidence that the required spaces have been leased or rented from others within three hundred (300) feet walking distance. In such case, the space to be leased or rented shall be properly established under the terms of this Ordinance and the minimum term of such lease or rental shall be consistent with the probable duration of the proposed occupancy but not less than twenty (20) years.
4. If off-street parking requirements are not met as provided above, the developer must:
 - a. Obtain approval of a parking space variance subject to the provisions of Article XV of this Ordinance, and
 - b. If a variance is granted due to demonstrated hardship or other good cause, make a cash contribution to the Borough of Wildwood Crest for each required space not provided in order to develop a program of constructing public parking lots, in an amount equal to the cost of providing the required number of off-site parking spaces, to be calculated by the Borough Engineer. (Ord. No. 1116 § 1)
 - c. Any monies which are paid to the borough for parking spaces under Subsection C.4.b. above shall be a one-time credit against an assessment for parking spaces if they are included within the assessment.

D. Building Design ~~and Use~~

1. The treatment of side and rear walls of any building in terms of building materials shall be similar to the treatment of the front facade.
2. The display of merchandise or nonpermanent uses and/or activities, e.g. picnic outdoor eating areas ~~and vending machines~~, placed on the exterior premises of any building is ~~prohibited~~permitted during

~~operating hours only. All solid waste not stored within a building shall be stored within an enclosed container.~~

3. Buildings shall be oriented, to the extent possible, so as to maximize the potential for the use of solar energy for heating, cooling, and energy conservation.
4. All buildings shall have a unified architectural treatment whether constructed as new or as an additional structure physically and aesthetically integrated with the existing structure. The Planning Board shall consider in its architectural review items such as materials, colors, building setbacks, facade treatments and building height and shall encourage the revitalization of existing structures to insure compatibility with proposed building additions.

a. A minimum of fiftyfour (450) percent of the building façade area measured from the sidewalk elevation to a height of tennine (940) feet above the sidewalk shall be comprised of clear, nonreflective glass in the form of doors, window, and/or display cases. Opaque coverings, solid shelf systems, and glazing which prohibit visibility into the display area are prohibited.

b. A minimum clear distance of six feet and an average clear distance of eight (8) feet of pedestrian walkway shall exist between the curbline and the building façade.

c. Rooftop decks and patios are not permitted.

E. Site Design and Building Layout

1. The site design and layout of buildings and parking areas shall be reviewed so as to provide an aesthetically pleasing design and efficient arrangement. Particular attention shall be given to safety and fire protection, impact on surrounding development and contiguous and adjacent buildings and lands.
2. To promote a desirable visual environment and to ensure good civic design, the Planning Board in its review shall consider, but not be limited in its consideration of, visual impacts of the proposed development, including views and view interference, shadow effects and solar orientation, noise impacts, and design compatibility with surrounding land uses.

~~3. All solid waste and recycling, not stored within a building, shall be stored within an enclosed container. An enclosure matching the building with gates shall be provided consistent with BLANKcomplying with the area requirements per Chapter 37 and §85-89.~~

- F. General Design Requirements. Any development in this district which will be used wholly or in part for business purposes shall be designed so as to provide a comprehensive development plan for the area for which it is a part,

the goals being to control means of access and to coordinate internal pedestrian and vehicular traffic flow relating to existing development and architectural compatibility.

- G. Facade Review. Any new facade or change in the facade of an existing building (architecture, color and design) shall be reviewed by the Development Review Committee and approved by the Planning Board.

Article IX:I –CBO Central Business Overlay District

Certain parcels including the following:

Lots 20.01, 20.02, 21.01, 21.02, 22.01, 22.02, 23, 24, and 25 in Block 17

Lots 1.01, 1.02, 2.01, 2.02, 3, 4, 5.01, 5.02, 6.01, and 6.02 in Block 18

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

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

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

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

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

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

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

Lots 1, 2, 3, 4, 5, 6, in Block 36;

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

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

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

Lots 1, 2, 3, 4, 5, 6 in Block 44 located south of Lavender Road, and north of Columbine Road located both east and west of the New Jersey Avenue right-of-way and said lots extending 90 feet to 100 feet in depth from New Jersey Avenue following the zone line.

85-4550.1 Permitted Uses

(Ord. No. 977 § 2)

The purpose of this overlay district is to provide for expanded business, commercial and office uses providing minimal on-site parking, residential uses above first floor commercial uses, and outdoor dining and display. Within this overlay district, as described, no lot or building shall be used; and no building shall be erected or altered to be used, in whole or in part, unless it complies with the regulations set forth in this Article.

The B-1 Business Zone District-Central Business Overlay District is as described:

A. The northern boundary is Lavender/Heather Road

B. The eastern boundary extends ninety (90) feet deep to one-hundred (100) feet deep from and parallel to New Jersey Avenue and to the zone line.

C. The southern boundary is Columbine Road

D. The western boundary extends ninety (90) feet deep from and parallel to New Jersey Avenue and to the zone line.

Multiple permitted, conditional, and accessory uses are allowed on lots. The following principal uses shall be permitted in this overlay district.

A. Food service establishments such as a restaurant, including eat-in, sit-down, curb-side, and take-out or a combination thereof. Residential use shall be permitted only on upper stories of mixed use buildings.

B. Stores and shops for the conduct of any retail sales or service business, excluding drive-in and curb service establishments.

C. Personal service establishments including, but not limited to, tailor, barber shops, or beauty salons, hair, nail, and skin care services, diet and weight reduction, tanning, or massage. watch repair, music and record shops, book

~~and stationary stores, card and gift shops, camera shops and similar types of stores.~~

- D. ~~Indoor repairing and servicing of any article which is permitted for sale in this zone. Photographic, art, or music studio with instruction, rental and/or gallery space.~~
- E. Food and food service establishments, including bakeries, candy and nut shops, specialty foods, and sandwich shops.
- F. ~~Self-service and attended laundry and retail dry cleaning services, not including bulk processing, and in the case of dry cleaning establishments not providing for storage of more than one hundred ten (110) gallons of inflammable or toxic cleaning fluid on the premises.~~
- G. Professional, scientific, and technical services ~~Offices for professional services such as physicians, lawyers, accountants, or architects; small commercial offices such as realtors, insurance, marketing, advertising, media, or travel agencies; small governmental offices, including post offices, branches or social security; and retail showrooms and offices incidental to these uses permitted in this section such as furnishings or design studio.~~
- H. Banks, Savings and Loan Associations, and Other Fiduciary Institutions. Drive-up facilities may be ~~are not~~ permitted, ~~provided such facilities do not adversely impede or conflict with the safe traffic flow required by the principal use on-site or off-site.~~
- I. Practitioner of Healing Arts, wellness, group instruction for yoga, dance, or meditation.
- J. Child care centers (see Section 85-84).
- K. Second and third floor residential pursuant to the bulk and area requirements of §85-50.5; design standards of §85-50.6, .

