

Introduction

West Wildwood is an island community located in southeast Cape May County, New Jersey. It consists of 220 total acres, nearly half, of which is environmentally sensitive lands where development is prohibited. The Borough is bordered by the communities of Wildwood, North Wildwood, and Middle Township. West Wildwood has a year around population of 500, however, the summer population increases to over 5,000. The primary land use in the Borough is residential. There also exist significant undeveloped and vacant land, public and recreational facilities, and a small percentage of commercial uses, mainly water-dependent marinas.

The character of the island is seasonal residential, with a variety of house sizes and styles. The lot areas are relatively small, common to most of the New Jersey shore communities. Due to the proximity of houses, the Borough's geographical location, and the single access road to the back bay island, residents and visitors enjoy the familiarity, safety, and remoteness of West Wildwood.

A municipality prepares a **Master Plan** to establish a long-range vision. The Master Plan provides direction and guidance for the growth, preservation, and land use decisions. A good comprehensive plan recognizes the needs of the municipality; the municipality's relationship to neighboring communities, the County, and the State; and existing constraints and opportunities such as environmental conditions; and includes projections and anticipated development trends. The overriding purpose of the Master Plan should be to create safe and decent communities.

Every municipality within the State of New Jersey is required to adopt a Master Plan in accordance with New Jersey Statutes Annotated (N.J.S.A.) 40:55D-28. After the master plan is adopted, it is required to be updated every ten (10) years as per (N.J.S.A. 40:55D-89).

Based on the recommendations contained in this Master Plan, the Borough may modify existing or enact new Zoning Ordinances to effect these changes. Once the changes to the Ordinance are completed, the Borough will achieve consistency between their Master Plan and Zoning Ordinance, a necessity for valid zoning laws.

The original long-range planning document for West Wildwood is the **Land Use Element adopted in 1979**. The report addressed various environmental constraints limiting development, including Flood Hazard zones, wetlands, and soils. It contains a land use element illustrating the existing and proposed development in the Borough. This report established elevating the first

floor living area above ten (10) feet mean sea level (NGVD 1929) in order to qualify for federal flood insurance.

In addition, the report set forth four proposed land use categories: Conservation, Residential, Town Commercial and Marine Commercial. These categories became the zoning districts that are still in place today.

A number of **significant regulatory changes** have occurred since the adoption of the original Land Use Element. A brief description of these changes is listed below.

Reexamination of State Development and Redevelopment Plan (State Plan) On January 2, 1986, the New Jersey Legislature enacted the New Jersey State Planning Act (Act). As part of this Act, the New Jersey State Planning Commission (Planning Commission) was created and directed to prepare and adopt a statewide plan for growth and redevelopment in New Jersey. The premise of the State Plan is to develop a plan for New Jersey that reflects agreement between all levels of government: municipalities, counties and the State and provides a blueprint for "smart growth" throughout the State.

In 1992 the Planning Commission *released* the State Development and Redevelopment Plan (State Plan). Incorporated into the State Plan was a Resource Planning and Management Structure. This structure identified five (5) basic "planning areas" based on physical size, population densities, availability of infrastructure, and pattern of existing land uses. These planning areas are mapped on the Resource Planning and Management Map (RPMM).

On March 1, 2001, the Planning Commission *adopted* the New Jersey State Development and Redevelopment Plan. West Wildwood is designated as Planning Area 5B (Environmentally Sensitive/Barrier Island).

Cross-Acceptance is the process of comparing the provisions and maps of municipal, county and regional plans with the State Plan to achieve consistency among the plans. Cape May County Planning Department issued a State Plan Cross-Acceptance Report in 2005 that addressed each municipality. Page 119 of the report stated "As part of an existing Regional Center, there are no inconsistencies between the State Plan and local (West Wildwood) plan."

Plan Endorsement means the process undertaken by regional agencies, counties and municipalities to have Master Plans, and other local planning documents endorsed by the State Planning Commission. To date, two municipalities in Cape May County have received Plan Endorsement, Upper Township and West Cape May.

