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CITY OF WILDWOOD | CAPE MAY COUNTY

BOARDWALK REDEVELOPMENT PLAN

DRAFT APRIL 2026



PREPARED BY:

Clarke Caton Hintz



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CITY OF WILDWOOD | CAPE MAY COUNTY

BOARDWALK REDEVELOPMENT PLAN

Adopted by the Wildwood Board of Commissioners on _____ for the area designated as an Area in Need of Redevelopment (non-condemnation) pursuant to the Local Redevelopment and Housing Law (N.J.S.A. 40A: 12A-1, *et. seq.*).

DRAFT

Prepared for the City of Wildwood by:

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BOARDWALK REDEVELOPMENT PLAN

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Robert Belasco, Esq., Board Attorney

Marc DeBlasio, P.E., Board Engineer (DeBlasio & Associates)

Steven Booy, Zoning Officer

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1.0 | INTRODUCTION

The Wildwood Boardwalk has long served as the City's iconic economic center and regional tourism destination for amusement, dining, shopping, lodging, entertainment, and recreation. As the City and its economy continue to grow, continual efforts to strengthen the Boardwalk as a resilient economic asset remain necessary to ensure its long-term success.

This Boardwalk Redevelopment Plan provides a vision and framework of development regulations to enhance the Boardwalk district, promote economic development in tandem with strong urban design principles, increase the productivity of underutilized land, and improve parking and mobility to advance the City's vision for a vibrant, year-round, economically resilient beachfront destination.

The Boardwalk Redevelopment Plan encompasses the entirety of the 1.3 miles of boardwalk within the City of Wildwood and a total of 49.7 acres including rights-of-way. This area—bounded by East Bennett Avenue to the south, East 26th Avenue to the north, and Ocean Avenue and Atlantic Avenue to the West—contains 28 acres of public and privately owned land, exclusive of public rights-of-way, that were designated by the City as an Area in Need of Redevelopment (Non-Condemnation) pursuant to the Local Redevelopment and Housing Law ("LRHL") under N.J.S.A. 40A:12A-1 *et seq.*). Blocks within the Boardwalk Redevelopment Area, as identified on the City Tax Map, are listed in Appendix A.

This Redevelopment Plan establishes alternative use, bulk, and design regulations to incentivize redevelopment conditioned upon the transformation of blocks in their entirety to support the City's vision for the Boardwalk Redevelopment Area...

To implement the City's vision and objectives for the Boardwalk Redevelopment Area, this Redevelopment Plan shall function as an overlay district that establishes optional use, bulk, and design regulations to incentivize redevelopment conditioned upon the transformation of blocks in their entirety. Nothing in this Plan shall prohibit a property owner from utilizing the standards of the underlying BRZ zoning district where acquisition of a block is infeasible. Where the regulations and standards of this Redevelopment Plan are silent, the standards of the Land Development Ordinance shall continue to apply to the Redevelopment Area as permitted by N.J.S.A. 40A:12A-7a(2) except where inconsistent with the standards herein.

The concepts and standards contained within this Plan are based on approximate development capacity, surrounding context, and the City's overall vision as reflected in the City of Wildwood Master Plan. As a whole, this Redevelopment Plan promotes a cohesive array of land uses and design strategies that are

intended to build upon the Boardwalk's strengths for long-term improvements and continued enjoyment among residents and visitors for decades to come.

This Redevelopment Plan has been prepared pursuant to the Local Redevelopment and Housing Law. As required under the statute, this Plan contains the following sections:

- Redevelopment goals and objectives;
- Proposed land uses and design concepts;
- Proposed locations for electric vehicle charging infrastructure;
- Redevelopment regulations and standards; and
- Relationship of the redevelopment plan to the land development ordinance and other plans.

1.1 - Redevelopment Area Designation

The City of Wildwood Board of Commissioners directed the Planning and Zoning Board to conduct the necessary investigation to determine whether certain properties near the Boardwalk met the statutory criteria for an Area of Need of Redevelopment (Non-Condensation) pursuant to the Local Redevelopment Housing Law contained at N.J.S.A. 40A:12A-1 *et seq.*

On March 10, 2025, the Planning and Zoning Board held a public hearing on the findings of the investigation and found that the statutory criteria to designate an area in need of redevelopment under N.J.S.A. 40A:12A-1 *et seq.* were met for certain blocks and lots within the Study Area. Pursuant to Resolution No. 2025-003, the Planning and Zoning Board recommended that the Board of Commissioners designate an Area in Need of Redevelopment (Non-Condensation).

On April 9, 2025, the Board of Commissioners accepted the Planning and Zoning Board's recommendation and designated the identified blocks and lots as a Non-Condensation Redevelopment Area pursuant to Resolution No. 156-4-25.

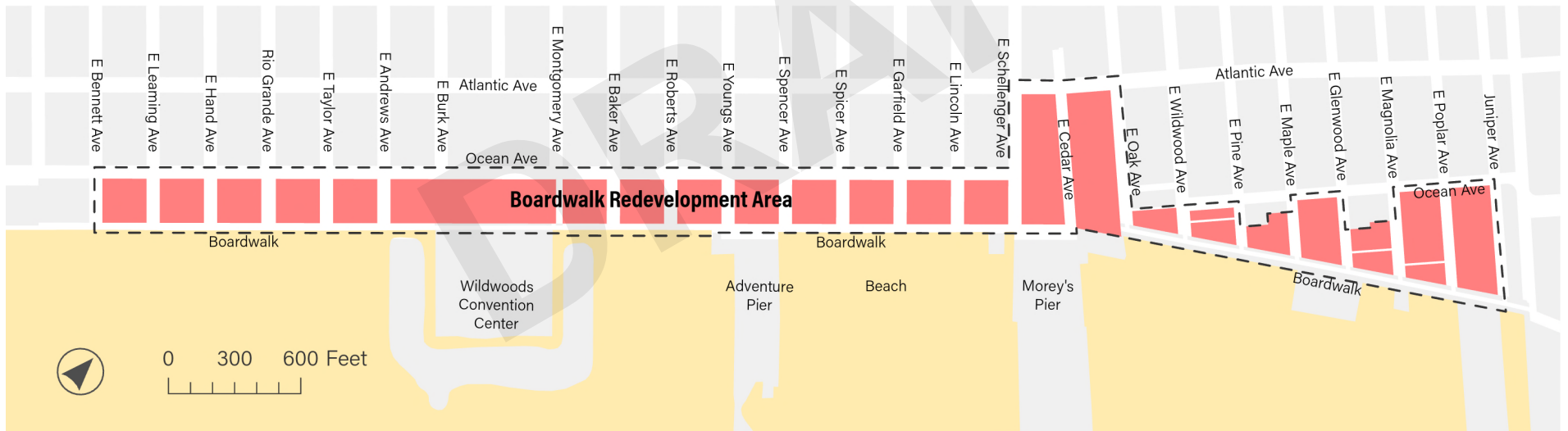
Properties within the Boardwalk Redevelopment Area are listed by block and lot in Appendix A of this Plan.



LOCATION MAP



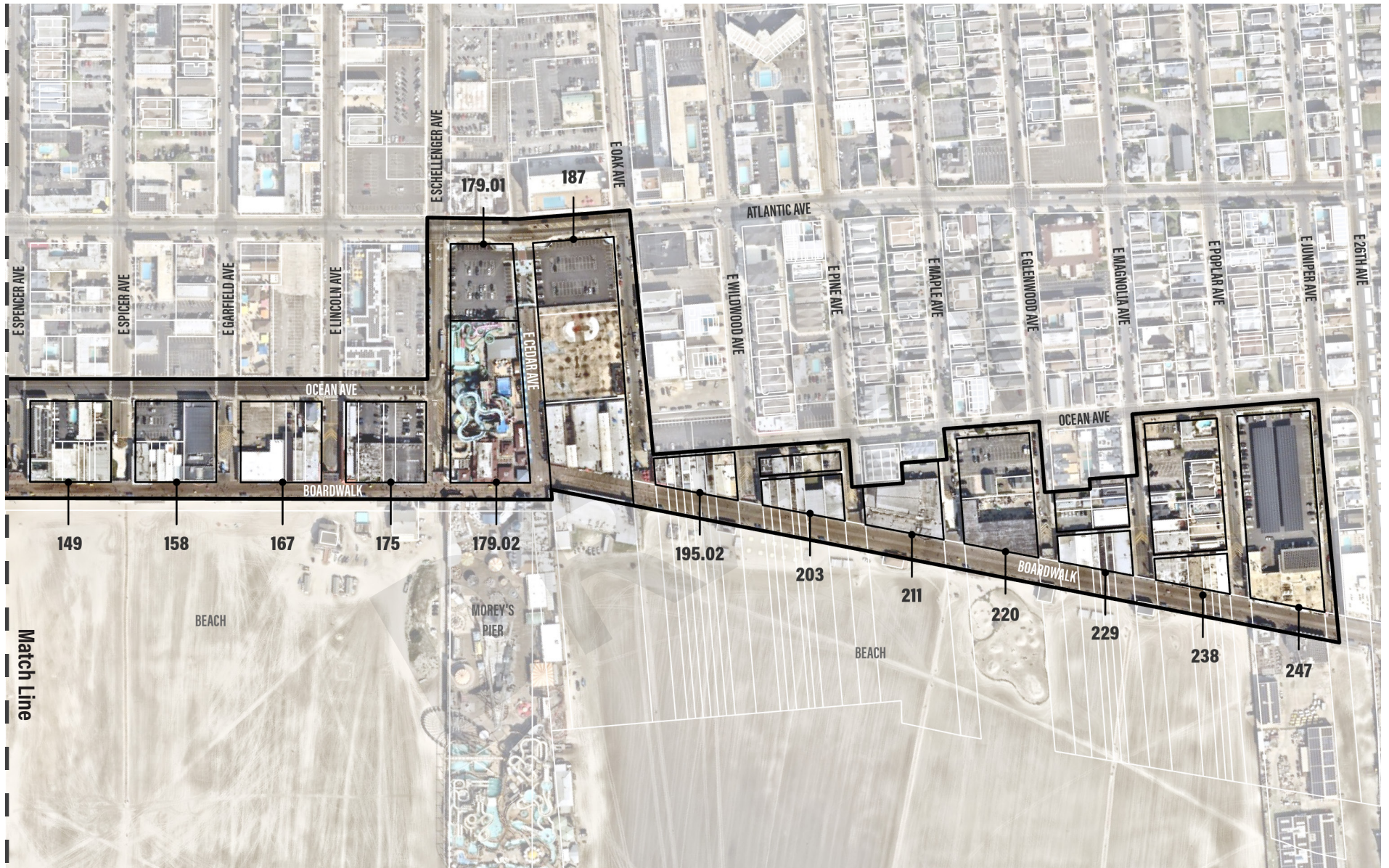
The Redevelopment Study recommended designation of the Redevelopment Area based on findings of significant underutilization of land associated with vacancy, surface parking, undersized lots, and obsolete site design.



LOCATION MAP DETAIL



AERIAL MAP OF REDEVELOPMENT AREA (SOUTH OF SPENCER AVE)



Aerial Imagery
Nearmap (July 21, 2025)
MOD-IV Tax Parcels (NJOGIS, 2024)

AERIAL MAP OF REDEVELOPMENT AREA (NORTH OF SPENCER AVE)

2.0 | GOALS AND OBJECTIVES

This Boardwalk Redevelopment Plan establishes a vision, framework, and objectives that are intended to revitalize public and private property along the City's Boardwalk to achieve long-term economic prosperity in Wildwood. The overall vision for this Plan is to further enhance the Boardwalk and waterfront as a vibrant, year-round, economically resilient beachfront destination for shopping, dining, entertainment, lodging, recreation, and amusement. The regulations and standards in this Plan are intended to achieve this vision by promoting economic development, establishing flexible design standards, recommending concepts for public and private improvements, and incentivizing block-by-block redevelopment.

VISION: Enhance the Boardwalk district as a vibrant, year-round, economically resilient beachfront destination...

2.1 - Overall Objectives

1. Encourage economic growth and development of underutilized land.
2. Provide a diversity and balance of residential and nonresidential land uses.
3. Enhance the aesthetics and usage of the Boardwalk, waterfront, and streetscape.
4. Improve mobility, parking, and accessibility to the Boardwalk and surrounding uses.
5. Promote year-round economic activity, events, and land uses.
6. Increase the availability of options for hotel, lodging, hospitality, and conference center uses.
7. Capitalize on the Convention Center, Boardwalk, and beach as regional assets for tourism and special events.
8. Improve access to high quality public spaces.

Any development application subject to this Redevelopment Plan that requires relief in accordance with N.J.S.A. 40:55D-70.c from the bulk and design standards established herein shall be required to demonstrate that such relief may be granted without substantial detriment to the public good. Such relief shall not substantially impair the vision and objectives of the Redevelopment Plan nor the intent and purpose of the implementing ordinance(s).

3.0 | REDEVELOPMENT FRAMEWORK AND CONCEPTS

3.1 - Redevelopment Framework

This Redevelopment Plan aims to advance the City's vision for the Boardwalk based on a Redevelopment Framework that links the City's vision to specific blocks within the Boardwalk Redevelopment Area. This framework, shown on the following page, establishes a vision for land use concepts and typologies within the Redevelopment Area based on existing context and adjacent zoning districts.