~~85-46~~ 50.2 **Prohibited Uses**

All uses not listed above shall be prohibited in the CBO ~~Central~~ Business Overlay District, and specifically the following:

- A. Outdoor coin-operated or mechanically controlled businesses including but not limited to car washes, shooting galleries.
- B. ~~Any amusement related activity including but not limited to~~ Pool rooms, dance halls, moving picture theaters, ice-skating or roller-skating rinks, outdoor machine operated amusements (video machines) or bowling alleys.
- C. ~~An operation open between 11:00 p.m. and 6:00 a.m. unless selling food for on- or off-premises consumption. Drive-up, drive-in, and drive-through either as a principal or accessory use.~~
- D. Motor vehicle service stations and repair facilities.
- E. Tattoo facilities, except where permitted as an accessory to a permitted principal use.

~~F. Dry cleaning and laundry services, linen and uniform supply, and coin-operated laundries. OR place in Conditional Uses and add conditions to mitigate the negative impacts of the use regarding storage, operations etc for overall B-1 Zone~~

G. Vape supplies or spaces associated with smoking vape supplies.

H. Piercing, except when accessory to a principal permitted use.

85-47 — 50.3 Accessory Uses

The following accessory uses shall be permitted in the B-1Central Business Overlay District:

A. Fences and walls (see Section 85-82.)

B. Signs (see Section 85-97.)

C. Parking lots and parking garages, provided that:

~~1. There is no automotive service or repair.~~

~~2. The use will not adversely affect traffic in the streets abutting the property.~~

D. Accessory uses and accessory buildings incidental to the above uses, i.e. fully enclosed storage, dumpster in side or rear yard only, signs, off-street parking and loading, and display kiosks.

E. Public utility installations subject to the following special requirements:

~~1. No storage of materials and trucks and no repair facilities or staging of repair crews shall be permitted, except within completely enclosed buildings.~~

~~2. The exterior of any structure shall be in keeping with the other structures in the immediate neighborhood.~~

~~3. The proposed installation in a specific location must be necessary for the satisfactory provision of service by the utility to the neighborhood or area in which the particular use is located.~~

~~4. The design of any building in connection with such facilities must not adversely affect the safe, comfortable enjoyment of property rights in the surrounding area.~~

~~5. Adequate fences and other safety devices must be provided as may be required. Fences, when used to enclose public utility facilities such as electrical power substations, shall be built in accordance with the applicable requirements of the New Jersey Board of Public Utility Commissioners and the National Electrical Code in effect at the time of the construction.~~

~~6. Landscaping, including shrubs, trees and lawns, shall be provided and maintained.~~

- 7. ~~Off street parking shall be provided as determined by the Planning Board during site plan review.~~
- F. ~~Offices accessory to a principally permitted use. Child care centers (see Section 85-84).~~
- G. ~~Walk-up windows for streetside service of food and beverages such as ice cream, confections, bakeries, or food-service.~~
- H. ~~Outdoor eating to a permitted restaurant or food service establishment.~~
- H. ~~Piercing accessory to a permitted principal use.~~

85-48 — 50.4 Conditional Uses

The following conditional uses shall be permitted in the ~~Business~~ Central Business Overlay District:

A. ~~Second and third floor Residential in conjunction with business uses may be permitted in the B-1 Zone uses complying with the following conditions:~~

- 1. ~~Density requirements include:~~
 - a. ~~Residential uses are permitted at a base density of one (1) unit per two thousand (2,000) square feet of total lot area. Where affordable housing is provided pursuant to the Fair Housing Act, the Borough's Affordable Housing Inclusionary Zoning Ordinance, Affordable Housing Overlay Zone Ordinance, and Affirmative Marketing Plan a minimum of one thousand five hundred (1,500) square feet of total lot area. Living or sleeping accommodations for one (1) household in conjunction with a permitted use on the ground floor.~~
 - b. ~~The habitable area of residential use on each of the second and third floors shall be no greater than the gross leasable area of the nonresidential use on the first floor. Balconies, decks, porches and open common stairs are not considered in the calculation of the residential habitable area. Semi-enclosed parking, residential storage, and refuse areas, common stairs, and other common areas shall not be included in the calculation of the gross leasable area.~~
 - c. ~~The total residential habitable area on the second and third floors combined shall not be greater than seventy five (75%) percent of the lot area.~~
- 2. ~~Such uses shall be located within the principal building and only above the first finished floor. Such accommodations shall be incidental to the business use of the premises, shall be located within the principal building and only available above the ground floor of the permitted business use.~~
- 3. ~~All first floor uses shall provide venting of odors and exhaust above the roof of the residential use. Such accommodations are not located above business uses which by nature of their operation can be considered detrimental to residential living immediately above.~~