When the State Plan was adopted in 1997 it was to serve as an advisory document providing recommendations that would result in "smart growth" or a pattern of "preferred growth throughout the State." In 1998, Governor Whitman mandated implementation of the State Plan by State Agencies. *State decisions regarding funding, priority of improvements, and implementation of new projections or extensions of existing systems would now be based on the principals and concepts contained in the State Plan.*

The State agencies that have integrated the State Plan into their policies and decision making processes include the Department of Transportation (NJDOT), Department of Community Affairs (NJCA), Department of Environmental Protection (NJDEP), New Jersey Board of Public Utilities (NJBPU) and Council on Affordable Housing (COAH). All of these agencies impact West Wildwood.

Amendments to Coastal Area Facilities Review Act (CAFRA) The Coastal Area Facilities Review Act (CAFRA - N.J.S.A. 13:19-1 et seq.) was formally adopted in 1973 by the New Jersey Department of Environmental Protection (NJDEP). These regulations were adopted as a way to control the adverse impacts of major industrial sites and public works facilities on water quality and the estuarine habitat.

The law was revised in 1993 and the administrative rules revised and expanded to include development in regulated coastal areas and following a brief lapse of regulatory authority were adopted effective July 19, 1994. As part of these amendments, NJDEP was directed to consult with the State Planning Commission in adopting rules and regulations that would implement the new provisions of the law to improve coordination with the State Plan.

Revised CAFRA rules were adopted on February 7, 2000. One of the significant changes was the proposed use of the Resource Planning Management Map (RPMM) adopted as part of the State Plan, as the basis for planning decisions. The amount of impervious coverage permitted on individual building lots would be based on the Planning Area designation. Designated Centers (Regional Centers, Towns, Villages, etc.) would be permitted to develop at up to ninety percent (90%) impervious coverage. Areas in the Rural or Environmentally Sensitive Planning Areas would be permitted to develop at no more than three percent (3%) coverage.

West Wildwood's Planning Area is Coastal Center/ PA5B: Environmentally Sensitive/Barrier Island, which allows 3% lot coverage. However, since West Wildwood is part of the Wildwoods Regional Center, up to 90% lot coverage is permitted by CAFRA, subject to local regulations. The Borough's Land Development Ordinance permits 65% lot coverage for Residential and Town Commercial zoning districts, and 80% lot coverage for the Marine Commercial zoning district.

Adoption of Residential Site Improvement Standards The New Jersey Legislature approved the Uniform Site Improvement Standards Act in 1993. The act was designed to standardize regulations for streets, off-street parking, water supply, sewers, and storm water management for residential development throughout the State.

On January 6, 1997, the New Jersey Department of Community Affairs published N.J.A.C. 5:21-1 *et seq* - the Residential Site Improvement Standards (RSIS). The RSIS became effective on June 3, 1997. These standards are to be used for reviewing any residential proposals for construction, alterations, additions, repairs, demolition, maintenance, and use of residential sites or residential portions of mixed-use developments. All applications for Subdivisions, Site Plan approval, and Use Variances are subject to the standards contained in the RSIS.

The effect of the RSIS is that the specific provisions of municipal regulations contained in local ordinances that are not in compliance with the RSIS are void and cannot be enforced.

The State has subsequently adopted the Stormwater Management Rules N.J.A.C 7:1.2 and to be in compliance with stormwater permit requirements the Borough adopted Ordinance 455 of 2006 which regulates non-residential major development and residential development not regulated by the RSIS at N.J.A.C. 5:21.

Land Use Planning Goals and Objectives

The New Jersey Municipal Land Use Law requires that all municipal Master Plans contain goals and objectives upon which the comprehensive Master Plan is to be based. The individual Master Plan elements provide the means of implementing the established goals. These goals guide the development of the Borough in terms of physical development as well as preservation, open space and protection of the environment.

Following the adoption of the Land Use Element in 1979, were re-examinations of that document in 1982 and 1996. A Housing Element was adopted in 1982.

The Master Plan was previously examined, revised and adopted in August of 2008.

Goals and Objectives of the 1979 Land Use Element

- Goal: Encourage recreational use of land in Conservation zone.

Objective: Permit only low density residential with three (3) acre minimum lot sizes.

Objective: Encourage recreational use by permitting construction of docks for boat slip access and fishing and crabbing.
- Goal: Enhance the family-oriented, residential character of the community.

Objective: Limit residential development to single family and duplex.
- Goal: Permit the development of various stores to accommodate the day-to-day needs of the permanent and summer population.

Objective: Create commercial zone along Glenwood Avenue.
- Goal: Maximize the usage of waterfront areas for the benefit of the residents of the Borough.