Public Parking

Transitioning from individual surface parking lots to consolidated parking structures is a primary objective of this Redevelopment Plan. To achieve this vision, the City and the Boardwalk Redevelopment Stakeholder Committee identified two potential locations for public parking structures discussed further in this Plan. These locations would capitalize on existing Boardwalk gateways at East Burk Avenue and East Cedar Avenue and utilize land that is currently vacant or dedicated to surface parking.



Hotel & Convention Center

The Hotel & Convention Center block typology is preferred for the blocks between East Bennett Avenue and East Baker Avenue. The intent for this area is to redevelop existing surface parking lots with mixed-use buildings that provide building frontage on both Ocean Avenue and the Boardwalk, support the City's capacity for year-round tourism, lodging and events, and expand and/or relocate the existing public parking facilities into centralized parking structures.



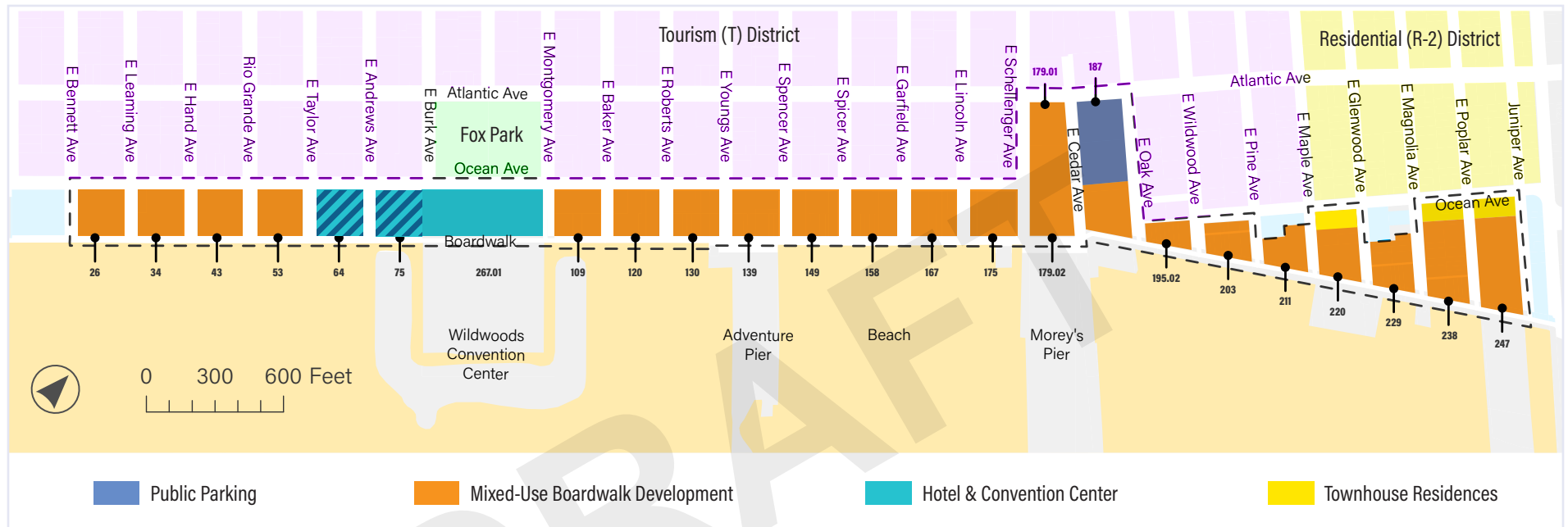
Mixed-Use Boardwalk Development

The mixed-use block typology is envisioned for the majority of blocks within the Redevelopment Area that have frontage on the Boardwalk and Ocean Avenue. Most of these blocks currently contain one- and two-story commercial buildings with primary frontage on the Boardwalk and surface parking lots fronting Ocean Avenue. The vision for these blocks is to encourage investment and expansion of Boardwalk uses with hotel rooms or multi-family apartments above in order to enhance the vibrancy of the Boardwalk, Ocean Avenue, and east-west streets.



Residential Transition to R-2 Zone

Townhouse residential development is planned along Ocean Avenue north of East Pine Avenue to enhance the mixed-use development capacity of land near the Boardwalk while simultaneously providing a consistent street face and physical transition between higher-intensity Boardwalk uses and single-family detached dwellings located in the R-2 Single-Family detached zoning district along Ocean Avenue.



REDEVELOPMENT FRAMEWORK

*The **Redevelopment Framework** establishes a block-by-block vision for land use typologies and concepts within the Redevelopment Area based on overall objectives, existing design context, and adjacent zoning districts...*

3.2 - Public Parking

Off-street parking plays a critical role in the success of the City's coastal tourism economy by supporting the regional draw of the Boardwalk, beach, and surrounding businesses. The Boardwalk Redevelopment Study identified surface parking lots as an inefficient use of urban waterfront land. However, the City has identified the redevelopment of these existing parking facilities – without alternative locations for new off-street parking facilities – as a growing threat to the long-term success of businesses along the Boardwalk. As existing surface parking lots continue to redevelop, a long-term solution for public and private parking facilities is necessary to sustain the Boardwalk's current regional draw of visitors as well as trips generated by additional development for year-round uses.

Currently, the City's most valuable public and privately-owned land within the Redevelopment Area is utilized primarily for the parking of vehicles. Approximately 37.4 acres, or 76% of the entire Boardwalk Redevelopment Area, is dedicated to parking and circulation (including sidewalks). As noted in the Redevelopment Study, this land would be more valuable and productive to the City's tax base if integrated into the streetscape with active building frontage, public space, and additional land uses, provided that sufficient access is maintained or enhanced.



More than 37.4 acres, or 75% of Boardwalk Redevelopment Area, is currently dedicated to parking and circulation (shown above in red), which leaves less than 25% of land in the Redevelopment Area for buildings and public space.

As existing surface parking lots continue to redevelop, a long-term solution for public and private parking facilities is necessary to sustain the Boardwalk's current regional draw of visitors as well as trips generated by additional development and year-round uses...

Transitioning from individual surface parking lots to strategically located, structured parking is therefore a key objective of this Redevelopment Plan. Although parking structures can be costly, they can provide more efficient use of valuable land and promote opportunities for development that can advance the City's vision for a more balanced, economically resilient, mixed-use destination with vibrant street frontage, Boardwalk-level uses, and a robust consumer base of residents and visitors.



The Boardwalk Redevelopment Study identified surface parking lots as an inefficient use of urban waterfront land.

3.3 - Proposed Public Parking Locations

To advance the City's vision, the Boardwalk Redevelopment Stakeholder Committee identified two (2) priority locations for the City to pursue structured parking facilities:

- Block 75 (adjacent to the Convention Center); and
- Block 187 (between E Cedar Avenue and E Oak Avenue).

Block 75 contains a surface parking lot that is owned by the City and leased to the Convention Center. Block 187 contains an existing surface parking lot on Atlantic Avenue and a vacant property between E Oak and E Cedar Avenue. Both properties contain significant developable land in locations that are central to the Boardwalk.

As shown in the following Parking Connectivity Map, the proposed parking locations are within an estimated 5- to 10-minute, or 1/4- to 1/2-mile walk of the entire Boardwalk. It is also worth noting that the City has additional assets that can help maximize the benefit of centralized parking facilities. The Sightseer Tram Car remains a valuable transportation service for the Boardwalk and can extend the distance that visitors may be willing to travel without their cars. The City also continues to pursue bicycle and pedestrian improvements throughout the City's street grid. If coordinated with new public parking facilities and potential parking east of the Boardwalk, these

mobility assets will help further reinforce Wildwood's Boardwalk as a "park once" destination for local and regional visitors.

Given the scale of the Boardwalk Redevelopment Area and the potential fiscal impact of structured parking facilities, this effort may require significant coordination between the City and additional partners, including but not limited to:

- Cape May County
- South Jersey Transportation Planning Organization (SJTPA)
- NJ Transit
- Greater Wildwoods Tourism Improvement and Development Authority (GWTIDA)
- Wildwoods Boardwalk Special Improvement District (WSID)
- Wildwood Boardwalk Special Improvement District (WBID) and
- New Jersey Sports and Exposition Authority (NJSEA)

Such efforts may also entail consideration of establishing a parking authority to facilitate funding and management, as noted in the City's 2022 Master Plan Reexamination Report.



The Boardwalk Redevelopment Stakeholder Committee identified two (2) priority locations for the City to pursue structured parking facilities: Block 75 (top) and Block 187 (bottom).



PARKING CONNECTIVITY MAP

3.4 - Hotel & Convention Center Concepts

Concepts A and B illustrate conceptual redevelopment opportunities for Blocks 64 and 75 to replace surface parking with structured parking and additional uses that compliment the Wildwoods Convention Center and Boardwalk. Each of these concepts would expand the existing 763 surface parking spaces leased by the City to the Wildwoods Convention Center while simultaneously freeing up adjacent City-owned blocks for redevelopment with complimentary uses. Utilization of the East Andrews Avenue right-of-way is a key component for both concepts to facilitate sufficient block dimensions for a wrapped parking structure that is integrated into the urban fabric.

Concept A is a 5.5-story parking structure with the capacity for approximately 830 parking spaces that is partially wrapped by a building with occupiable frontage and rooftop space to compliment the Wildwoods Convention Center and Boardwalk. Such uses may include event venues, food halls, restaurants and bars, hotels, banquet halls, observation decks, amusement attractions, indoor and outdoor recreation areas, and entertainment spaces.

Concept B utilizes both blocks to facilitate an expansion of the current parking capacity of the Convention Center and Green Acres-encumbered beach parking to provide up to approximately 1,250 parking spaces, while also providing additional floor area for the non-parking uses and rooftop space.

Alternatively, surface parking for the beach may also be accommodated east of the Boardwalk near the Convention Center as part of a comprehensive beach recreation and access improvement plan.

Design Principles

1. Replace and expand existing surface parking with centralized structured parking for the beach, Boardwalk, Convention Center, and additional development.
2. Provide complimentary uses to support the Convention Center and businesses on Boardwalk.
3. Maximize cohesive, pedestrian-oriented facades with habitable floor space "wrapped" around parking structures to the greatest extent feasible.
4. Increase sidewalk width along each frontage for the provision of streetscape amenities.

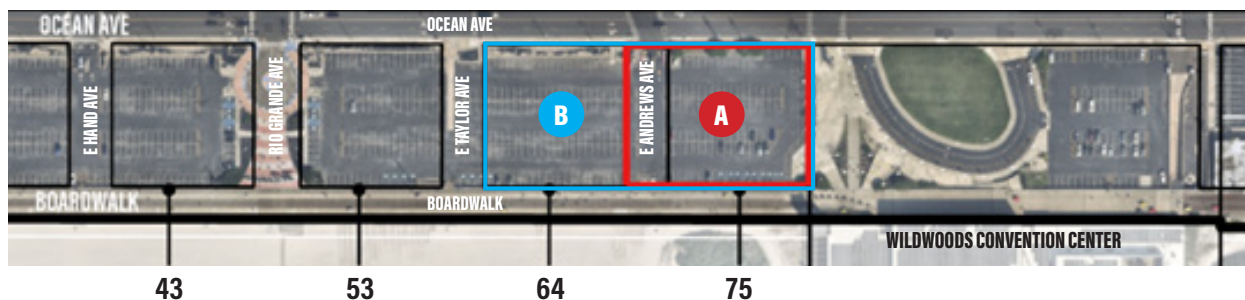
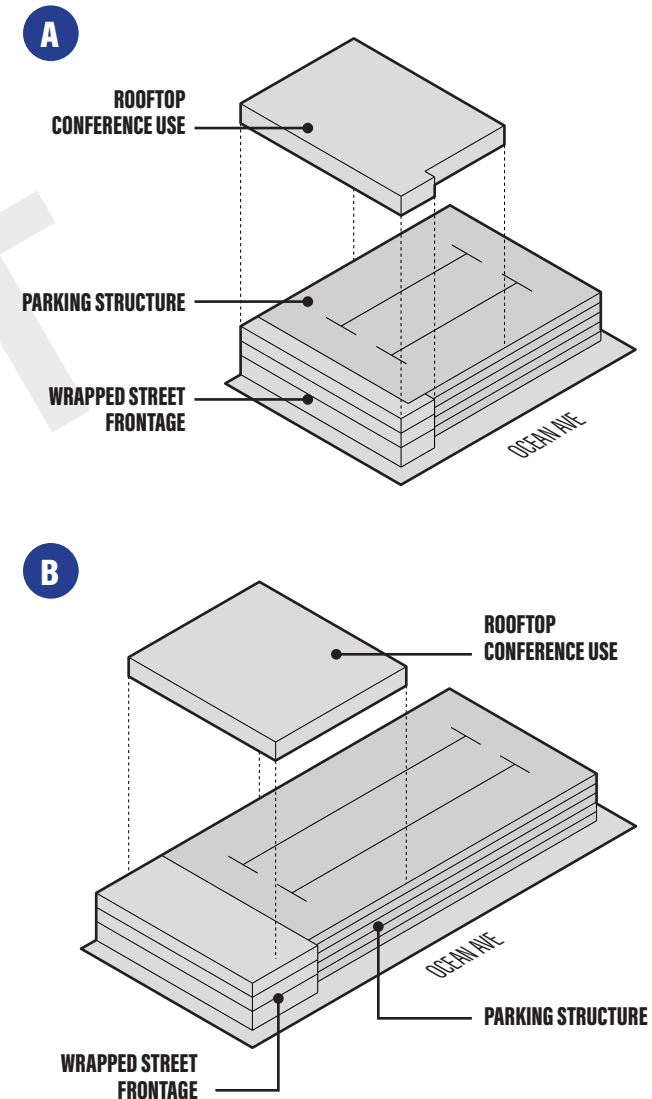