- ~~4. The residential portion shall have a direct and separate entrance upon a street either directly or via an unobstructed passageway.~~
 - ~~5. The number of parking spaces for the residential uses shall meet the parking criteria for an office use.~~
 - ~~6. No principal structure shall be constructed closer than twenty-five (25) feet to any residential boundary. This use shall be required to meet the bulk and area regulations in Section 85-49.~~
 - ~~7. In no case shall any residential unit be located on the first floor, and in every case any residential uses shall be located over a commercial use. No habitable floor area or decks shall be permitted to cantilever or overhang the floor below, except for balconies less than twenty (20) square feet in area, which may extend up to three (3) feet from the building but may not encroach into the right-of-way.~~
 - ~~8. No residential use shall be permitted to be located over the following commercial structures or uses: repair garages, automobile service stations, commercial parking lots, or commercial parking structures on New Jersey Avenue. Residential semi-enclosed parking areas can be located within a building but may take up no more than twenty-five (25) percent of the first-floor area. The first-floor area is measured along the outside perimeter of all exterior wall, and includes all enclosed interior building areas, and semi-enclosed parking area where provided.~~
 - ~~9. Parking shall be provided in the rear yard. The number of parking spaces for the residential uses shall provide a minimum of 1.3 parking spaces to a maximum of 1.8 parking spaces per unit on-site.~~
 - ~~10. Parking shall be provided in accordance with the requirements of this chapter for commercial and residential uses.~~
 - ~~11. Parking shall be buffered and completely screened from adjacent residential districts by a minimum five (5) foot wide planted strip and six (6) foot high fencing. Bumper blocks shall be used to prohibit vehicle overhang into the buffer.~~
 - ~~12. If bays of semi-enclosed parking or service areas are provided, they shall not exceed forty (40) feet in length, or eighty (80%) percent of the first-floor façade area, and shall be spaced a minimum of ten (10) feet apart by an area of the building façade in the same plane as the second floor façade.~~
 - ~~13. No stairs accessing second or third floor residential units or decks shall be located in any front yard.~~
- BA. Place of worship, club, or fraternal organization. Restaurant, excluding fast food, drive-in, and curb side, may be permitted in the B-1 Zone with the following conditions:

1. ~~Located within the principal building. Minimum floor area shall be seven hundred fifty (750) square feet.~~
 2. ~~Only above the first finished floor. Front yard setback shall be two (2) feet.~~
 3. ~~On-site parking must be provided as required per §85-89.~~
 3. ~~This use shall be required to meet the bulk and area regulations in Section 85-49.~~
- C. ~~Motor vehicle service stations may be permitted in the B-1 Zone with the following conditions:~~
1. ~~Minimum lot width including any lot side shall be one hundred (100) feet.~~
 2. ~~Minimum lot area shall be ten thousand (10,000) square feet.~~
 3. ~~Minimum setback line from all street lines shall be forty (40) feet.~~
 4. ~~Minimum distance of buildings from all property lines other than street lines shall be ten (10) feet.~~
 5. ~~Minimum distance between any access driveways and the lot line of the following uses—church, library, school and similar uses—shall be two hundred (200) feet, measured along the same street line in the same block.~~
 6. ~~Minimum distance between gasoline pump islands, compressed air connections, and similar equipment and facilities and any street lines shall be twenty-five (25) feet.~~
 7. ~~Spacing of Access Driveways:~~
 - a. ~~Minimum distance from adjoining property lines shall be ten (10) feet.~~
 - b. ~~Minimum distance from intersections shall be twenty (20) feet.~~
 - c. ~~Minimum distance between access driveways shall be thirty (30) feet.~~
 - d. ~~Access driveways onto State or County highways shall be approved by the Borough Engineer and the State or County highway department.~~
 8. ~~Hydraulic hoists, pits, and all lubrication, greasing, washing, and repair equipment shall be entirely enclosed within buildings.~~
 9. ~~Exterior lighting shall be shielded so that it is deflected away from adjacent properties and from passing motorists.~~

- ~~10. The proposed use shall not be detrimental to the health, safety, or general welfare of the Borough, and it shall not result in a depreciation of any established property values in the general area.~~
- ~~11. To secure safe and efficient traffic movement patterns, the minimum distance between structures of any service station and another service station, or those for which a building permit has been issued: two hundred (200) feet, measured along the same street line in the same or adjoining block. For similar use establishments located on opposite sides of the street, the point of beginning measurement shall be offset to the opposite street line.~~
- ~~12. No parking shall be permitted within the front yard setback. All parking in the side and rear yards shall be adequately screened and landscaped so as to obscure any stored vehicles from view at the adjoining lot lines and the public street.~~
- ~~13. The premises of a motor vehicle service station shall primarily be used for the sale of gasoline; and the use of the premises for body work, painting, storage of wrecked or junked motor vehicles, major motor repairs, parking of car or trucks, or the sale or rental of any new or used motor vehicles, motorcycles, or trailers is hereby specifically prohibited.~~
- ~~14. This use shall be required to meet the bulk and area regulations in Section 85-49.~~

~~DB.~~ Satellite earth station antennas (see Section 85-85.)

~~E.~~ Home occupations including family day care homes (see Section 85-83).

~~85-49~~ **50.5 Bulk and Area Regulations**

- A. ~~The bulk and area regulations at §85-49 for the B-1 Zone apply to permitted and conditional uses in that Zone and the CBO District, except as outlined below. Minimum lot area for interior lots is required to be a minimum of two thousand seven hundred (2,700) square feet and minimum lot area for corner lots shall is required to be a minimum of three thousand two six hundred (3,6200) square feet.~~
- B. **Second and third floor residential uses complying with the following bulk and area regulations:**
 1. ~~Density limitations include:~~
 - a. ~~Residential uses are permitted at a base density of one (1) unit per two thousand (2,000) square feet of total lot area. Where affordable housing is provided pursuant to the Fair Housing Act, the Borough's Affordable Housing Inclusionary Zoning Ordinance, Affordable Housing Overlay Zone Ordinance, and Affirmative Marketing Plan a minimum of one-thousand five hundred (1,500) square feet of total lot area. The habitable area of residential use on each of the second and third floors shall be no greater than the gross leasable area of the nonresidential~~

- use on the first floor. Balconies, decks, porches and open common stairs are not considered in the calculation of the residential habitable area. Semi-enclosed parking, residential storage, and refuse areas, common stairs, and other common areas shall not be included in the calculation of the gross leasable area.
- b. The total residential habitable area on the second and third floors combined shall not be greater than seventy-five (75%) percent of the lot area.
2. Such uses shall be located within the principal building and only above the first finished floor.
 3. All first floor uses shall provide venting of odors and exhaust above the roof of the residential use.
 4. The residential portion shall have a direct and separate entrance upon a street either directly or via an unobstructed passageway.
 5. No principal structure shall be constructed closer than twenty-five (25) feet to any residential boundary.
 7. In no case shall any residential unit be located on the first floor, and in every case any residential uses shall be located over a commercial use. No habitable floor area or decks shall be permitted to cantilever or overhang the floor below, except for balconies less than twenty (20) square feet in area, which may extend up to three (3) feet from the building but may not encroach into the right-of-way.
 8. No residential use shall be permitted to be located over the following commercial structures or uses: repair garages, automobile service stations, commercial parking lots, or commercial parking structures on New Jersey Avenue. Residential semi-enclosed parking or storage areas can be located within a building but may take up no more than twenty-five (25) percent of the first-floor area. The first-floor area is measured along the outside perimeter of all exterior wall, and includes all enclosed interior building areas, and semi-enclosed parking area where provided.
 9. Residential parking, as required, shall be provided in the rear yard. The number of off-street parking spaces for the residential uses shall be provided at a rate of 0.8 per one-bedroom unit, 1.3 per two-bedroom unit, and 1.9 per three-bedroom unit.
 10. Off-street Parking is not required for commercial uses.
 11. Parking shall be buffered and completely screened from adjacent residential districts by a minimum five (5) foot wide planted strip and fencing consistent with §85-82. Bumper blocks shall be used to prohibit vehicle overhang into the buffer.
 12. If bays of semi-enclosed parking or service areas are provided, they shall not exceed forty (40) feet in length, or eighty (80%) percent of the first-floor façade area, and shall be spaced a minimum of ten (10) feet