Objective: Permit single and two family residences, and water-oriented uses in Marine Commercial A zone.
- Goal: Increase economic viability of water-based commercial.

Objective: Permit restaurants, motels and hotels in Marine Commercial A zone.
- Goal: Derive maximum benefit from the tourist industry and strengthen the tax base of the Borough.

Objective: Permit large-scale motels, formal restaurants and large-scale marinas in undeveloped area that is held in large, single ownerships (Marine Commercial B zone).

Goals and Objectives of the 1982 Re-Examination

- Goal: Preserve and enhance family-oriented resort character of the community.

Objective: Reduce development density by prohibiting multi-family and high-rise residential development.

Objective: Restrict development in wetlands.

Objective: Prohibit commercial development that is incompatible with the existing character of the community.

Objective: Reduce the size and permitted uses of the commercial district.

Goals and Objectives of the 1982 Housing Element

- Goal: To provide realistic and reasonable opportunity for assistance to low and moderate-income families and individuals and their housing needs.

Objective: Identify code deficient dwellings for rehabilitation.

Goals and Objectives of the 1996 Re-Examination

- Goal: Maintain a quiet, family oriented resort community while maximizing the recreation potential of the community.

Objective: Consolidate two marine commercial zones into one.

Objective: Restrict non-residential development.

Objective: Maintain the Town Commercial Zone all along Glenwood Avenue.

Objective: Protect the large amount of vacant land within the Borough's Conservation zone.

Goals and Objectives of the 1996 Re-Examination

- Goal: Create compatible land uses through appropriate zoning designations.
 - Objective: Continue all existing zoning districts and permitted uses with the exception of the hotel-motel use currently allowed in the Marine Commercial zone. The hotel-motel use permitted is incompatible with the surrounding Residential and Conservation zones in regards to character, circulation, density, and the impact on sensitive environmental areas.
- Goal: Raise quality of life for residents, and increase attractiveness to visitors by improving visual environment of the community.

Objective: Adopt residential design guidelines and standards, as well as landscaping requirements for new residential development.

- Goal: Support existing, and encourage new water-dependent uses available to residents and visitors.

Objective: Continue, and revise as needed, zoning regulations promoting businesses that maximize public access to the Borough's water resources.

- Goal: Meet the retail needs of the residents and visitors and provide a balance of different uses.

Objective: Increase non-residential uses by allowing mixed-use structures within appropriate Town Commercial and Marine Commercial locations. Typical mixed-use includes retail, personal services, or professional offices on the ground floor, with residential on the upper floors.

- Goal: Create public access to environmentally sensitive areas for the enjoyment of residents and to promote eco-tourism.

Objective: Encourage public access walkways and wildlife lookouts in Conservation zone.

Objective: Pursue public and private funding opportunities to purchase land and/or provide access to Conservation zone.

- Goal: Energy conservation.

Objective: Create zoning regulations for appropriately sized and placed alternative energy-producing equipment.

Objective: Encourage building placement and orientation, landscaping and architectural design that maximizes energy conservation.

- Goal: Expand recreational opportunities for residents and visitors.

Objective: Locate and develop multi-use athletic field(s).

- Goal: Maximize protection against flooding from tides and storms.

Objective: Adopt zoning regulations and other policies consistent with Federal Emergency Management Administration (FEMA) National Flood Insurance Program.

The **current master plan** process began in the spring of 2019, with the designation of a Planning Board subcommittee. Priorities were set and the services of a professional planner secured in March of 2019. Discussion on the master plan took place during several public meetings between March and July of 2019.

During the first work session of the Planning Board on March 29, 2019, the following strengths of the Borough were identified:

- Residential character;
- Private, quiet;
- Safe, secure;
- Family-friendly, fun summer events;
- Water access and water activities, including beach;
- Street projects have reduced the frequency of tidal flooding;
- Excellent circulation and utilities;
- School sending district relationship has provided education at a manageable cost.

In addition, challenges the Borough faces were also acknowledged. They included:

- Lack of convenience store or other neighborhood retail.
- Lack of public services such as public transportation and postal boxes.

The discussion strengths and challenges helped the group to articulate the Borough's opportunities, such as:

- Evaluate zoning designation and permitted uses along undeveloped area of North Drive.
- Maintain and improve existing recreational facilities.
- Create design standards to enhance aesthetics of town.