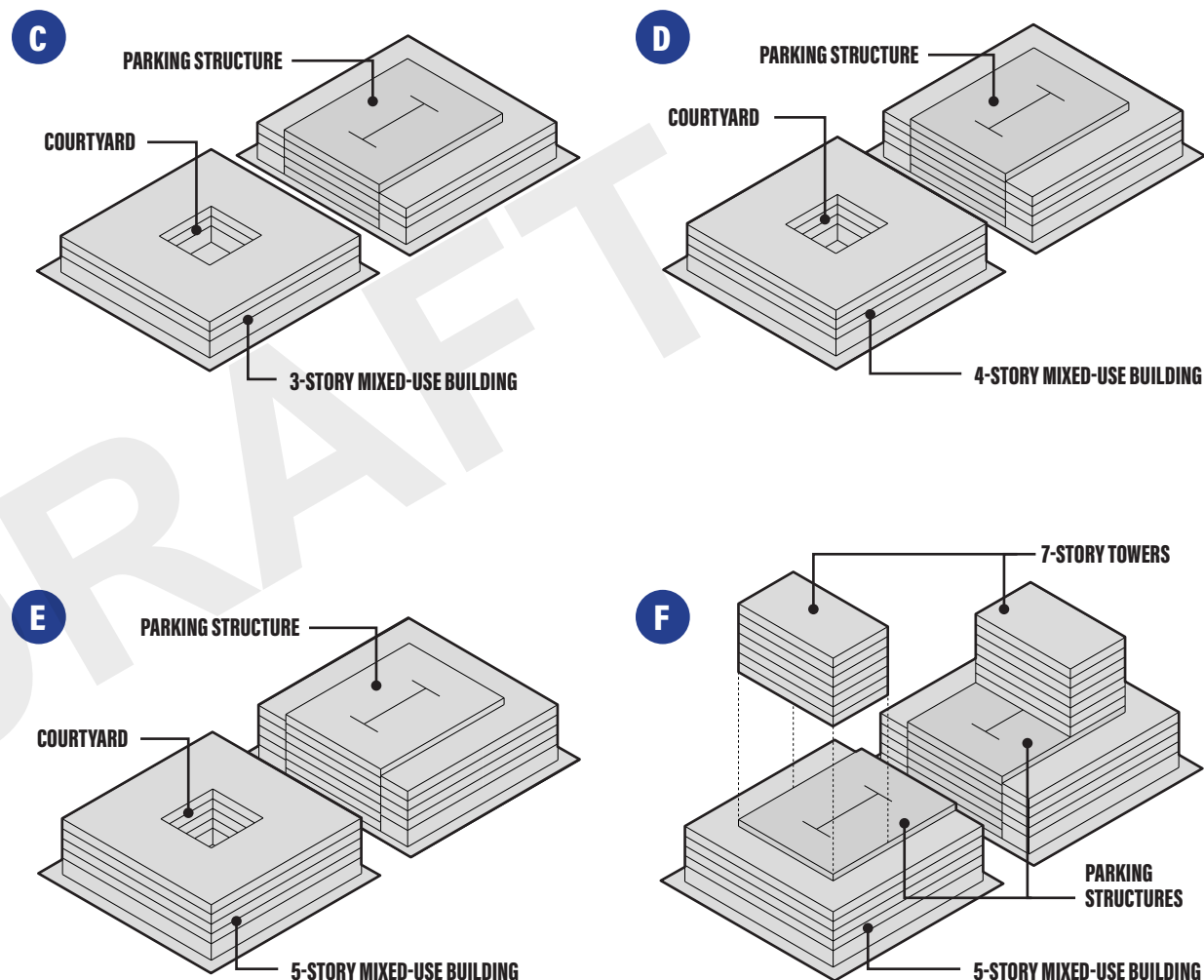
Image Sources: Redideo via Wikimedia Commons (top)

3.5 - Mixed-Use Block Concepts (Existing Block Dimensions)

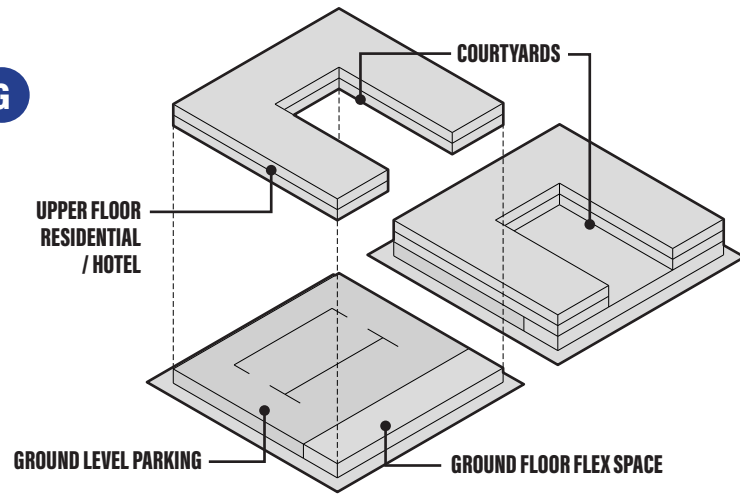
Concepts C through H represent illustrative concept prototypes for mixed-use development of the 14 square blocks within the Boardwalk Redevelopment Area. These concepts correspond generally to any one or two adjacent blocks between East Bartlett Avenue and East Schellenger Avenue that have dimensions of 200 feet by 200 feet. Due to their current ownership and developable area, the City-owned surface parking blocks located south of the Convention Center may have higher likelihood to develop initially and/or simultaneously, provided that the existing parking for the beach and Convention Center is expanded and/or relocated as discussed further in this Plan.

Design Principles

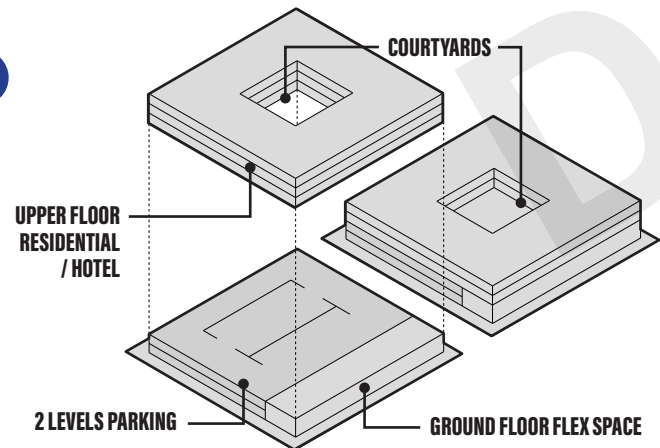
1. Maximize habitable street frontage by “wrapping” parking structures with multi-story buildings to the greatest extent feasible.
2. Increase sidewalk widths along each street frontage to between 12.5 and 18.5 feet to provide additional space for streetscape amenities.
3. Provide high-quality building frontage along the Boardwalk and rooftop amenity space.
4. Provide opportunities for shared-parking facilities serving public and private uses.
5. Create opportunities for approximately 18,000 to 33,000 ground floor “flex space”, 55 to 400 multi-family residential dwelling units, 140 to 400 hotel rooms, 360 to 520 parking spaces, or some combination thereof per each block pair.



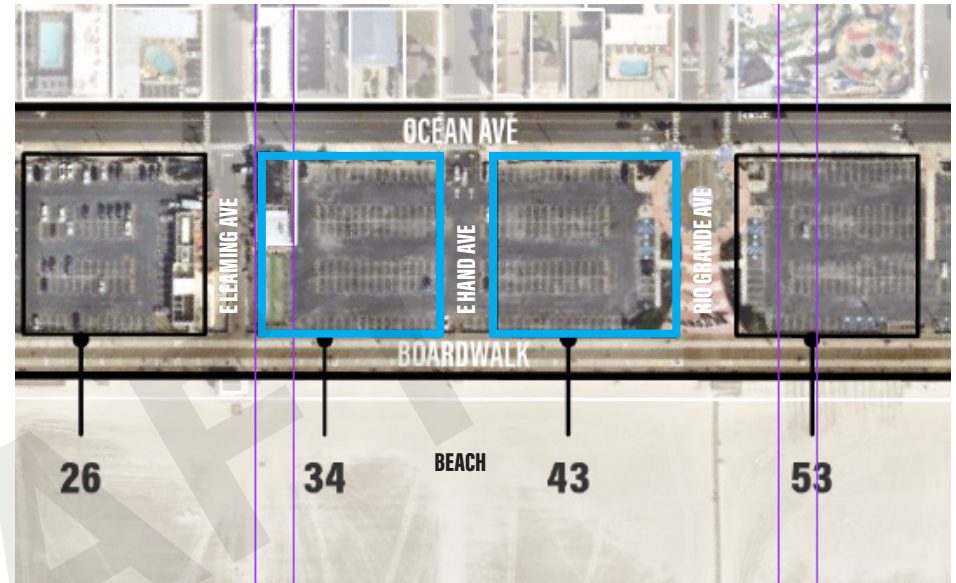
G



H

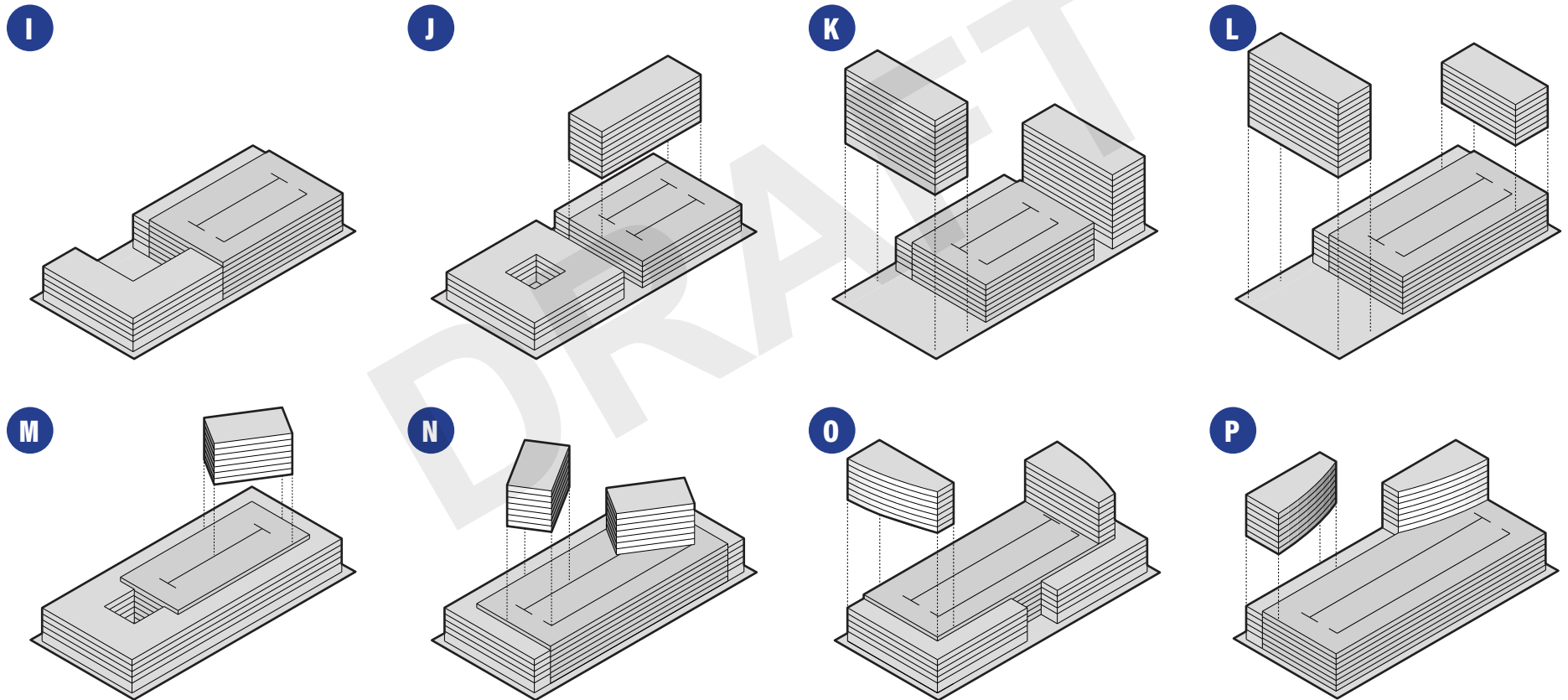


SAMPLE LOCATION (TYP.)



3.6 - Mixed-Use Consolidated Block Concepts

Concepts I through P illustrate the potential for increased development capacity and design efficiency where adjacent 200x200-foot blocks and the vacated right-of-way between them are consolidated. To provide more feasible dimensions for development, the City may choose to vacate select rights-of-way between Ocean Avenue and the Boardwalk. The increased block dimensions can create sufficient lot depth for greater development efficiency and feasibility for wrapped parking structures that have active uses fronting multiple streets with development of towers, upper floor step-backs, and mid-block pedestrian connections between buildings.