apart by an area of the building façade in the same plane as the second floor façade.

13. No stairs accessing second, or third floor residential units or decks shall be located in any front yard, except as may be required at the first floor entry.

~~The ceiling height of the first finished floor shall be at least nine (9) feet high. Minimum first floor area shall be seven hundred fifty (750) square feet.~~

~~G. Minimum lot frontage shall be thirty (30) feet for interior lots and forty (40) feet for corner lots.~~

~~D. Minimum lot width shall be thirty (30) feet for interior lots and forty (40) feet for corner lots.~~

~~E. Minimum lot yards for principal building shall be the following:~~

~~1. Front: Two (2) feet minimum to eight (8) feet maximum~~

~~2. Side: Zero (0) feet minimum and Four (4) feet on each side maximum~~

~~Side adjoining street: Two feet minimum to Ten (10) feet maximum~~

~~3. Rear: Four (4) feet minimum~~

~~F. Maximum lot coverage shall be eighty five (80.5%) percent.~~

~~G. Maximum building coverage shall be sixty (60%) fifty (50%) percent.~~

~~H.C. Maximum building height shall be two (2) stories, but not to exceed twenty-nine (29) feet in height to the topmost point of the roof from the base flood elevation.~~

~~1. Building height is permitted to be three (3) stories, but not to exceed thirty-one (31) feet in height to the topmost point of the roof from the base flood elevation, except as may be permitted below.~~

~~2. Building height may be increased up to four (4) additional feet, but only when the first-floor ceiling height is increased to provide generous interior ceiling heights for first floor commercial uses, commensurate or equal to the height that the first finished floor exceeds nine (9) feet in height, up to 35 feet.~~

~~H.D. All principal Vehicular ingress and egress~~

~~1. Vehicular access shall be solely off from New Jersey Avenue to corner lots is prohibited.~~

~~2. Vehicular access from New Jersey Avenue to interior lots may be permitted once all options including, shared driveways, rear access easements, and other methods to provide vehicular access without utilizing New Jersey Avenue have been exhausted.~~

3. Corner lot development shall provide easements granting access to interior lots from the east west side street.

~~85-50~~ 50.6 **Design Standards**

Any permitted and conditional use in the B-4CBO Zone-District shall only be permitted if it complies with the following standards:

A. Parking and Service Areas

1. Curbing or curb stops shall be provided in all off-street parking areas and along all access-ways.
2. No parking area, access drive or aisle may be permitted closer than five (5) feet to any property line.
3. Off-street parking areas and access-ways thereto shall be properly drained, and all such areas shall have a paved hard surface.
4. All off-street parking areas and access-ways shall be so arranged that cars and trucks may be turned on the lot so that it is not necessary to back into any roadway.
5. Common or joint driveway access and parking to the rear of sites is encouraged.
6. Access driveways onto major thoroughfares shall be permitted only if alternatives, including side or rear access and common or shared single access driveways, have been considered by the Planning Board.
7. Impervious parking coverage shall be limited, to the extent possible, by the use of parking in or under buildings, the elimination of excess paving, grassed land bank parking, and the use of permeable surfaces for paving where appropriate.
8. Parking areas shall be designed to minimize pedestrian and moving vehicle conflicts. Pedestrian walkways, parking lot islands, signage crosswalks, and pavement texture differentiation shall be required by the Planning Board where appropriate to ensure the safe movement of pedestrians.
9. All parking and service areas shall be screened from the view of adjoining residentially zoned properties and/or actual residential use.

B. Parking Lot Extension Into Residential Zones. Any permitted use in the B-4CBO Zone-District may be permitted to extend its parking area into an adjacent residential zone if it complies with the following regulations:

1. No access shall be permitted to the parking area from within the residential zone.
2. Any pParking area may extend a maximum of one hundred twenty (120)sixty-five (65) feet into the residential zone.

3. A buffer strip shall be provided between the parking area and the residential zone. The buffer strip shall consist of a ~~ten~~ five (5)-foot wide planted area and a screen fence of six (6) feet in height. Shrubs shall be planted five (5) feet on center and shall be five (5) feet in height at the time of planting. Evergreen trees shall be six (6) feet to eight (8) feet tall and deciduous trees shall have a minimum caliper of three and one-half (3 1/2) inches measured six (6) inches above the ground.
- C. Off-Street Parking Location. Parking spaces ~~may~~ will be provided ~~either on-site, off-site, on-street or a combination thereof, as may be permitted by the Board of jurisdiction.~~
1. ~~All—The off-street parking requirements shall be provided on-site contained in Article XV of this ordinance are waived for permitted commercial uses. All required off-street parking shall be designed in accordance with the standards contained in Article XV of this Ordinance. The number of off-street parking spaces for the residential uses shall be provided at a rate of 0.8 per one-bedroom unit, 1.3 per two-bedroom unit, and 1.9 per three-bedroom unit. Off-street parking for residential uses is required consistent with the conditional use standards of §§88-89.~~
 2. ~~Commercial parking spaces may be provided on-site, off-site or a combination thereof.~~
 3. ~~Off-site parking spaces for permitted uses may be provided through one (1) or a combination of the following options:~~
 - a. ~~Providing the required spaces on other properties owned in fee simple by the commercial use, located within a zone which permits the proposed use(s), either contiguous with or within three hundred (300) feet walking distance of a primary pedestrian entrance to the site being developed.~~
 - b. ~~Providing evidence that the required spaces have been leased or rented from others within three hundred (300) feet walking distance. In such case, the space to be leased or rented shall be properly established under the terms of this Ordinance and the minimum term of such lease or rental shall be consistent with the probable duration of the proposed occupancy but not less than twenty (20) years.~~
 4. ~~If off-street parking requirements are not met as provided above, the developer must:~~
 - a. ~~Obtain approval of a parking space variance subject to the provisions of Article XV of this Ordinance, and~~
 - b. ~~If a variance is granted due to demonstrated hardship or other good cause, make a cash contribution to the Borough of Wildwood Crest for each required space not provided in order to develop a program of constructing public parking lots, in an amount equal to the cost of providing the required number of off-site parking spaces, to be calculated by the Borough Engineer. (Ord. No. 1116 § 1)~~