- Research funding sources to purchase undevelopable lots in conservation zone for facilities such as walkways and wildlife look-outs.
- Document history.

The next step was to formulate specific goals and objectives based on the strengths, challenges and opportunities. This effort took place over the months of April, through August of 2019.

Previous Borough planning documents, and research and analysis of the planning issues unique to West Wildwood were used in the preparation of this document.

The Master Plan goals are general and are intended to provide an overall framework for development and preservation, while the objectives provide a more specific means of realizing the stated goals. In order to effectuate these goals, the formulation and adoption of specific zoning regulations using the ordinance process is required.

Goals and Objectives of this Master Plan

- Goal: Raise quality of life for residents, and continue the attractiveness of the Borough to visitors by improving visual environment of the community.

Objective: Adopt residential design guidelines and standards, as well as landscaping requirements for new residential development.

- Goal: Support existing, and encourage new water-dependent uses available to residents and visitors.

Objective: Continue, and revise as needed, zoning regulations promoting businesses that maximize public access to the Borough's water resources.

- Goal: Meet the retail needs of the residents and visitors and provide a balance of different uses.

Objective: Continue to support and increase non-residential uses, having mercantile licenses, by allowing mixed-use of structures within appropriate Town Commercial and Marine Commercial locations. Typical mixed-use includes retail, personal services, or professional offices on the ground floor, with residential on the upper floors.

- Goal: Create public access to environmentally sensitive areas for the enjoyment of residents and to promote eco-tourism.

Objective: Encourage where appropriate public access walkways and wildlife lookouts in Conservation zone where appropriate.

Objective: Pursue public and private funding opportunities to purchase land and/or provide access to Conservation zone.

- Goal: Energy conservation.

Objective: Create zoning regulations that are consistent with building construction and fire code regulations that would allow for appropriately sized and placed alternative energy-producing equipment.

Objective: Encourage building placement and orientation, landscaping and architectural design that maximizes energy conservation.

- Goal: Expand recreational opportunities for residents and visitors.

Objective: Locate and develop multi-use athletic field(s).

- Goal: Maximize protection against flooding from tides and storms.

Objective: Adopt zoning regulations and other policies consistent with Federal Emergency Management Administration (FEMA) National Flood Insurance Program.

Element 1 *Land Use*

1.1 Introduction

West Wildwood consists of 230 acres (0.34 square miles) of which 46 acres are water bodies and conservation areas. Approximately 62 acres are public rights-of-way which leaves 121 acres of land for improved use. The table below reflects that 24 vacant lots with an area of 26.78 acres are within the conservation zoning district and as such are not expected to be developed. The description of Residential land use in a resort town can be misleading. A property that would be described as a residence if located in a year round community could in a resort community be described as a very small hotel with bad room service. The property categories as designated by the tax assessor's records, as well as their associated number of parcels and total area is shown in Table 1, *Existing Land Uses in West Wildwood*.

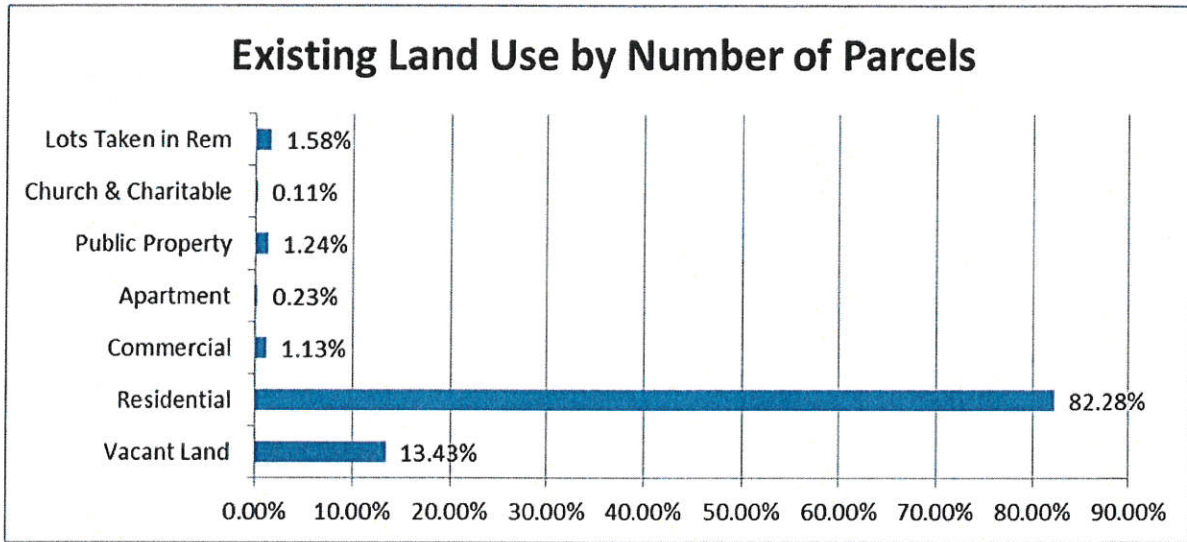
Table 1: Existing Land Uses in West Wildwood