Design Principles

1. Maximize habitable street frontage by “wrapping” parking structures with multi-story buildings to the greatest extent feasible. Consolidate blocks and vacate rights-of-way between Ocean Avenue and the Boardwalk where
2. Increase sidewalk widths along each street frontage to between 12.5 and 18.5 feet to provide additional space for streetscape amenities.
3. Provide high-quality building frontage along the Boardwalk and rooftop amenity space.
4. Develop mid-block shared street linkages from Ocean Avenue to the Boardwalk between buildings for off-street public spaces and connectivity.
5. Provide opportunities for shared-parking facilities serving public and private uses.
6. Create opportunities for approximately 15,000 to 48,000 ground floor “flex space”, 100 to 700 multi-family residential dwelling units, 100 to 700 hotel rooms, 600 to 1,900 parking spaces, or some combination thereof with consolidated blocks.

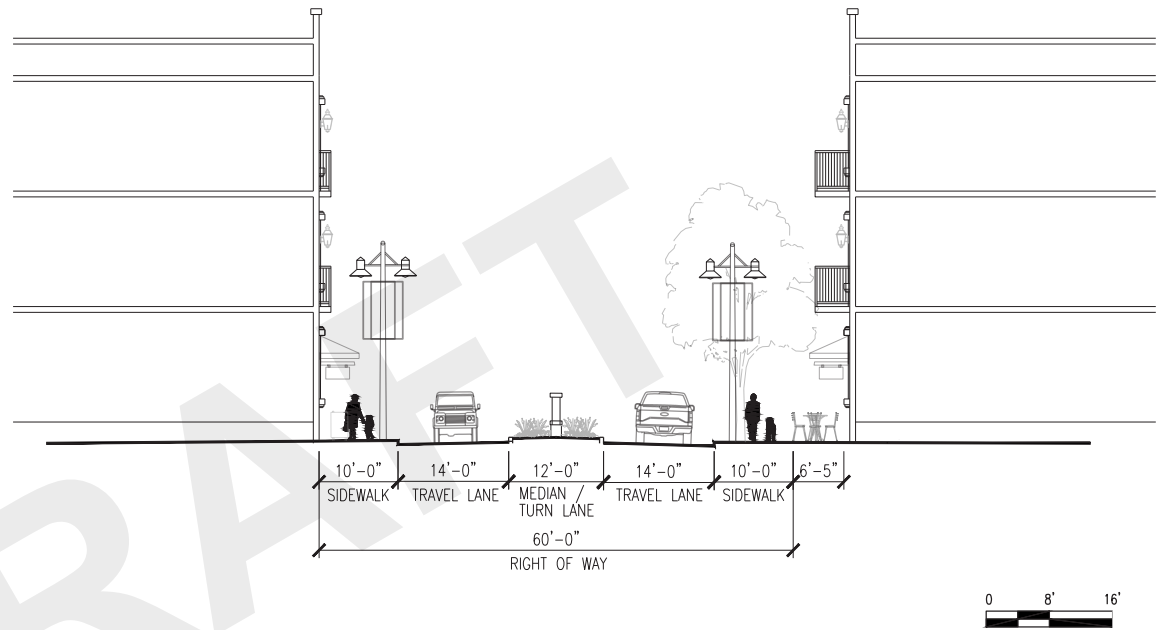


3.7 - STREETScape - OCEAN AVENUE, RAISED MEDIAN

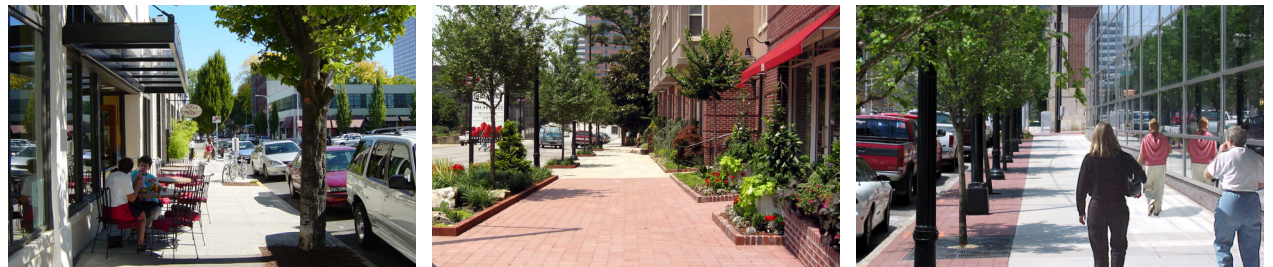
A central median with turn lanes at intersections is recommended on Ocean Avenue to establish a pedestrian-friendly boulevard with minimal crossing distances and traffic calming amenities within the right of way. Buildings on Ocean Avenue shall be set back 2.5 feet to 8.5 feet from the front property line to provide sufficient sidewalk widths for outdoor dining, plantings, an other amenities.

Design Principles

1. Minimum sidewalk width of 12.5 feet (18.5 feet preferred) on east (northbound) side. Minimum sidewalk width of 10 feet on west (southbound side), existing.
2. 14-foot vehicle travel lanes
3. 12-foot median with alternating turn lanes at intersections
4. Increase sidewalk widths to provide sufficient space for streetscape amenities such as street trees, bicycle parking, bike lanes, lighting and/or ground plantings.
5. Reinforce pedestrian safety with "solid" traffic-calming streetscape features such as bollards, raised planters, and street trees between vehicle travel lanes and the sidewalk.
6. Enhance crossings and intersections to provide improved safety for all modes and opportunities for placemaking and reinforced visual identity.



(PLAN VIEW)

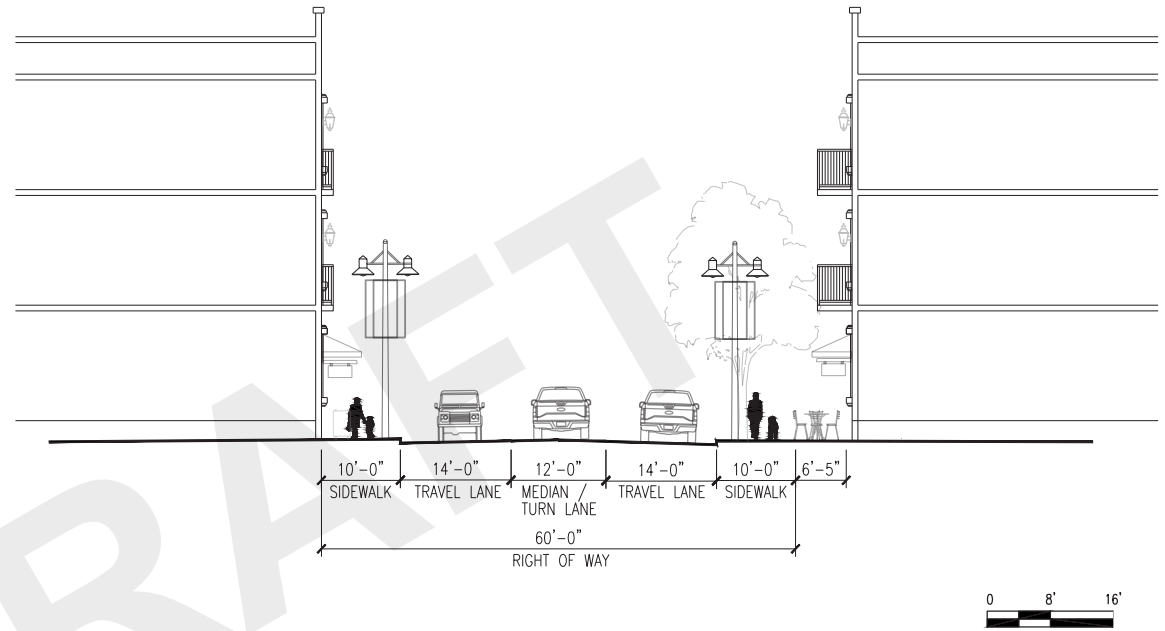


3.8 - STREETScape - OCEAN AVENUE, TURN LANE

Where medians are not desirable or feasible, the existing vehicle lane widths on Ocean Avenue can be maintained. Sidewalk widths should be significant (16.5 feet minimum) to provide sufficient space for streetscape features, street trees, and amenities that can help calm traffic and buffer pedestrians from moving traffic.

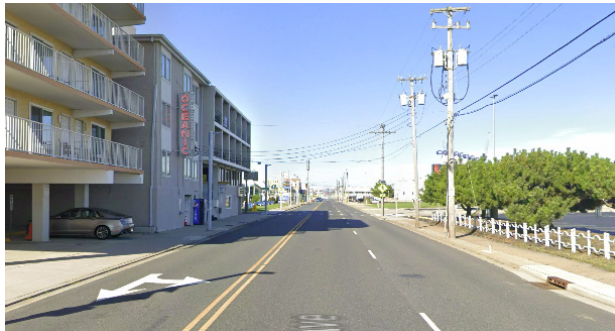
Design Principles

1. Increase sidewalk widths to provide sufficient space for streetscape amenities such as street trees, bicycle parking, bike lanes, lighting and/or ground plantings.
2. Reinforce pedestrian safety with “solid” traffic-calming streetscape features such as bollards, raised planters, and street trees between vehicle travel lanes and the sidewalk.
3. Enhance crossings and intersections to provide improved safety for all modes and opportunities for placemaking and reinforced visual identity.



(PLAN VIEW)

Existing conditions on Ocean Avenue. Google Maps.

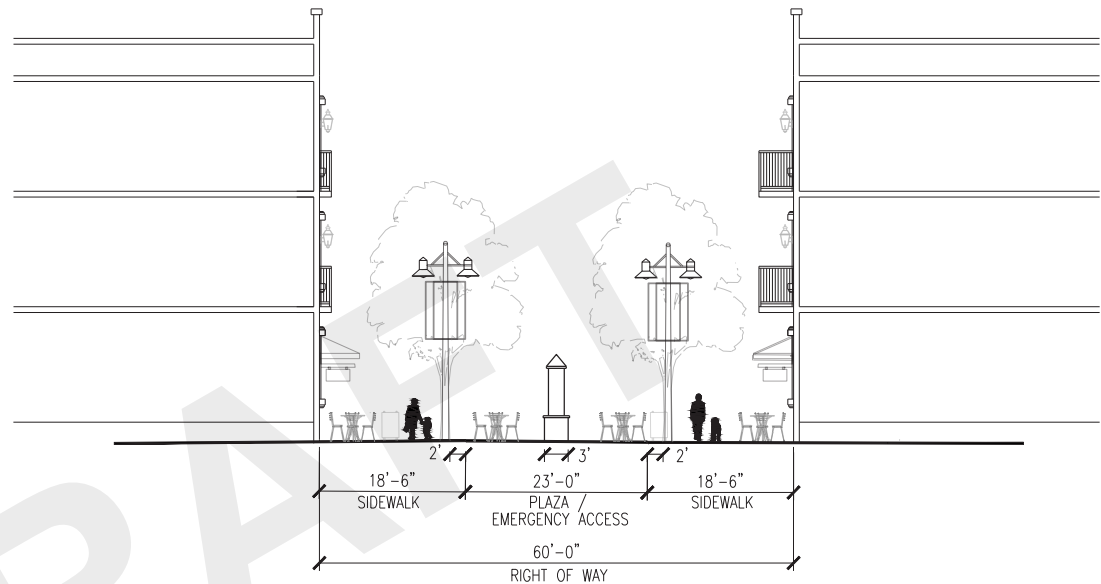


3.9 - STREETScape - END STREET (TYP.), PLAZA

The end streets perpendicular to the Boardwalk can incorporate public space design through the entire right-of-way to prioritize pedestrian safety and mobility as well as any essential vehicle access. These streets contain rights-of-way of 60 feet south of Cedar Avenue and 50-60 feet north of Cedar Avenue. The concepts herein can be modified to accommodate a plaza with emergency access or a two-way driveway with one row of head-in parking.

Design Principles

1. Maximize space for pedestrian access and amenities.
2. Maintain minimum spatial design standards for emergency vehicle access, fire lanes.
3. Reinforce pedestrian safety with "solid" traffic-calming streetscape features (i.e. bollards and street trees).
4. Incorporate curb-less driveways, textured pavers, green stormwater management, and other public space amenities.



(PLAN VIEW)

Existing conditions on Spicer Avenue. Google Maps.

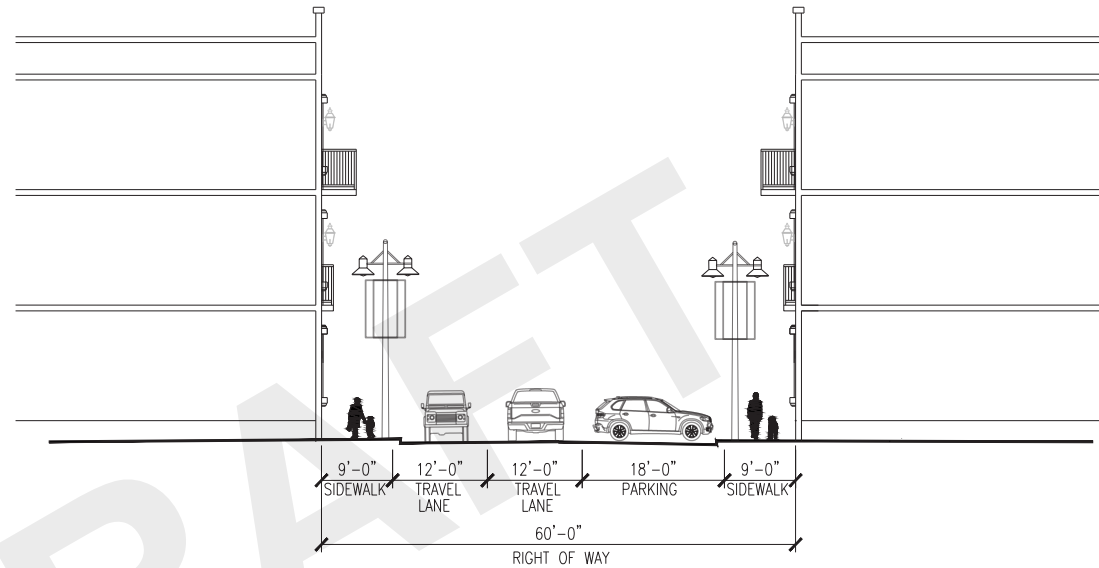


3.10 - STREETScape - END STREET (TYP.), PARKING

Where temporary on-street parking and vehicular access is preferred, end streets should maintain minimum sidewalk widths and maximum travel lane widths. Head-in parking spaces should be reserved for uses that have high turnover, such as pickup and drop off.