~~e. Any monies which are paid to the borough for parking spaces under Subsection C.4.b. above shall be a one-time credit against an assessment for parking spaces if they are included within the assessment.~~

D. Building Design ~~and Use~~

1. The treatment of side and rear walls of any building in terms of building materials shall be similar to the treatment of the front facade.
2. The display of merchandise or nonpermanent uses and/or activities, e.g. ~~picnic outdoor eating areas and vending machines~~, placed on the exterior premises of any building is ~~prohibited~~permitted during operating hours only. ~~All solid waste not stored within a building shall be stored within an enclosed container.~~
3. Buildings shall be oriented, to the extent possible, so as to maximize the potential for the use of solar energy for heating, cooling, and energy conservation.
4. All buildings shall have a unified architectural treatment whether constructed as new or as an additional structure physically and aesthetically integrated with the existing structure. The Planning Board shall consider in its architectural review items such as materials, colors, building setbacks, facade treatments and building height and shall encourage the revitalization of existing structures to insure compatibility with proposed building additions.
 - ~~a. A minimum of forty (40) percent of the building façade area measured from the sidewalk elevation to a height of ten (10) feet above the sidewalk shall be comprised of clear, nonreflective glass in the form of doors, window, and/or display cases. Opaque coverings, solid shelf systems, and glazing which prohibit visibility into the display area are prohibited.~~
 - ~~b. A minimum clear distance of six feet and an average clear distance of eight (8) feet of pedestrian walkway shall exist between the curbline and the building façade.~~
 - ~~c. Buildings or facades in excess of fifty (50) feet in length, which face any street, shall be articulated with vertical divisions to reduce the scale and uniformity of large-scale buildings. Vertical divisions or bays shall be provided every thirty-three (33) feet or less on all street-side building facades. Building elements which may be employed are pilasters, piers, projecting bays, arcades, changes in façade materials, colors, forms, detailing, and roof or parapet, to appear to be several separate buildings consistent with traditional town center architecture.~~
 - ~~d. A minimum setback two (2) feet but not more than three (3) feet for forty (40) percent of the façade area facing New Jersey Avenue on the second and third floor must be provided. Uncovered balconies with open railings, less than twenty (20) square feet in area may extend up~~

to three (3) feet from the façade but may not encroach into the right-of-way.

e. A minimum setback of six (6) feet shall be provided for twenty (20) percent of the façade area facing the street on the second and third floor. Decks and roofed porches shall have a minimum setback of two (2) feet, but in no case may extend beyond the vertical plane of the first floor.

f. Roofs may be flat, however parapets must be provided along street frontages to screen rooftop mechanical equipment.

g. Roofs may be pitched.

h. Rooftop decks and patios are not permitted.

i. Parapets, cupolas, and other vertical elements above the roof may project up to three (3) feet above the permitted height.

E. Site Design and Building Layout

1. The site design and layout of buildings and parking areas shall be reviewed so as to provide an aesthetically pleasing design and efficient arrangement. Particular attention shall be given to safety and fire protection, impact on surrounding development and contiguous and adjacent buildings and lands.

2. To promote a desirable visual environment and to ensure good civic design, the Planning Board in its review shall consider, but not be limited in its consideration of, visual impacts of the proposed development, including views and view interference, shadow effects and solar orientation, noise impacts, and design compatibility with surrounding land uses.

3. All solid waste and recycling, not stored within a building, shall be stored within an enclosed container. An enclosure matching the building with gates shall be provided consistent with BLANK complying with the area requirements per Chapter 37 and §85-89.

F. General Design Requirements. Any development in this district which will be used wholly or in part for business purposes shall be designed so as to provide a comprehensive development plan for the area for which it is a part, the goals being to control means of access and to coordinate internal pedestrian and vehicular traffic flow relating to existing development and architectural compatibility.

G. Facade Review. Any new facade or change in the facade of an existing building (architecture, color and design) shall be reviewed by the Development Review Committee and approved by the Planning Board.

(Ord. No. 1022 § 1B)

Signs shall be permitted only in compliance with the following regulations which are intended to provide attractive, coordinated, informative and efficient signs in the borough.

- A. General Regulations. The following regulations shall apply to all permitted and pre-existing nonconforming signs:
 1. No signs shall be hung, erected, rebuilt or placed upon any building or structure unless a zoning permit and/or construction permit has been obtained by the property owner or an authorized agent of owner. Permit applications shall be accompanied by a plan showing details of the sign, type of illumination, type of materials, colors, size and location of the sign on the building and/or parcel.
 2. All signs shall be kept in good repair which shall include replacement or repair of broken structural elements, casings, or faces, maintenance of legibility and all lighting elements.
 3. The owner of the premises shall be responsible for keeping the area surrounding ground signs neat, clean and landscaped.
 4. Directional and State-required signs having areas of less than two (2) square feet are exempt from area and location regulations except they shall be located a minimum of five (5) feet from any property line and further provided they do not constitute a hazard to the traveling public.
 5. Applications shall comply with all applicable County, State and Federal sign regulations.
 6. Nonconforming signs shall not be enlarged, changed, or altered in size, location or appearance unless they are to conform to these regulations. Nonconforming signs may be reconstructed or rebuilt with prior approval by the Zoning Officer.
 7. All principal buildings in all districts shall be clearly identified as to street number by means of a small unobstructed sign, clearly visible and legible from the main and abutting street.
 8. Letter form and the use of symbols on signs must be simple, bold, and identifiable. The size, location, design, color, texture, lighting, and materials of all temporary and permanent signs and outdoor advertising structures or features shall not detract from the design of proposed buildings and structures and the surrounding properties.
 9. All signs shall be constructed and placed in such a manner as to insure driver reaction time and safe stopping distance to the entrance of the business or commercial use.
 10. Every sign shall be in good scale and proportion in design and visual relationship to structures, buildings and other surroundings.