	Number of parcels	% of Total Parcels	Land Area	% of Land Area
Vacant land	119	15.71%	30.18 acres	24.95%
Residential	729	80.13%	82.07 acres	67.82%
Commercial	10	1.10%	2.70 acres	2.23%
Apartment	2	.22%	0.28 acres	.23%
Public Property	11	1.19%	2.69 acres	2.22%
Church	1	.11%	.22 acres	.18%
Lots Taken in Rem	14	1.54%	2.87 acres	2.37%
Totals	886	100%	121.01 acres	100%

This Table counts lots zoned for development and does not include Conservation Zone which is vacant land.

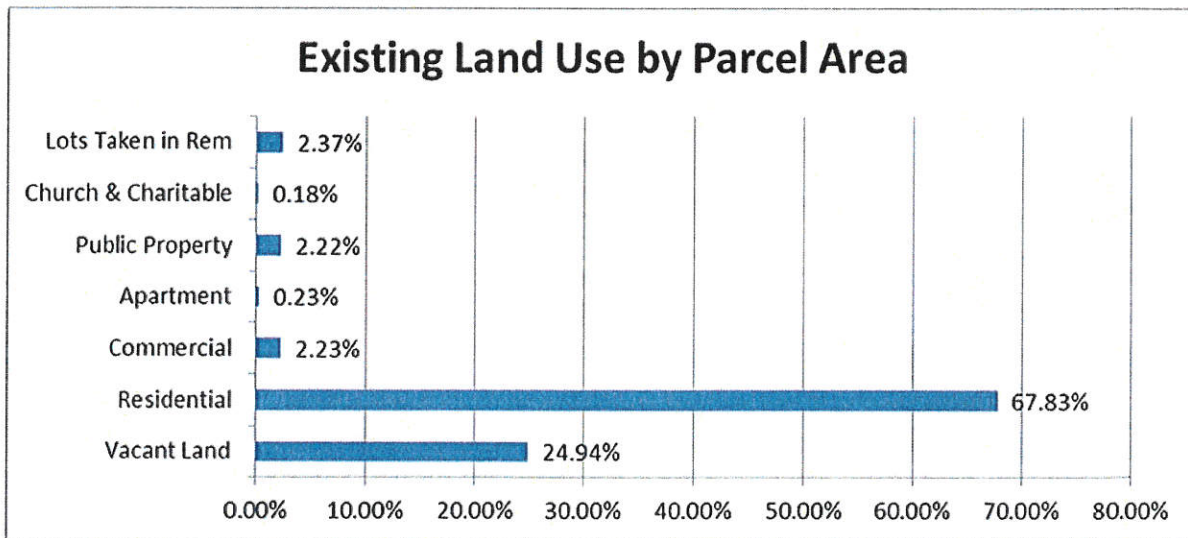
Source: West Wildwood Property Tax Records, 2019

Figure 1: Existing Land Use by Parcels



Source: West Wildwood Property Tax Records, 2019

Figure 2: Existing Land Use by Land Area



Source: West Wildwood Property Tax Records, 2019

1.2 Environmental Resources

The Borough of West Wildwood is surrounded on all sides by waterways; Grassy Sound Channel to the north and west, the Wildwood Canal to the east, and Post Creek Basin to the south. Freshwater and coastal wetlands associated with Grassy Sound are located along the eastern and western sections of the Borough. The majority of the upland areas of West Wildwood are presently developed with residential dwellings, commercial establishments and marinas. Areas of undeveloped upland areas, having development potential, exist to the west of North Drive in the vicinity of the old landfill. The development and redevelopment within the Borough are subject to New Jersey Department of Environmental Protection (NJDEP) CAFRA Regulations (N.J.S.A. 13:19), NJDEP Protection Flood Hazard Area Control Act (N.J.S.A. 58:16A-50), the Wetlands Act of 1970, (N.J.S.A. 13:9A-1), and the New Jersey Freshwater Protection Act (N.J.S.A. 13:9). Water dependent activities situated water ward of the mean high water line are subject to NJDEP Waterfront Development Law (N.J.S.A. 12:5-3) and the U.S. Army Corps of Engineers Regulations.