Design Principles

1. Minimum sidewalk width of nine (9) feet
2. Minimum distance of 60 feet from building to building.
3. Maximum cartway of 24 feet (two-way)
4. One row of head-in parking with 10 feet by 18 feet spaces.
5. Decorative lighting fixtures and other pedestrian amenities.



(PLAN VIEW)

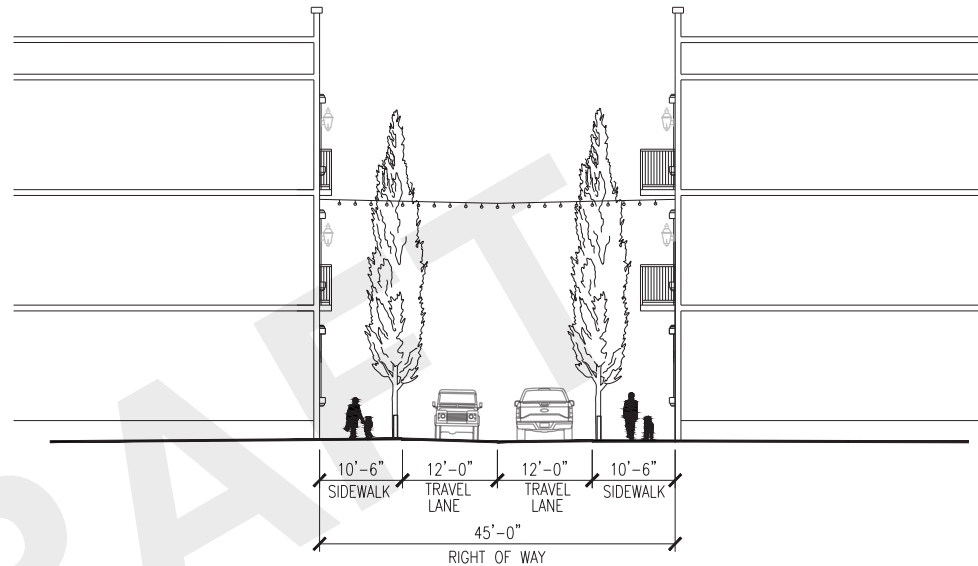


3.11 - STREETSCAPE - INTERIOR STREETS (“MEWS”)

Consolidated blocks may have internal shared streets, or “mews,” that are designed for pedestrian circulation with secondary use by emergency vehicles and driveways to off-street parking structures. Such areas should be designed as public spaces that are directly accessible to the buildings on the block.

Design Principles

1. Minimum sidewalk width of 10.5 feet
1. Minimum distance of 45 feet from building to building.
1. Maximum travel lane width of 12 feet (one-way) and maximum cartway of 24 feet (two-way)
1. Enhance pedestrian-oriented design
1. Increase connectivity and access to public space
2. Streetscape features such as bollards, raised planters, and street trees between driveways and buildings
3. Promote placemaking and reinforced visual identity.



(PLAN VIEW)



4.0 | PERMITTED LAND USES, REGULATIONS AND DESIGN STANDARDS

This Redevelopment Plan shall function as an overlay district that establishes alternative use, bulk, and design regulations to incentivize redevelopment conditioned upon the transformation of blocks in their entirety. Nothing in this Plan shall prohibit a property owner from utilizing the standards of the underlying BRZ zoning district where acquisition of all lots in a block is infeasible. Where the regulations and standards of this Redevelopment Plan are silent, the standards of the Land Development Ordinance shall continue to apply to the Redevelopment Area as permitted by N.J.S.A. 40A:12A-7.a(2) except where inconsistent with the standards herein.

4.1 - PERMITTED PRINCIPAL USES

The following principal uses are permitted by the Boardwalk Redevelopment Plan consistent with the Redevelopment Framework established herein. No exceptions or deviations from these uses or their permitted locations shall be permitted without an amendment to this Redevelopment Plan.

Mixed-Use Boardwalk Development

“Mixed-Use Development” shall include buildings containing any combination of the following: nonresidential uses on the ground level and/or Boardwalk-level that are permitted by the Boardwalk Redevelopment Plan and the underlying BRZ zoning district, multi-family apartments and/or condominiums and/or hotel rooms above the ground level or Boardwalk level, and public and/or private parking structures.

Public Parking Structures

“Public parking structures” shall include multi-level buildings containing off-street parking for use by the public and may include parking spaces leased to public and/or private entities. Public parking structures may contain nonresidential uses that are permitted by the Boardwalk Redevelopment Plan and the underlying BRZ zoning district on the ground level, Boardwalk level, and/or upper levels.

Convention Center

“Convention Center” shall include buildings constructed for the purpose of hosting special events and conference centers, and may include hotels, banquet halls, cafeterias, restaurants, bars, and public parking facilities.

Townhouse Residences

“Townhouse residence” shall include residential dwellings in accordance with the City’s definition of “Townhouse” pursuant to §17-201 of the Land Development Ordinance.

TABLE 4.1 - PERMITTED PRINCIPAL USE SCHEDULE

Block	Permitted Principal Uses			
	Mixed-Use Boardwalk Development	Public Parking Structures	Convention Center	Townhouse Residences
26	X	X		
34	X	X		
43	X	X		
53	X	X		
64	X	X	X	
75	X	X	X	
267.01	X		X	
109	X			
120	X			
130	X			
139	X			
149	X			
158	X			
167	X			
175	X			
179.01	X	X		
179.02	X	X		
187	X	X		
195.02	X			
203	X			
211	X			
220	X			X ⁽¹⁾
229	X			X ⁽¹⁾
238	X			X ⁽¹⁾
247	X			X ⁽¹⁾

(1) Townhouse Residences shall not be permitted within 200 feet of the Boardwalk to maintain minimum tract area for Mixed-Use Boardwalk Development near the Boardwalk.

4.2 - MIXED-USE BOARDWALK DEVELOPMENT STANDARDS

Bulk Regulations:	
Standard	Requirement
Min. Lot Size	40,000 sf.
Min. Lot Width/Frontage	200 ft.
Front Build-to-Line	2.5 ft minimum (8.5 ft preferred)
Boardwalk Build-To-Line	0 feet
Max. Building Height ⁽¹⁾	12 stories / 155 ft
Max. Building Coverage	90%
Max. Lot Coverage	90%

Notes:

(1) Structured parking levels shall not count toward the maximum height in stories, except that parking structures shall not exceed the maximum building height in feet.



Street Level and Boardwalk Uses: Buildings shall have a street level floor that is located at or near the elevation of the public sidewalk. This portion of the building should contain common “flex” space, amenity spaces for the residential units and/or hotel rooms of upper floors, retail and restaurant uses, uses permitted in the underlying BRZ zoning district, and/or other accessory uses such as a lobby, mailroom, exercise area, workspace, lounge, or café. The following requirements apply:

1. **Primary Building Access:** Primary building access shall be located at street level.
2. **Secondary Building Access:** Secondary building access may be provided from the Boardwalk.
3. **Ground Floor Residential Uses:** A maximum of 20% of the length of the street level and Boardwalk level frontage may be occupied by residential uses that are accessory to upper floor residences.
4. **Ground Floor Building Support Systems:** Ground floor building support systems such as mechanical rooms, utilities, and waste rooms shall be located in vaults or within the building and shall not abut street level frontage or the Boardwalk.
5. **Terraces on Lower Floors:** The roof above the street level or Boardwalk level may be developed as a terrace or roof deck for the use of residents or a permitted nonresidential use, such as a restaurant, bar, or hotel.

Facades: Building facades represent the most visible and tangible interface between private uses and the public street realm. The manner in which buildings engage the street and facilitate interactivity is critical to the creation and stewardship of the character of the Boardwalk Redevelopment Area. Minimum standards to regulate façade design are key to the goals and objectives of this redevelopment plan. The facades of buildings shall be designed to comply with the following requirements:

1. **Overall Design:** Façades shall be designed to have unified compositions of architectural elements through materials, finishes, changes in height, changes in building planes or other methods.
2. **Vertical Breaks:** Street-facing façades shall have a vertical break in the plane of the façade every 50 or 75 feet of façade length. Such a break shall be offset from the previous plane by no less than two (2) feet.
3. **Horizontal Breaks:** Articulation of street-facing façades shall be composed of a distinctive base, middle, and top containing (i) visually heavier materials and massing on lower floors; (ii) a distinct middle; and (iii) an articulated cornice line, eave, or overhang at the roofline or uppermost floors of the building.
4. **Building Emphasis:** Building corners, entrances and other key building functions shall be emphasized through architectural elements, materials, finishes,



Architectural expression of a base, middle, and top.



changes in height, changes in building planes or other methods within a unified architecture. Up to 10 feet in additional building height may be permitted for such emphasis, subject to design review.

5. **Entrances:** Building entrances shall be clearly articulated within the façade and shall express a hierarchy between a primary entrance and secondary entrance(s).
6. **Fenestration:** The material composition of upper level facades and street level façades that enclose nonresidential uses or common accessory uses to multifamily residential uses, shall consist of a minimum of 70% clear glass (70% voids to solids). This is to promote visibility of businesses and other activities that contribute to the vibrancy of the street frontage.
7. **Operable Windows:** All residential units shall at least one (1) operable window per window module.
8. **Building Projections:** Bays, balconies and eaves on floors above the Boardwalk or ground floor may project over public walkways but shall not impede vehicle clearance or utilities.
9. **Awnings:** Awnings on ground floor and Boardwalk facades may project over public walkways provided but shall not impede vehicular clearance

or utilities. Transparent, internally-illuminated, and vinyl awnings are prohibited.

Balconies and Roof Decks: Balconies and roof decks represent a desirable amenity for residents and patrons of restaurants and bars. Such amenities provide the opportunity to enjoy the sun and breezes of Wildwood and have a particular value in multifamily residential developments that do not have dedicated open space on the ground. The following standards apply:

1. Upper floor balconies may project no more than six (6) feet from the upper building façade, but shall not be located closer than six (6) feet to a property line.
2. Roof decks are encouraged and shall have an area of no less than 25% of the total roof area, but shall not exceed 50%.
3. Pole-mounted lighting on roofs is prohibited.
4. Green roof elements are strongly encouraged.

Rooftop Mezzanine/Access: Rooftop mezzanines are permitted above the top floor to provide access to the roof (such as to a roof deck) or as part of the building systems, subject to the following requirements:

1. Shall not exceed 25% of the total area of the primary roof;
2. Shall not exceed a height of 10 feet;
3. Shall not contain sleeping quarters.

Café's and Outdoor Seating: Outdoor seating for permitted uses is encouraged along the Boardwalk frontage, subject to the following requirements:

1. Seating areas may extend into the public street right-of-way, subject to the permission of the City.
2. A minimum sidewalk clearance of six (6) feet in width shall be maintained. In delineating the clear zone, the two (2) feet closest to the curb shall be excluded to account for utility poles and other street elements that restrict pedestrian flow.

Signs: Signs shall be permitted pursuant to §17-609 "Signage" of the Wildwood City Code as of the date of this plan except as modified as follows:

1. Signs shall be designed to be integrated within the architecture of buildings, with respect to façade elements, materials, color, and scale.
2. The following signs are prohibited:
 - A-Frame and Portable Signs
 - Animated, Flashing and Illusionary Signs
 - Freestanding Signs
 - Monument Signs
3. Building identification signs shall not exceed 5% of the area of the first floor facade.
4. Flat-Mounted Wall Signs and Perpendicular Projecting Wall-Mounted Signs
 - a. Shall not be mounted higher than the highest point of the street level building floor.

- b. Shall not project more than three (3) feet beyond the building façade.

5. Window Signs

- a. Shall not exceed 10% of the total window area of the window within which it is displayed.

Transformers/Meters/HVAC: All equipment shall be fully screened from adjacent streets and adjacent properties either with a masonry wall with a height of five (5) feet or by locating said equipment in a room, vault, or on a roof. If located on the roof, equipment shall be screened from the primary street through integration within architectural elements of the building.