11. Every sign shall be designed as an integral architectural element of the structure, building and site to which it principally relates. As an architectural element, a sign shall be in harmony with the structure, building or site's character and use.
 12. The colors, materials, and lighting of every sign shall be harmonious with the structure, building and site to which it principally relates.
 13. The number of graphic elements on a sign shall be limited to a minimum needed to convey the sign's main message, and shall be composed in proportion to the area of the sign face.
 14. Each sign shall be compatible with signs on adjoining premises and shall not compete for attention.
 15. Awnings are permitted in all zones subject to district/use regulations outlined below.
 16. Any application for site plan review shall include any proposed temporary and permanent signs.
 17. Where a sign does not have a panel background, the area of such sign shall be computed by measuring the plane surface lying within the shortest straight lines connecting the exterior points of the letters and ornaments on and of said sign.
 18. No sign shall be located in the sight triangle, as defined as that area outside of the curblines and the straight line connecting "sight points," one (1) located on each curbline at a distance of twenty-five (25) feet from the corner.
 19. Any lighting associated with a sign shall be arranged and shielded in such a manner as not to create a hazard or nuisance to nearby residential properties or the traveling public.
- B. Prohibited Signs. Signs prohibited in all zones shall specifically include, but not be limited to, the following:
1. Any sign which does not pertain to an occupant, service, or product actually occupying or provided on the premises where such sign is located, except for the placement of temporary signs for sale, for rent or open house. (Ord. No. 1043 § 1)
 2. Roof signs and signs extending above the wall to which they are attached except as where permitted in the M-1 Zone.
 3. Signs posted on fences, posts, utility poles or trees.
 4. Signs posted on borough property without the consent of the Governing Body.
 5. Signs standing, installed or painted on sidewalks, curbs or the public right-of-way.

6. Exterior moving signs or lights of any nature.
 7. Signs on abutments, retaining walls, embankments, standpipes, water towers or similar structures unless approved by the Governing Body.
 8. Advertising signs painted directly on buildings, except in the M-1 and B-1 Zones.
 9. Advertising signs on accessory buildings.
 10. Advertising signs which constitute a hazard to the traveling public.
 11. Pylon signs except as permitted herein.
 12. Billboard signs.
 13. Throwaways or handbills on porches, in cars, or distributed in any manner as to permit their being blown and littering the streets.
 14. Automobile, trailer (attached or unattached) or vehicle of any nature bearing signs or advertisements, parked or left for more than twenty-four (24) hours upon any vacant land or public street.
 15. Flashing or illuminating signs that spell or present alternating messages.
 16. Any lighting or control mechanism which may cause radio or television interference.
 17. All signs operating between the hours of 1:00 a.m. and 6:00 a.m., with the exception of a service sign denoting "Vacancy" no larger than two (2) feet by four (4) feet and the further exception of all signs in the B-1, MC, and M-1 Zones.
 18. Signs where the actual force of illumination is exposed to public view with the exception of neon.
 19. Pennants and banners, except for open house, which pennants and banners are not to exceed sixteen (16) square feet and are to be removed daily by 4:00 p.m. (Ord. No. 1043 § 1)
 20. Flags for the purpose of advertising, except for a business in the B-1 and M-1 Zones, and except for open house, which flags shall not exceed sixteen (16) square feet and are to be removed daily by 4:00 p.m. (Ord. No. 1043 § 1)
 21. Signs on balconies or attached to balcony railings.
 22. All temporary signs shall be prohibited except as outlined below.
- C. Temporary Signs. Temporary signs in all zones and for all parcels, including vacant lots, shall be subject to the following regulations:

1. During construction, no more than one (1) sign total identifying architects, builders, real estate brokers, lending institutions, and contractors is permitted. No sign shall be displayed until municipal approval has been granted and shall be removed when a certificate of occupancy is issued. Maximum size is:

16 square feet for lots up to 12,000 square feet

32 square feet for lots greater than 12,000 square feet

The location of the sign's outboard edge shall not be nearer than one-half (1/2) the required setback from any property line, and shall not stand more than six (6) feet from the ground.

Said signs shall be permitted to remain on site for a period not to exceed one (1) year after either the first certificate of occupancy is issued or first deed of conveyance, whichever first occurs. (Ord. No. 1043 § 1)

As part of site plan review by the Planning Board or permit review by the Zoning Officer, proposed temporary signs shall be presented including requests for waivers from the above regulations.

2. For Sale or Rent (Ord. No. 1043 § 1) – No permit shall be required when placed by the property owners or their duly authorized and licensed real estate brokers and meet the requirements below. Vacant ground shall be subject to the regulations below.

For single-family or two-family residential units, one (1) temporary ground-mounted sign shall be permitted per unit announcing that the property on which it is located is for sale or rent, provided such sign shall be displayed for only so long as such property is for sale or rent. Such signs shall not exceed a total of five (5) square feet or two by two and one-half (2 x 2 1/2) feet, inclusive of two (2) six (6) inch riders. One (1) information sheet holder is permitted but must be securely attached to the for rent or sale sign. For sale or rent signs shall be located no closer than ten (10) feet from the curb on residential properties, and the top of the sign shall be no more than four (4) feet above ground level.

For properties in the Motel Zone that contain more than two (2) multi-family residential units, there may be one (1) ground or building-mounted sign advertising for rent or for sale with a maximum size of four by four (4 x 4) feet, allowing up to fourteen (14) double sided or twenty-eight (28) single sided rider-size six by eighteen (6 x 18) inches real estate placards per side. Additional signs may be added not to exceed the amount required for one (1) sign per unit. For sale or rent signs shall be located no closer than twenty (20) feet from the curb, and the top of the sign shall be no more than four (4) feet above ground level on multi-family residential properties in the M Zones.