1.2.1 Geology

The geology of a particular community is significant to the identification of watersheds, ground water recharge, identification of aquifers, and the evaluation of water supplies. Sediments within this area range in age from Cretaceous to Holocene and can be classified as continental, coastal or marine deposits. The overlying Quaternary deposits, where present, are basically flat lying. The unconsolidated Coastal Plain deposits, are underlain by a Pre-Cretaceous basement bedrock complex, which consists primarily of Precambrian and early Paleozoic age rocks.

The main geologic formation in West Wildwood is the Kirkwood-Cohansey formation. The Kirkwood Formation is made up of gray to tan very fine to medium-grained micaceous sand and quartz. The Kirkwood aquifer is the principal artesian aquifer within the Kirkwood Formation and the upper artesian aquifer of the Kirkwood Formation is locally productive. The Cohansey Sand formation is typically a light colored medium to coarse-grained quartzose sand with lenses of silt and clay. Ground water in the Cohansey aquifer is confined in Cape May County.

1.2.2 Topography and Soils

Elevations in the Borough of West Wildwood range from approximately six to nine feet above sea level.

In accordance with the Cape May County Soil Survey, three soil types are mapped within the Borough; Urban land-Psamments soil, Psamments sulfidic substratum soil, and Pawcatuck-Transquaking soil.

The developed portions of the Borough are mapped as Urban land-Psamments soil (USPSAS). Urban land soils are excessively drained to well-drained, sandy, filled land areas. The typical soil profile includes sand from the surface to 12 inches, gravelly sand from 24 to 36 inches and coarse sand from 36 to 46 inches. This soil type is occasionally flooded. Urban land soil types are mostly covered by streets, parking lots, buildings and other structures. The reference to excessively drained to well drained soils describes the speed at which water passes through the soil and is not a reference to the soil being dry.

Areas adjacent to the canal and to the east of North Drive are mapped as Psamments, sulfidic substratum soils (PstAt). The Psamments unit is frequently flooded and frequently ponded. The typical soil profile includes sand from the surface to 12 inches, gravelly sand from 24 to 36 inches and coarse sand from 36 to 46 inches. This type of soil is associated with tidal marshes and filled marshlands. PstAt soils have limited development potential as they are typically associated with wetlands.

An area of Pawcatuck-Transquaking soil (PdsAv) is mapped on the western portion of the Borough, adjacent to Grassy Sound. This series is mapped on brackish estuarine marches along tidally influenced waterways. The PdsAv series consists of very deep, very poorly drained soils on tidal flats subject to inundation by salt water twice daily. The subsurface layer is black mucky peat to 22 inches. Areas mapped as PdsAv within West Wildwood are coastal wetlands areas and are undevelopable.

1.2.3 Water Quality/Supply

The Borough of West Wildwood is within the New Jersey Coastal Plain aquifer system, and water supply is derived from the confined Kirkwood-Cohansey aquifers. The Kirkwood aquifer is assumed to be non-replenish able. Recent studies of Cape May County regarding saltwater intrusion indicate that the Kirkwood aquifer has considerable quantities of potable water.

Fresh, uncontaminated ground water in the New Jersey Coastal Plain is low in dissolved solids, generally less than 150 milligrams per liter (mg/l). Calcium and bicarbonate are usually dominant ions in solution with smaller amounts of sodium, potassium, magnesium sulfate and chloride. Locally, concentrations of iron and manganese present a problem near the water table because the ground water tends to have a low pH. These waters are typically treated. Except for specific parameters (e.g. iron) and contamination incidents, water quality in the artesian ground water system meets or exceeds Federal and State drinking water standards.

Public water is supplied to the developed areas of the Borough through a local distribution system in connection with Wildwood Water Utility.