4.3 - CONVENTION CENTER STANDARDS

Bulk Regulations:	
Standard	Requirement
Min. Lot Size	40,000 sf.
Min. Lot Width/Frontage	200 ft.
Front Build-to-Line	2.5 ft minimum (8.5 ft preferred)
Boardwalk Build-To-Line	0 feet
Max. Building Height ⁽¹⁾	12 stories / 155 ft
Max. Building Coverage	90%
Max. Lot Coverage	90%

Notes:

(1) Structured parking levels shall not count toward the maximum height in stories, except that parking structures shall not exceed the maximum building height in feet.

Street Level and Boardwalk Uses: Buildings shall have a street level floor that is located at or near the elevation of the public sidewalk.

1. **Primary Building Access:** Primary building access shall be located at street level.
2. **Secondary Building Access:** Secondary building access may be provided from the Boardwalk.
3. **Ground Floor Building Support Systems:** Ground floor building support systems such as mechanical rooms, utilities, and waste rooms shall be located in vaults or within the building and shall not abut street level frontage or the Boardwalk.
4. **Terraces on Lower Floors:** The roof above the street level or Boardwalk level may be developed as a terrace or roof deck for nonresidential use, such as a restaurant, bar, or hotel.
5. **Covered Promenades:** Colonnades, arcades, and covered promenades are encouraged and shall be permitted to extend into or across the Boardwalk.
6. **Bridges and Skyways:** Elevated bridges and skyways between buildings and above rights of way may be permitted.

Facades: Building facades shall be designed to comply with the following requirements:

1. **Overall Design:** Façades shall be designed to have unified compositions of architectural elements through materials, finishes, changes in height, changes in building planes or other methods.
2. **Building Emphasis:** Building corners, entrances and other key building functions shall be emphasized through architectural elements, materials, finishes, changes in height, changes in building planes or other methods within a unified architecture. Up to 10 feet in additional building height may be permitted for such emphasis, subject to design review.
3. **Entrances:** Building entrances shall be clearly articulated within the façade and shall express a hierarchy between a primary entrance and secondary entrance(s).
4. **Building Projections:** Bays, balconies overhangs, and eaves on floors above the Boardwalk or ground floor may project over public walkways but shall not impede vehicle clearance or utilities.
5. **Awnings:** Awnings on ground floor and Boardwalk facades may project over public walkways provided but shall not impede vehicular clearance or utilities. Transparent, internally-illuminated, and vinyl awnings are prohibited.

Balconies and Roof Decks: Balconies and roof decks represent a desirable amenity for hotel guests and patrons of restaurants and bars. The following standards apply:

1. Upper floor balconies may project no more than six (6) feet from the upper building façade, but shall not be located closer than six (6) feet to a property line.
2. Roof decks are encouraged and shall have an area of no less than 25% of the total roof area.
3. Pole-mounted lighting on roofs is prohibited.
4. Green roof elements are strongly encouraged.

Rooftop Mezzanine/Access: Rooftop mezzanines are permitted above the top floor to provide access to the roof (such as to a roof deck) or as part of the building systems, subject to the following requirements:

1. Shall not exceed 25% of the total area of the primary roof;
2. Shall not exceed a height of 10 feet;
3. Shall not contain sleeping quarters.

Café's and Outdoor Seating: Outdoor seating for permitted uses is encouraged along the Boardwalk frontage, subject to the following requirements:

1. May extend into the public street right-of-way, subject to the permission of the City.
2. A minimum sidewalk clearance of six (6) feet in

width shall be maintained. In delineating the clear zone, the two (2) feet closest to the curb shall be excluded to account for utility poles and other street elements that restrict pedestrian flow.

Signs: Signs shall be designed to be integrated within the architecture of buildings, with respect to façade elements, materials, color, and scale.

Signs shall be permitted pursuant to §17-609 "Signage" of the Wildwood City Code as of the date of this plan except as modified as follows:

1. Wall Signs
 - a. Shall not be mounted higher than the highest point of the street level building floor.
 - b. Shall not project more than three (3) feet beyond the building façade.
2. Window Signs
 - a. Shall not exceed 10% of the total window area of the window within which it is displayed.
3. Building identification signs shall not exceed 5% of the area of the first floor facade
4. The following signs are prohibited:
 - A-Frame and Portable Signs
 - Animated, Flashing and Illusionary Signs
 - Commercial Parking Lot signs
 - Freestanding Signs
 - Monument Signs

Transformers/Meters/HVAC: All equipment shall be fully screened from adjacent streets and adjacent properties either with a masonry wall with a height of five (5) feet or by locating said equipment in a room, vault, or on a roof. If located on the roof, equipment shall be screened from the primary street through integration within architectural elements of the building.

4.4 - TOWNHOUSE RESIDENCE STANDARDS

Bulk Regulations	
Standard	Requirement
Min. Tract Size	8,000 sf
Min. Tract Width	100 ft[TH1.1]
Min. Tract Depth	80 ft
Min. Lot Size	n/a
Min. Tract Width/Frontage	100 ft
Min. Front Yard (Ocean)	10 ft
Min. Front Yard (All Other Streets)	5 ft
Min. Side Yard	5 ft
Min. Rear Yard	15 ft
Min. Distance to Boardwalk	200 FT
Max. Building Height ⁽¹⁾	3 stories and BFE + 39 FT
Max. Building Coverage	65%
Max. Lot Coverage	90%

(1) *Parking areas and other uses accessory to residential uses provided at street level within the building envelope shall not constitute a story.*



First Floor Front Porch Required: Each townhouse dwelling unit shall have a first floor porch on the primary access street that provides a transition between the ground elevation and the first floor elevation of the home. Porches shall comply with the following requirements:

1. Minimum depth of six (6) feet;
2. Shall be open on at least two (2) sides;
3. Shall have a roof;
4. Shall have a width that is no less than 1/3 of the width of the townhouse unit façade.

Front Stairs Required: Each townhouse dwelling unit shall have stairs that connect the first floor front porch to the front yard on the primary access street. Front stairs may project up to four (4) feet into the minimum required front yard setback.

Building Projections: Bays, balconies and eaves may project beyond the façade up to three (3) feet but shall not extend into the public street right-of-way.

Roof Deck: Roof decks for the use of residents are permitted subject to the following requirements:

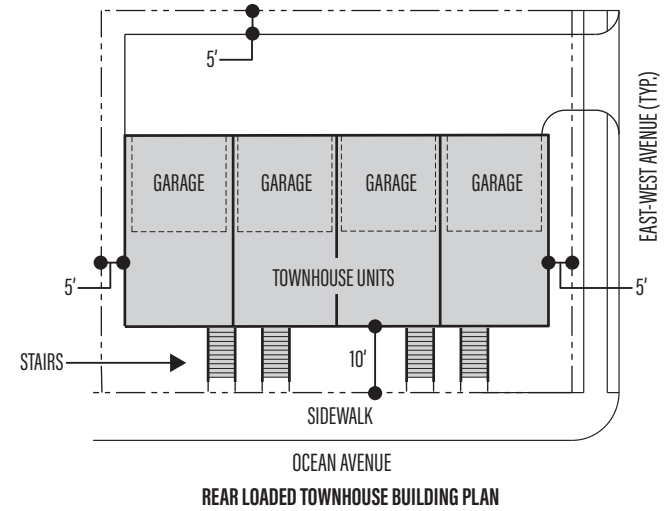
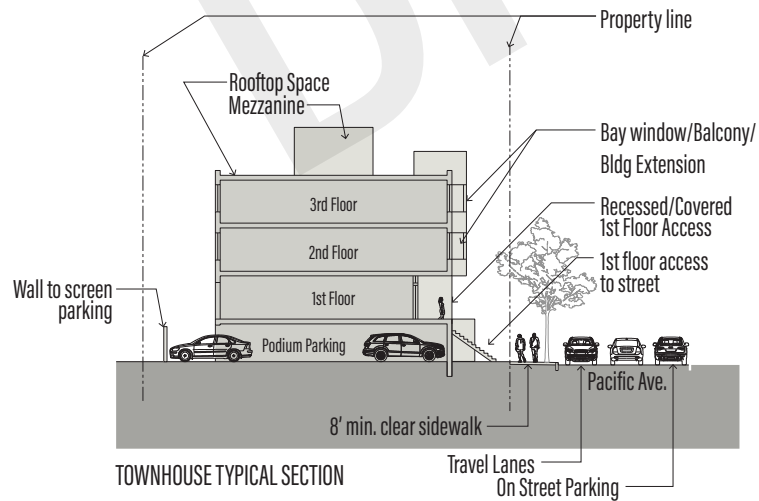
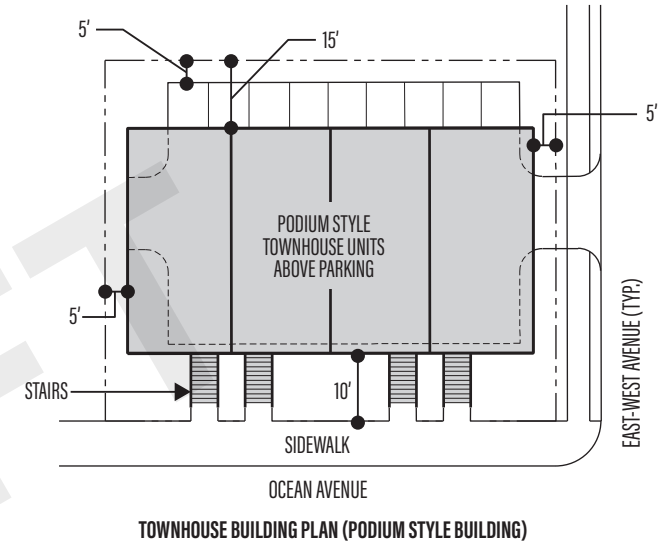
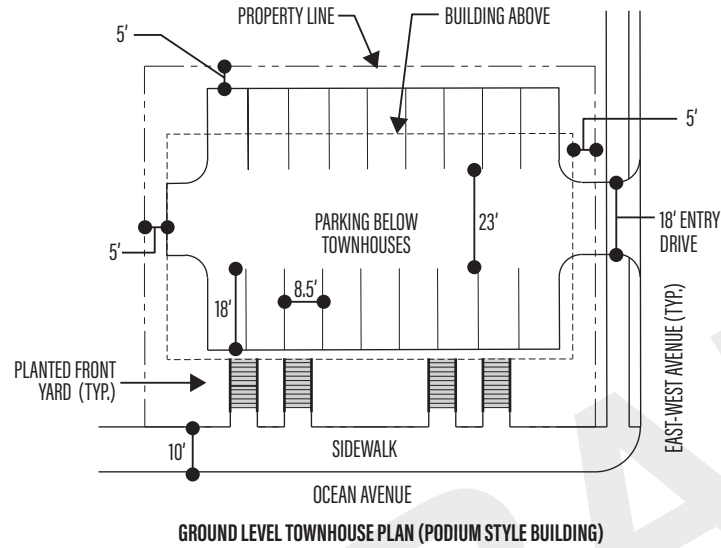
1. Roof Deck area shall be limited to 50% of a dwelling unit's roof area;
2. Pole-mounted lighting is prohibited
3. Roof Decks shall be set back at least five (5) feet from the roofline.

Off-Street Parking: Off-street parking for townhouses is subject to the following requirements:

1. Off-street parking shall be accessed via a common driveway/entrance.
2. Common driveways/parking lot entrances shall not exceed a width of 18 feet where not adjacent to parking spaces or required for vehicle maneuvering.
3. Access to off-street parking shall not be permitted directly from Ocean Avenue.
4. Parking shall be fully screened from all street frontages. Off-street parking that is located within the building envelope shall be enclosed with architectural elements integrated with the building, including a door at the point of vehicular access. Building materials and design may be designed to provide natural ventilation.
5. Where off-street parking is not adjacent to a street frontage and is adjacent to a one- or two-family residential use, a masonry wall having a minimum height of five (5) feet shall be provided sufficient to provide a visual screen. The wall may be located within six (6) inches of the property line.

HVAC: All HVAC equipment shall be fully screened from adjacent streets and properties by a masonry wall with a height of five (5) feet or by locating said equipment on a roof. If located on a roof, equipment shall be screened from the rights-of-way by architectural elements integrated with the building.

TOWNHOUSE RESIDENCE - ILLUSTRATIVE STANDARDS



4.5 - OFF-STREET PARKING REQUIREMENTS

Residential Requirements: Parking for residential uses are subject to the New Jersey Residential Site Improvement Standards (RSIS) at NJAC 5:21-1.1 et seq. This plan seeks to minimize the creation of off-street parking to that which is minimally necessary for particular uses. Therefore, the following guidance should be used in the consideration of exceptions to the RSIS within the Boardwalk Redevelopment Area:

1. One-Bedroom Apartment Dwelling: 1.0 spaces per dwelling unit
2. Two-Bedroom Apartment Dwelling: 1.5 spaces per dwelling unit
3. Three-Bedroom Apartment Dwelling: 2.0 spaces per dwelling unit
4. Townhouse Dwelling: 2.0 spaces per dwelling unit.

Hotel/Condotel Requirements: 1.0 space per hotel room, plus one space per employee during peak shift hours.

All Other Non-Residential Uses: No minimum off-street parking is required for all other non-residential uses.

Electric Vehicle Spaces: Electric vehicle charging stations shall be provided as required by statute.

Stacked parking: Stacked parking, or tandem parking spaces are permitted where two (2) spaces may be reasonably assigned to the same dwelling unit or use.

Bicycle Parking: Bicycle parking shall be provided at a rate of two (2) spaces per dwelling unit within a common, roofed, weather-protected location that is readily accessible by residents on the ground floor.