For any properties that are pre-existing and nonconforming as to setbacks and for which placement of "for sale" or "for rent" signs within

the setback would present an undue hardship or be impractical to comply with, the Zoning Officer shall have the authority to authorize the placement of the temporary sign within the setback area or to refer applicant to the Zoning Board for waiver or variance relief if deemed necessary.

Two (2) open house signs are permitted on the property that is for sale during the time the open house is taking place and only if an agent or broker is onsite. Balloons are permitted attached to the sign during the period of the open house. The open house sign and balloons must be removed at the conclusion of the open house. For open house, the use of either pennants, flags or banners will be allowed only on the property during the open house and must be removed daily no later than 4:00 p.m. All open house signs, pennants or flags or banners or balloons are permitted only on a daily basis between the hours of 10:00 a.m. and 4:00 p.m. to be removed daily.

3. Temporary Contractor. One (1) temporary window or ground-mounted sign shall be permitted announcing a contractor performing work on a property, only so long as the work is in progress, or three (3) months, whichever is less. Such sign shall not exceed five (5) square feet and shall be located no closer than ten (10) feet from the curb, and the top of the sign shall be no more than four (4) feet above ground level.
 4. Temporary political signs shall be permitted in all zones for a period of two (2) months prior to a primary, general and/or special election and for one (1) week thereafter. Said signs shall not exceed twelve (12) square feet and no side of any sign shall be more than six (6) feet in any direction.
- D. Signs in Business and Marine Commercial Zones. Signs in nonresidential districts may be erected only in accordance with the following requirements:
1. Those signs permitted in residential zones.
 2. Exterior wall signs on nonresidential establishments shall be permitted a total of two (2) signs provided, however, that no single exterior wall of any one (1) establishment shall contain more than one (1) of the two (2) permitted signs. The total sign area for the sign permitted on the face of any wall shall not exceed five (5%) percent of the face of the wall area.
 3. Freestanding signs may be permitted in the B-1 Zone at a maximum of one (1) freestanding sign advertising the business establishments or services located on the lot therein, provided that:
 - a. The area of said sign shall not exceed sixteen (16) square feet on each side or surface for lots forty (40) feet wide or less; and shall not exceed thirty (30) square feet for lots with a width greater than forty (40) feet.
 - b. The location of said sign's outboard edge shall not be nearer than one-half (1/2) the required setback from any property line.

- c. The base of said sign shall be appropriately landscaped.
 - d. No freestanding sign shall be erected on a side which borders on a residential zone.
 - e. Freestanding signs may be permitted for marine fishing and marine sightseeing uses directly related to boats provided they do not interfere with pedestrian sidewalk traffic.
4. A-frame signs standing on the ground are permitted on the property of the business. They are prohibited on the sidewalk or in the public right-of-way, and they must be on the property that the business is located.
 5. The location of signs shall not block the view of any existing signs on adjacent properties as seen from the inside travel lane.
 6. Awnings. (Ord. No. 1101 § 2) Retractable awnings of canvas or similar durable material which are supported within the property lines shall be allowed to extend over a portion of the sidewalk in Business and Marine Commercial Zones. Awning supports are not permitted in the public right-of-way. The vertical clearance from the public right-of-way to the lowest portion of any structural member shall be eight (8) feet. The vertical clearance from the public right-of-way to the lowest portion of any awning, including valances, shall be seven (7) feet minimum. No portion of the awning shall extend more than five (5) feet into the public right-of-way. Awnings shall be constructed and installed in such a manner that upon seasonal or permanent removal, no portion of the support structure shall be exposed.

Awning signs are limited to sixteen (16) feet of awning, and letters are limited to eight (8) inches in height. No signs, merchandise, banners or flags shall be attached to the bottom of an awning.

Installation of awnings beyond the property line (in Business and Marine Commercial Zones) is subject to the following:

Any applicant seeking approval to install or replace awnings shall apply for a building permit from the Construction Official setting forth the specific location, dimensions and structural aspects of the proposed awning. The Construction Official shall not issue any awning permit without receiving proper written approval from the Zoning Official, who is hereby authorized to review and, if appropriate, approve awnings after taking into account such factors as impact on the public right-of-way, emergency access and safety, customary activities, drainage and maintenance.

Prior to the erection of any such awning and on an annual basis thereafter with renewal of mercantile license, a liability insurance policy or rider and hold harmless agreement with indemnification to the Borough of Wildwood Crest must be submitted in a form as approved by the Atlantic County Joint Insurance Fund and which must be satisfactory to the Borough Clerk and/or Borough Solicitor.

In emergencies or upon proper notice for any good cause, the Zoning Official is authorized to require the immediate removal of awnings from over any portion of the public right-of-way, all costs of which shall be the sole responsibility of the owner/applicant.

7. Window Lettering and Window Signs. For the purpose of enforcing this Ordinance, window lettering and signs shall not be construed as signs, but shall be subject only to the following restrictions:

All window lettering and signs shall be inside the window, and considered interior sign as defined in Article II of this Ordinance.

Permanent window lettering and signs shall be permitted only if the space confining such lettering and signs, or the background, upon which it appears, does not exceed twenty-five (25%) percent of the window area. Any painted area of any window shall be construed as window lettering or signs, whether or not such area actually contains lettering or advertising.

Window lettering or signs shall pertain only to that establishment occupying that portion of the premises where the window is located. Temporary window lettering or signs, advertising special sales or event, shall be removed within thirty (30) days. Also, such window lettering or signs, in conjunction with permanent window lettering or sign, shall not cover, in the aggregate, more than thirty (30%) percent of the window area.

8. Murals may meet the definition of a sign (if there is lettering or images that represent the item or service for sale), therefore must apply for a zoning permit and are subject to the regulation regarding wall signs (above).
9. Signs attached to or hung from the principal structure and perpendicular to the street is permitted in the B-1 Zone only with a total sign area of sixteen (16) square feet per side. These signs shall be allowed to extend over a portion of the sidewalk in Business and Marine Commercial Zones. The vertical clearance from the public right-of-way grade to the lowest portion to the lowest sign, shall be seven (7) feet minimum. No portion of the sign shall extend more than five (5) feet into the public right-of-way.
10. Any combination of the permitted signs above must not exceed one hundred (100) square feet per property for corner lots, and seventy-five (75) square feet for inside lots in the B-1 and MC Zones.
11. Gasoline service stations and public garages shall be permitted to display only the following signs:
 - a. One (1) temporary sign, located inside the property line, specifically advertising special or seasonal servicing of motor vehicles, provided such sign does not exceed seven (7) square feet in size to a side.