1.2.4 Wetlands

The New Jersey Department of Environmental Protection regulates coastal wetlands through the Wetlands Act of 1970, N.J.S.A. 13:9A-1 et seq., and freshwater wetlands through the New Jersey Freshwater Protection Act, N.J.S.A. 13:9B. The freshwater wetlands law also protects transition areas, or buffers, adjacent to freshwater wetlands. Buffers to coastal wetlands areas are applied to development subject to NJDEP CAFRA approvals on a case-by-case basis.

The exception to the cases by cases regulation of freshwater wetlands is the delineated saltwater wetlands. The Federal salt water wetlands are located by map. A map with the upper wetlands boundary shown relative the municipal rights of way is included in the Appendix. It should also be pointed out that at times the area regulated by this line does not coincide with the land feature to which it may have been intending to govern. The prior master plan included the fresh water wetlands areas noted on the 1986 freshwater wetlands maps which were prepared from areal data and not field verified. The most recent photography taken in 2007 and available from the NJDEP, Bureau of GIS includes the following disclaimer, “The wetlands delineations in these data are for screening purposes.”

It is estimated that Coastal and freshwater wetlands areas associated with waterways surrounding the Borough could make up approximately 15 to 20 percent of West Wildwood. The 1986 freshwater wetland maps included virtually all unoccupied land parcels in the Borough as freshwater wetlands unless already regulated as salt water wetlands by the upper wetlands boundary. Any new development that is not infill on all sides should be evaluated as to the applicability of freshwater wetlands regulations.

Wetlands and their associated transition areas are protected by the New Jersey Department of Environmental Protection for their ecological contributions including; flood and erosion control, natural drainage characteristics, filtering of pollutants, and wildlife habitat value. New development within the Borough in the vicinity of wetlands must be evaluated to determine the extent of uplands areas outside of wetlands or wetlands buffers.

1.2.5 Wildlife

The majority of the upland area within the Borough of West Wildwood is presently developed, with little vegetation and water areas necessary to support an abundance of wildlife. Wildlife species inhabit the wetlands and buffer areas associated with the surrounding waterways. In particular, it should be noted that the NJDEP Landscape Project Mapping provides information

on threatened and endangered species habitats for the Borough of West Wildwood. The mapped wetlands in the Borough are on the NJDEP Landscape Project Map as supporting nesting and foraging habitats for species including black-crowned night heron, osprey, yellow-crowned night heron, black skimmer and least tern. Development of endangered or threatened wildlife species habitat is prohibited by the NJDEP unless it can be demonstrated that the identified habitat would not be directly impacted through direct or secondary impacts.

1.2.6 Flood Hazard Area Control Act Rules

The Borough is within an area defined by the New Jersey Department of Environmental Protection as a tidal flood hazard area. A tidal flood hazard area is an area in which the flood hazard area design flood elevation is governed by tidal flooding from the Atlantic Ocean.

On November 5, 2007, the NJDEP adopted the Flood Hazard Control Act Rules (NJAC 7:13 et seq.). These rules set forth requirements regulating disturbance to land and vegetation within the flood hazard area of a regulated waterway. The alteration of topography through excavation, grading and/or placement of fill, the clearing, cutting and/or removal of vegetation in a riparian zone, the creation of impervious surface, the storage of unsecured material, the construction, reconstruction and/or enlargement of a structure, and the conversion of a building into a private residence or a public building are presently regulated by the NJDEP Flood Rules. Development or redevelopment projects within the Borough must include a determination of the applicability of the recent flood regulations.

The majority of the Borough of West Wildwood lies within a Flood Zone as delineated on the current National Flood Insurance Rate Map (FIRM). The only portion of the Borough not within the 100-year flood zone is the Building that houses the Borough Public Works and Volunteer Fire Department the remainder of the Borough is within the Flood plain.

The Flood maps adopted in October 17, 1975 established the base flood elevation as 10 FT above NGVD1929. That map was replaced on October 5, 2017 by new maps that use NAVD88 as the vertical reference. The new maps designate most of the Borough as either Zone AE elevation 9 or Zone AE elevation 10 NAVD88. Areas mapped as Flood Zone AE are subject to a one percent or greater annual chance of flooding in any given year according to the Federal Emergency Management Agency (FEMA).