Architectural Screening: Parking structures shall be screened with architectural elements such as mesh, fabric, panels, or other decorative elements that elevate the visual appeal of the facade. Curved, undulated, and/or "wave" designs are encouraged. Blank concrete parking structures are prohibited.

Public Art: One or more walls may be designated for 2-dimensional public art, such as a painted mural or projector show surface, or 3D public art mounted to the building. Public art installations must receive review and approval from the City.

Driveway Access: Driveway access onto Ocean Avenue and Atlantic Avenue is prohibited, except that driveways providing access to parking spaces that are reserved for non-residential use are permitted from Ocean and Atlantic. Driveways for multi-family residential parking spaces shall be limited to side streets between Ocean Avenue and the Boardwalk.

Driveway Width: Common driveways and parking structure entrances shall not exceed a width of 24 feet.

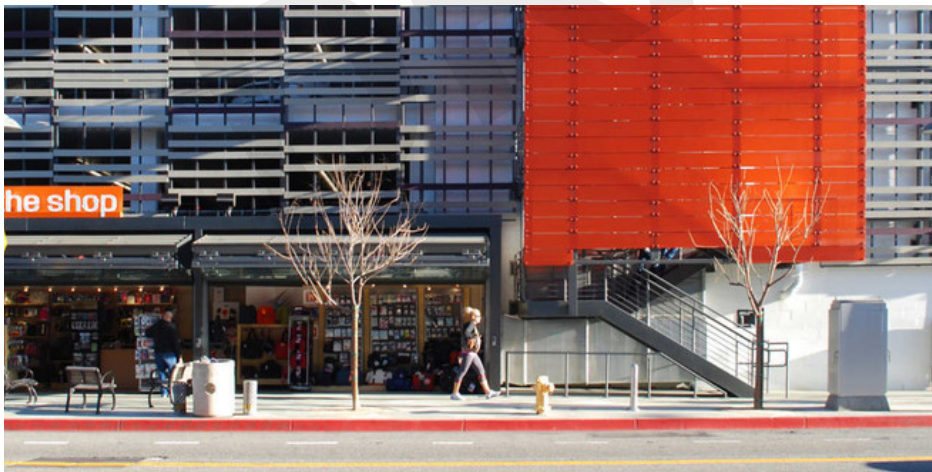
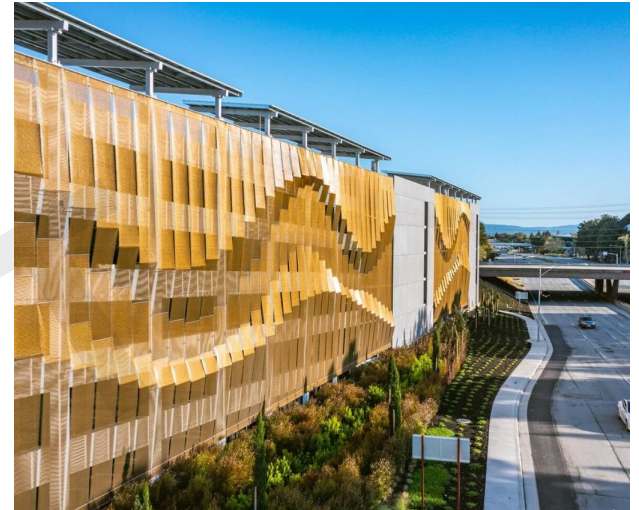
Crossing Alert Systems: Automated signals (both visual

and audio) shall be provided to alert pedestrians at locations where driveway access crosses public sidewalks.

Lighting: Light fixtures within parking structures shall not exceed a mounting height of 12 feet. All fixtures shall be:

- a. Light emitting diode (LED)
- b. Full-cutoff
- c. Color temperature not exceeding 3,000K.

Image Sources:
 Structurflex, LLC (upper
 left); John Edward Linden
 via Archdaily.com (bottom
 left, right); Kaynemaile Ltd.
 (upper right)



5.0 | APPLICABILITY AND RELATIONSHIP TO THE LAND DEVELOPMENT ORDINANCE

This Redevelopment Plan establishes use, bulk, and design regulations that are conditioned upon the redevelopment of blocks in their entirety to support the specific objectives for the Boardwalk Redevelopment Area. Nothing in this Plan shall prohibit a property owner from utilizing the standards of the underlying BRZ district where acquisition of a block is infeasible. Where the regulations and standards of the redevelopment plan are silent, the standards of the Land Development Ordinance shall continue to apply to the Redevelopment Area as permitted by N.J.S.A. 40A:12A-7.a(2) except where inconsistent with the standards herein.

Redevelopment of any block within the Redevelopment Area, and any plan approved by the Planning / Zoning Board depicting said redevelopment, shall be consistent with the use regulations and design and performance standards included herein. Within this Redevelopment Plan, "shall" is mandatory and "should" is permissive. The zoning map of the City of Wildwood shall be amended upon the adoption of this Plan in accordance with N.J.S.A. 40A:12A-7.c to reflect this new classification.

6.0 | RELATIONSHIP TO OTHER PLANS

2022 City of Wildwood Master Plan Reexamination and Land Use Plan Element

The 2022 Master Plan Reexamination Report, adopted October 3, 2022, reaffirmed and updated the goals and objectives of the 2007 "Comprehensive Master Plan Update. The following goals of the Master Plan are particularly relevant to this Redevelopment Plan and form the basis for the vision, objectives, concepts, and development regulations established herein.

Land Use

LU 9 – Employ the Local Redevelopment and Housing Law where applicable to achieve [...] municipal objectives.

2022 Recommendation: It is further recommended that the City employ the Local Redevelopment and Housing Law to spur redevelopment on the Boardwalk.

Circulation

CR 1 – Wildwood recognizes that its street system is inadequate to accommodate the traffic generated by its tourist economy.

The City will continue to prioritize safe and sufficient mobility options within the Redevelopment Area and throughout the City in accordance with the City's Master Plan. Redevelopers within the Boardwalk Redevelopment Area may be required through the development review process and/or any redeveloper's agreement with the City to prepare a traffic study

identifying potential impacts and solutions for traffic management. A primary objective of this Redevelopment Plan is to facilitate infrastructure and development designed to incentivize parking in designated locations with connections for visitors to walk, bike, and/or ride transit to additional destinations.

CR 8 - Wildwood recognizes that its inventory of parking spaces is inadequate to satisfy the demand generated by its tourist economy.

CR 10 – Continue to utilize governmentally-owned land in strategic sections of the City, including surface lots between the Convention Center and Rio Grande Avenue and the City-owned lot on Cedar Avenue, for public parking. Explore the feasibility of developing one (1) or more structured parking garages on these lands.

- The Cedar Avenue lot is no longer City-owned nor available for parking.*
- This report recognizes that the cost of such structures is beyond the ability of the City to finance.*
- It is recommended that the City look to partner with other public and/or private entities for the development of such garages.*
- On beach parking was instituted in*

the 2017 tourism season to increase supply and revenue. It is recommended that the City monitor the impact of this development regarding the parking situation.

CR 11 – Establish a municipal Parking Authority or Parking Utility for operation of the parking structures and/or tram car operations referenced herein.

1. The city found this [a municipal Parking Authority/Utility] to be not feasible when previously explored. This plan [2022 Reexamination Report] recommends the City revisit the issue when economic conditions appear more attractive.
2. The Tram service is successfully operated by the Wildwood Boardwalk Special Improvement District. This [2022] Reexamination eliminates such recommendation.

CR 15 – In addition to any municipal program of capital improvements, institute regulations providing for developers to undertake such infrastructure improvements as may be deemed necessary by the appropriate City Agencies to facilitate their project(s), including, but not limited to, requiring developers to replace the effected downstream sanitary sewer(s) as part of their development costs

or contribute “their fair share” to the future replacement as more and more of the existing carrying capacity is consumed by the future development.

CV 12 – As part of the Centralized Parking Plan detailed under the Circulation Plan Element (Section 8.0) herein, institute a shuttle (mass transit) system to reduce VMTs.

Economic Development

E 1 – Wildwood recognizes that tourism, including environmentally-based tourism, is the lifeblood of the local economy and that the City’s tourist infrastructure must be updated to compete with other, more modern, destination resorts.

E 3 – Establish and support policies and programs designed to extend the tourist season from its current three (3) month economy to one which attracts visitors year-round.

E 4 – Wildwood recognizes that adequate amenities, including, but not limited to, accommodations, restaurants, entertainment facilities and shopping opportunities are crucial if the Convention Center is to succeed in fostering economic activity beyond its four walls, both during the Season and in the shoulder and winter months.

E 5 – Support the Convention Center by providing adequate amenities throughout the City which

will aid in attracting larger and longer-running conventions and trade shows. Specifically, modern hotel accommodations, restaurants, entertainment facilities and shopping opportunities.

E 6 – Undertake actions to facilitate the type of development, including Vertical Development, which will lead to the creation modern hotels with such amenities as are normal and customary to Convention Center Host hotels.

E 7 – Wildwood recognizes that the success of the Convention Center, and the City’s tourist economy in general, is impacted by the availability of convenient visitor parking.

E 8 – Institute a plan for centralized public parking structures and public transit (shuttle) services outlined in the Circulation Plan Element (Section 8.0) of this Comprehensive Master Plan Update.

E 9 – Wildwood recognizes that its tourist-related and other offerings continue to be constrained by a seasonal economy and that the growing sophistication of the vacationing public and the type and style of tourism attractors demanded by these vacationers require a level of investment which may not be financeable under a four-month pro-forma. These issues must be addressed if the Wildwoods are to compete with other destinations and

communities featuring a wellrounded visitor experience.

E 10 – Institute the recommendations contained in this Comprehensive Master Plan Update to transform the City from a seasonal resort to a year round vacation destination.

E 11 – Utilize the amenities created to support the Convention Center as a catalyst for additional economic development outside of these facilities, including, but not limited to, restaurant, retail and entertainment facilities; thereby utilizing Convention-related development as a tool to revitalize other (commercial) areas of the City.

E 12 – Wildwood recognizes that its tax base continues to erode and that the needs presented by the tourist

E 15 – Utilize Redevelopment in the Bayshore Area of the City (and elsewhere) to develop a new customer base in Wildwood and to provide a market for amenities not currently existing in the City.

E 16 – Employ creative tools and financing to provide incentives to attract ratables. Such tools may include, but need not be limited to, use of the Local Redevelopment and Housing Law, Tax Abatement and Payment in Lieu of Taxes (PILOT) programs which may limit short-term tax revenue but provide for long-term growth.

E 22 – Continue supporting the Convention Center as a catalyst to transform the City's seasonal economy in order to create year-round jobs.

E 27 – Review and seriously consider adoption and maximizing the use of the Design Guidelines for the Wildwoods Boardwalk as a policy tool to "encourage" and "discourage" architectural design elements for Boardwalk development.

E 28 – Wildwood recognizes that several organizations have been instituted over the years to aid and assist in the revitalization of different segments of the Island.

Urban Enterprise Zone

The entirety of the Boardwalk Redevelopment Area is within an Urban Enterprise Zone. The Urban Enterprise Zone program's charter is to foster an economic climate that revitalizes designated urban communities and stimulates their growth by encouraging business to develop and create private sector jobs through public and private investment. The Redevelopment Plan continues to support the City's Urban Enterprise Zone..

2022 Cape May County Comprehensive Plan

The Cape May County Planning Board adopted the Cape May County Comprehensive Plan on January 20, 2022, which provides "a clear vision with actionable goals and objectives that, through cooperation

and collaboration with local and regional partners, guide development and redevelopment practices to meet the needs of tomorrow while ensuring that the character of the County is preserved for future generations."

Chapter 2 of the County Comprehensive Plan establishes the following goals and objectives that are particularly relevant to this Redevelopment Plan:

Promote High-Quality, Sustainable and Resilient Development and Redevelopment

- Strongly encourage the integration of sustainability, resiliency, and equity in all aspects of Cape May County's development and redevelopment.

Promote Economic Development

- Diversify the local and regional economies to encourage new opportunities for all individuals and businesses.
- Strengthen existing industries (incl., agriculture, aquaculture, fishing, as well as campgrounds and other tourism-relevant uses), while promoting entrepreneurship and new industries (i.e., technology-based innovation).
- Team with State and local partners to continue existing Urban Enterprise and Opportunity Zones within Cape May County to maximize potential benefits to businesses



- Work with interested municipalities and the State of New Jersey to explore opportunities for accessing available economic development resources.
- Seek opportunities to diversify Cape May County's economy and attract new industries that provide well-paying, year-round jobs.

Monitor and Respond to Change

- Proactively monitor and address the needs of residents and visitors as related to the development and redevelopment of Cape May County

Promote Regional Collaboration and Coordination

- Coordinate Cape May County's planning efforts with those of constituent municipalities, regional entities (e.g., South Jersey Transportation Planning Organization, South Jersey Economic Development District, Cumberland-Salem-Cape May Workforce Development Board) and the State of New Jersey
- Develop new and strengthen existing partnerships and collaborations with municipal governments, regional entities, and the State of New Jersey, as well as non-profits and the private sector
- Promote and enhance local planning efforts through collaboration with municipal governments and, where possible, provision of

specialized technical support and assistance.

Implement Existing Plans

Provide Sufficient Space for a Variety of Land Uses

- Encourage municipalities to provide sufficient space for a variety of land uses, including, but not limited to, space for commercial/residential development, public spaces, and other community assets.
- Encourage municipalities to provide sufficient space for specific uses that support key industries.