- b. One (1) nonmoving, freestanding or pylon sign advertising the name of the station or garage and/or the principal products sold, including any special company or brand name, insignia or emblem, provided that the actual sign area does not exceed thirty (30) square feet in size to a side, and further provided that such sign shall be more than ten (10) feet but less than twenty (20) feet above ground level and is no closer than five (5) feet to any property line.
- c. Additional signs or lettering displayed over individual entrance doors or bays, bearing legends, essentially the same or similar to the following: "washing, lubrication, repairs, mechanic on duty, car rental, U-hauls." There shall be no more than one (1) such sign over each entrance or bay, such signs shall not exceed six (6) square feet in size, nor shall the lettering on such signs be greater than twelve (12) inches high.
- d. Customary lettering or other insignia which are an integral part of a fuel pump and consisting only of a fuel name, lead warning sign, price indicator and any other sign or signs as required by law. Such sign shall not exceed three (3) square feet in aggregate area on each pump.
- e. A single, nonilluminated credit card sign, not exceeding two (2) square feet in size, may be placed on or near each pump island.

E. Signs in Hotel/Motel and Multi-Family Zones

- 1. Hotels/motels and their permitted accessory uses in the motel district shall be permitted to display only the following signs:
 - a. Two (2) signs for the purpose of identification and advertising which shall both be attached to the building, or one (1) attached to the building and one (1) placed on the roof of the building. The total area of these two (2) signs shall not exceed fifty (50) square feet in area. No one sign shall exceed twenty-five (25) square feet in area. In addition, a freestanding sign is permitted but shall not exceed twenty-five (25) square feet per side, and shall be set back at least one-half (1/2) of the required setback. Signs mounted on a roof shall not be permitted to extend ten (10) feet above the topmost point of the roof.
 - b. Hotels or motels containing and maintaining, in connection with the operation thereof, a restaurant, are permitted to erect and maintain two (2) illuminated service display signs advertising the restaurant facilities which sign is not to exceed sixteen (16) square feet.
 - c. Where beauty shops and gift shops are permitted in motels, one (1) small, maximum six (6) square feet illuminated sign shall be permitted to advertise services.

- d. Awnings that are entirely supported by the building may be located within the front yard setback. Any supporting posts may also be located within the front yard setback. Awnings, and support structures are prohibited in the public right-of-way. Lettering and logos are permitted at a maximum of twenty-four (24) square feet total for the awning.
 - e. A-frame signs standing on the ground are permitted on the property of the motel. They are prohibited on the sidewalk or in the public right of way, and they must be on the property that the motel is located.
2. Multi-Family Residential
- a. There may be one (1) sign maximum, either affixed to the building or freestanding.
 - b. Maximum area of the sign shall be twenty-five (25) square feet if the sign is affixed to the building.
 - c. Maximum area of a freestanding sign shall be twelve (12) square feet and shall not stand more than six (6) feet high. It shall be placed no closer to the street than fifty (50%) percent of the setback requirements.
 - d. Awnings that are entirely supported by the building may be located within the front yard setback. Any supporting posts may also be located within the front yard setback. Awnings, and support structures are prohibited in the public right-of-way. Lettering and logos are permitted at a maximum of twenty-four (24) square feet total for the awning.
 - e. One (1) exterior wall mounted management sign is permitted and shall have a maximum size of three (3) square feet.
- F. Signs in Residential Districts. Only the following types of signs shall be permitted in residential districts:
- 1. Signs accessory to parking areas for institutional or public uses. Signs designating entrance or exits to or from a parking area shall be limited to one (1) sign for each such exit or entrance, with a maximum size of two (2) square feet for each sign. One (1) sign per parking area designating the conditions of use or identity of such parking area, and limited to a maximum size of six (6) square feet shall be permitted.
 - 2. Nameplate and identification signs for single-family dwellings. A sign indicating the name or address of the occupant, or a small professional announcement sign may be permitted provided that the sign shall be no larger than two (2) square feet.
 - 3. Institutional Signs. Signs of schools, colleges, churches and other institutions of a similar public or semi-public nature may be erected and maintained provided that:

- a. The size of any freestanding sign shall not exceed ten (10) square feet and not more than one (1) such sign is placed on a property, unless such property fronts upon more than one (1) street, in which instance a sign may be erected on each frontage.
 - b. Signs may be affixed to a maximum of two (2) walls of a structure. The total sign area on each wall shall not exceed twenty-five (25) square feet or two (2%) percent of the wall, whichever is less. The wall area shall be measured from ground level to the bottom of the roof eaves and from the side of the building to the other side.
 - 4. A sign erected by the Borough, County, State or Federal government.
 - 5. Signs used for the protection of the public during construction or repairs.
 - 6. Awnings that are entirely supported by the building may be located up to two (2) feet into the required front and side yard setback, and must not fall within six (6) feet of the rear property line. Any supporting posts must meet front and side yard setback requirements, and must not fall within six (6) feet of the rear property line. Lettering or graphics are prohibited on awnings in the residential zone.
- G. Substandard signs may be removed by the Borough for the following reasons:
- 1. **Unsafe Signs.** Whenever a sign becomes structurally unsafe or endangers the safety of life or property, the Construction Official shall give either a written or verbal notice that the sign either be made safe or removed. Compliance with the notice shall be immediate if the sign poses imminent danger and the Construction Official or designee shall have the right to remove said sign: otherwise, compliance shall be made within seventy-two (72) hours. The Borough may charge the owner of the sign for any costs incurred in removing hazardous signs.
 - 2. **Abandoned Signs.** Any individual, corporation or entity who owns or leases a sign shall remove said sign within thirty (30) days after the party advertises that business is no longer conducted in or on the premises, or the party vacates the premises. Removal of the sign can be done in the same manner as described in Subsection G.1 above.
 - 3. **Illegal Signs.** Any sign erected or applied in violation of this Ordinance shall be removed by the owner immediately upon notification with reason by the Zoning Officer or designee. Failure to remove said "illegal" sign shall be cause for the issuance of a summons to appear in Municipal Court.
 - 4. **Dilapidated Signs.** A sign determined to be substantially dilapidated as determined by the Zoning Officer or designee shall be removed in accordance with Subsection G.1 above.