Mitigate Sprawl-Type Development

- Encourage compact development footprints through redevelopment, infill development, adaptive reuse, and mixed-use development concepts.
- Concentrate new development and redevelopment in areas with existing infrastructure and within designated centers, as applicable

Ensure Coordination with State and Regional Plans.

The 2020-2025 Southern New Jersey Comprehensive Economic Development Strategy (CEDS)

The Southern New Jersey Comprehensive Economic

Development Strategy (CEDS), dated March 4, 2021, was prepared by the Southern Jersey Economic Development District in collaboration with its district members and stakeholders. The South Jersey Economic Development District encompasses a four-county region in southern New Jersey, including the Counties of Atlantic, Cape May, Cumberland and Salem. The plan establishes the District's strategic approach to its economic development goals and objectives. Of particular relevance to the Boardwalk Redevelopment Plan are the following goals:

- Expanding regional markets to enhance economic diversification.
- Fostering redevelopment opportunities.
- Improving transportation.
- Enhancing quality of life.
- Increasing economic and natural resiliency.

2025 State Development and Redevelopment Plan

The State Development and Redevelopment Plan ("SDRP") was adopted by the State Planning Commission on December 17, 2025. This Redevelopment Plan is consistent with the wide variety of objectives and principles contained in the SDRP from coastal resilience, economic development, smart growth and intergovernmental coordination.

7.0 | GENERAL PROVISIONS

Redevelopment Entity

The City shall act as the "Redevelopment Entity" pursuant to N.J.S.A. 40A-12A-4.c for purposes of implementing this Redevelopment Plan and carrying out redevelopment projects. In doing so, the City shall have the powers set forth in N.J.S.A. 40A-12A-8 to effectuate all of its duties and responsibilities in the execution and implementation of this Redevelopment Plan, excepting the acquisition of any land or building which is necessary for the redevelopment project, pursuant to the provisions of the "Eminent Domain Act of 1971," P.L. 1971, c.361 (C.20:3-1 et seq.).

Redeveloper Selection

The City shall select or designate a redeveloper(s) for projects within the redevelopment area for those projects that seek favorable tax treatment or acquisition of public property and for which a redevelopment agreement is required. The City shall select or designate such redeveloper(s) based on the entity's experience, financial capacity, ability to meet deadlines, flexibility in meeting market demands within the framework of the Redevelopment Plan, and additional criteria that demonstrate the redeveloper's ability to implement the goals and objective of the plan.

Any redeveloper(s) that do not seek favorable tax treatment or acquisition of public property are not required to be selected or designated by the City and may develop according to the standards contained herein

Redeveloper Agreement

The City shall enter into an agreement with a selected or designated redeveloper that comports with the requirements of N.J.S.A. 40A:12A-9 and is seeking favorable tax treatment or acquisition of public property. Any development or construction within the redevelopment area shall be undertaken in accordance with the contractual agreement between the City and the designated redeveloper. The agreement shall be in full force and effect prior to the issuance of any zoning or construction permits.

Redevelopers that do not seek favorable tax treatment or acquisition of public property are not required to enter into a redevelopment agreement with the City, but the City reserves the right to require such an agreement as a condition of any development approval.

Effect of Agreement

The execution of the agreement shall convey the right to prepare an application(s) for development to

the Planning / Zoning Board in accordance with the terms of the agreement and Redevelopment Plan, among other rights that may be granted by the Board of Commissioners. In addition, the execution of the agreement shall establish the period of time as such rights to develop under the terms and conditions of the Redevelopment Plan shall be granted. Nothing herein shall prevent the Board of Commissioners and redeveloper(s) from mutually agreeing to an amendment of the Redevelopment Plan as it affects the redeveloper(s)'s property from time to time or at any time.

Expiration

The Redevelopment Plan shall remain in full force and effect for twenty (20) years.

Staff Employment

The City may employ or contract for and fix compensation of such experts and other staff and services as it may deem necessary, including, but not limited to, architecture, economics, engineering, environmental, landscape architecture, legal, real estate, planning, and transportation consulting services. The City, however, shall not authorize expenditures which exceed, exclusive of gifts, grants or escrow accounts, the amounts appropriated for its use..

Acquisition of Property

Property within the Redevelopment Area may be acquired by the City of Wildwood for the purposes of carrying out the objectives of the Redevelopment Plan. However, the City is not authorized to acquire property within the Redevelopment Area through eminent domain as part of this Redevelopment Plan.

Relocation Provisions

No relocation requiring assistance is envisioned in this plan and, therefore, no Workable Relocation Assistance Program (WRAP) is necessary. The area subject to the Boardwalk Redevelopment Plan does not currently include affordable housing units as defined under N.J.S.A. 52:27D-304 and therefore no replacement units are required pursuant to N.J.S.A. 40A:12A-7.a(6).

Site Remediation

A redeveloper shall be responsible for any site remediation, as may be necessary, to restore their site to either residential standards or nonresidential standards, as the case may be, pursuant to the New Jersey Department of Environmental Protection regulations.

Outside Agency Approvals

A redeveloper shall be responsible to obtain any and all necessary outside agency approvals, including but not limited to, New Jersey Department of Environmental Protection approval, Cape May County Planning Board and Cape Atlantic Soil Conservation District approval.

Public Improvements

The construction or extension of any public utilities required shall be installed at the full expense of a redeveloper consistent with the design policies and standards that are contained within this Plan. A redeveloper is expected to install necessary public improvements on the property they control, as well as abutting rights-of-way. There should be no expectation of financial assistance in the form of contributions towards the construction of off-site and/or off-tract improvements necessitated by the future development. No recapture of off-site improvement expenses from future development should be anticipated. However, nothing contained herein shall be construed to preclude the ability of the City or redeveloper from obtaining any governmental programs, grants, loans, or other financial support or incentives for public infrastructure improvements or other construction, or from the City to consider a recapture provision in the redevelopment agreement.

8.0 | DEVELOPMENT PLAN REVIEW AND APPROVAL

Approval by the City of Wildwood Planning / Zoning Board is required prior to redevelopment pursuant to the requirement of this plan according to the following process and requirements. For projects that would not require a variance, exception, site plan or subdivision approval pursuant to the New Jersey Municipal Land Use Law (NJS 40: 55D-1 et seq.) approval/certification that a project conforms to the Redevelopment Plan is required from the Planning / Zoning Board prior to seeking a zoning or construction permit.

COST OF REVIEW AND ESCROW

Redeveloper(s) seeking input on a concept plan or approval of a project in the Redevelopment Area shall establish an escrow account with the Board of Commissioners from which any consultants necessary for the review of the redevelopment project shall be paid. Such escrow account shall be in accordance with N.J.S.A. 40:55D-53.2. The Board of Commissioners shall adopt a fee schedule by resolution and may amend it from time to time as circumstances warrant.

CONSISTENCY WITH REDEVELOPMENT PLAN

Project Review Committee (PRC): A Project Review Committee shall be established by the City of Wildwood, who shall determine the membership thereof. The PRC may attend pre-application meetings with developers and make recommendations with

respect to all aspects of projects, including but not limited to tax abatement, consistency with the redevelopment plan, property acquisitions and public improvements.

Pre-Application Conference: Prior to commencing design, a redeveloper shall meet for a pre-application conference with the PRC and any consultants to the PRC/City, as determined by the PRC/City, to insure that the requirements of the Redevelopment Plan are considered and addressed as part of their project.

Concept Plan: Upon the request of the City, the redeveloper(s) shall submit a concept plan (also known as an informal plan) to the City at an early stage of the design process illustrating the degree to which the project is in compliance with the redevelopment plan. The submitted documents should include a current property survey plus architectural, site/civil, engineering and landscape design plans for review by the City sufficient to provide the basis for review and comments. The concept plan shall be compared with the zoning and design standards in this Redevelopment Plan as the basis of the review. The City shall provide the redeveloper(s) with written comments and if need be, alternative sketches, in response. A submission to the City shall include the following drawings:

- Site plan, including building location(s) parking and planting design;
- Building floor plans, with emphasis on the details relating to the sidewalk level;

- Scaled building elevations or photographs showing adjacent buildings, if any;
- Building sections, including the sidewalk and street frontage at a scale sufficient to discern the relationship between the building and street, both horizontally and vertically; and
- Information sufficient to describe architectural character, material and colors.

At the conclusion of the conceptual review process, the City shall transmit a report to the PRC containing any findings and recommendations regarding the project.

Consistency Determination: Based on the review and recommendations of the City, the PRC shall determine the consistency of a redevelopment project/application with the redevelopment plan prior to submission of an application by a redeveloper to the Wildwood Planning/Zoning Board. A report summarizing the determination, including any recommended plan revisions and conditions for approval, shall be transmitted to the redeveloper, the Wildwood Planning/Zoning Board, the City of Wildwood Commission and Cape May County Planning Board.

Public Hearing & Notice: After receipt of the determination of consistency by the PRC and prior to submission to the Wildwood Planning/Zoning Board, certification of consistency of a redevelopment project with the redevelopment plan, by the City, shall be

undertaken at a hearing of the City that is open to the public. The certification of consistency shall be in the form of a resolution, which shall be transmitted to the redeveloper, the Wildwood Planning/Zoning Board, the City of Wildwood Commission and Cape May County Planning Board. A redeveloper shall be responsible to provide notice of such a hearing to the public in the official newspaper of the City at least ten days prior to said hearing.

Agreement Prior to Planning/Zoning Board: As a condition precedent to the filing of any application for development to the Planning / Zoning Board for any property governed by this Redevelopment Plan, the Board of Commissioners and the redeveloper(s) shall enter into a Redevelopment Agreement that sets forth the obligations and rights of the City and the Redeveloper(s). After Planning / Zoning Board approval, and prior to the issuance of zoning and construction permits, the Redevelopment Agreement shall be subject to the terms and conditions of the Planning / Zoning Board approval and the approval of any outside agencies, which shall be appended to the Redevelopment Agreement..

Application for Development: Upon certification of consistency of a project with the Redevelopment Plan, an application for development may be submitted to the City of Wildwood Planning / Zoning Board in such form, and accompanied by such maps, documents, and materials, as are prescribed in Chapter 17 Land Development of the City Code.

PLANNING / ZONING BOARD REVIEW AND APPROVAL

1. **Review.** Site plan or subdivision review shall be conducted by the City of Wildwood Planning / Zoning Board pursuant to the New Jersey Municipal Land Use Law at N.J.S.A. 40:55D-1 et seq.
2. **Submission waivers.** The Planning / Zoning Board may grant waivers from submission requirements, except where compliance with submission requirements are necessary to determine compliance with the standards of the Redevelopment Plan and . Consideration of submission waivers shall be undertaken pursuant to N.J.S.A. 40:55D-10.3.
3. **Deviations from Use and Height Regulations.** The Planning / Zoning Board may not grant deviations from: (i) the use requirements of the Redevelopment Plan contained under Section 4.1 (ii) any increase in building height that exceeds the maximum building height by 10 feet or 10%, or (iii) any other relief that would be analogous to "d" variances pursuant to the MLUL at N.J.S.A. 40:55D-70.d. Any such deviations shall require an amendment to the Redevelopment Plan by the Board of Commissioners.
4. **Deviations from Bulk Regulations.** The Planning / Zoning Board may grant exceptions from the bulk regulations contained in Sections 4.2-4.5 herein, or within Chapter 17 Land Development. Consideration of exceptions from Sections 4.2-4.5 "Bulk Regulations" should be considered by the Board in the same manner as a "c" variance, pursuant to requirements and criteria required by the Municipal Land Use Law at N.J.S.A. 40:55D-70.c.
5. **Design Exceptions.** The Planning / Zoning Board may grant exceptions from the requirements of the Redevelopment Plan contained under Sections 4.2-4.5 and design standards contained in the City's Zoning Code, Land Development Review Ordinance (Chapter 17). Consideration of design exceptions shall be undertaken pursuant to the statutory requirements of the Municipal Land Use Law at N.J.S.A. 40:55D-51.
6. **Public Notice.** An application requesting a deviation or exception from the requirements of this Redevelopment Plan shall provide public notice of such application in accordance with the public notice requirement set forth in N.J.S.A. 40:55D-12a and -12b.
7. **Prior Approvals.** Any development approved by the Planning / Zoning Board prior to the enactment of this plan shall not require additional, separate approval by the Planning / Zoning Board.
8. **Interim Uses.** Interim uses may be permitted provided that such uses will not have an adverse effect upon existing or contemplated development during the interim period. This shall include any signage necessary for project identification during construction, sales, rent-up and/or operation.

EFFECTS OF APPROVAL

The effects of any Planning Board approval shall be consistent with the rights granted by Municipal Land Use Law (N.J.S.A. 40:55D-1 et seq.) except to the extent they may be modified by an agreement with a redeveloper(s).

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APPENDIX A - REDEVELOPMENT AREA BLOCK/LOTS

Block	Lot(s)
26	All
34	All
43	All
53	All
64	All
75	All
267.01	All
109	All
120	All
130	All
139	All
149	All
158	All
167	All
175	All
179.01	All
179.02	All
187	All
195.02	All
203	All
211	6
220	All
229	7-19, 21-28
238	All
247	All

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APPENDIX B - PLANNING & ZONING BOARD RESOLUTION

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APPENDIX C - CITY ORDINANCE

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