The higher of the two elevations considers wave height above the still water flood elevation. The these insurance rate maps as is the insurance program rounds to the nearest foot. The newer datum differs from the older datum by 1.33 Feet locally as noted by the old and new Data Sheets for the Monument 5772 located at 25th Street and New Jersey Avenue. The new AE9 elevation differs from the old A10 elevation by 4 inches.

FEMA Community Rating System “The National Flood Insurance Program's (NFIP) Community Rating System (CRS) is a voluntary incentive program that recognizes and encourages community floodplain management activities that exceed the minimum NFIP requirements.

As a result, flood insurance premium rates are discounted to reflect the reduced flood risk resulting from the community actions meeting the three goals of the CRS:

- Reduce flood losses;
- Facilitate accurate insurance rating; and
- Promote the awareness of flood insurance.

For CRS participating communities, flood insurance premium rates are discounted in increments of 5%; i.e., a Class 1 community would receive a 45% premium discount, while a Class 9 community would receive a 5% discount (a Class 10 is not participating in the CRS and receives no discount). The CRS classes for local communities are based on 18 creditable activities, organized under four categories:

- Public Information,
- Mapping and Regulations,
- Flood Damage Reduction, and
- Flood Preparedness.”

The Borough’s entered the Program on October 1, 2016 and has the goal to reach the highest rating possible to provide flood insurance premium reductions to property owners. The Borough as of May 1, 2019 is a class 10 community. (<https://www.fema.gov/media-library/assets/documents/180273>)

1.2.7 Development Potential

1.2.7.1 Areas South of North Drive

The area to the south and west of North Drive and the former railroad grade (Tax Blocks 100.01, 100.02, 100.03, 100.04) is the area of greatest development potential in terms of upland and vacant land. There are areas of upland outside of the freshwater wetlands and wetlands buffer areas. Properties appear to be over 150 feet from mean high water line, therefore CAFRA would only apply to projects greater than 24 units. Flood Hazard Rules would apply to any development. The design and construction of improvements would need to address construction debris that was placed in those areas operated as a landfill.

This area is in three parts, Tax Block 151 west of West Drive, the area between West Drive and Avenue E and the Area from Avenue E to Neptune Avenue.

Tax Block 151 is currently within the sanitary sewer service area but does not at this time have either water main access or developed roadways. This area is accessible via West Drive.

The Area between West Drive and Avenue E is does not have developed roads or utilities and significant Tidelands claims must be resolved prior to construction.

The Area between Avenue E and Neptune Avenue does not have developed roadways or utilities and its access is currently limited to North Drive from West Drive. This route is along Right-of-Way that have Tidelands Claim issues. The Borough currently owns Lot 2.14 of Block 100.02 and it is recommended that in the event of a sale the Borough should retain an Easement Right-of-Way for utilities and access.

1.2.7.2 The Former Railroad Grade (Tax Blocks 100.01, 100.02, 100.03, 100.04)

The Former Railroad Grade was subdivided in 1984. The West end Tax Block 100.01 had improved roadway frontage and was soon developed even though issues of Sanitary Sewer service were not resolved until 1996. The sewer permit No. 96-0644-04 issued to provide access to Tax Block 100.01 also provided access to Tax Block 151.

The section between West Drive and Neptune Avenue is Tax Block 100.02. Nine of the 21 lots in this block are only accessible from North Drive which is un-improved. Fifteen of the lots are currently owned by the Borough. It is recommended that should the Borough consider sale of these lots, that it make any requirements to improve access known as conditions of sale.

The section between North Drive and Avenue P is Tax Block 100.04. This tax Block has four un-improved lots and two developed lots. The largest constraint on additional development on this Tax Block is economic.

The railroad grade to the east is Tax Block 100.03, which is currently improved as commercial water dependent uses.

1.2.7.2 Area of Twenty-Sixth Street

Entire area would be subject to CAFRA review, even for single family; Upland area limited to presently developed areas to the west of 26th Street, remainder is either coastal or freshwater wetlands.

The limit of sewer-able area, which is the area that can send sanitary sewer flow to the utility authority treatment plant coincides with the upper wetlands boundary. While it has been determined by the Borough Commissioners that lot 5.02 of Tax Block 101 is within the Residential Land Use Zone it was not included in the Sanitary Sewer permit No. and generally falls outside of the sewer-able area. Tax Block 130 is also outside of the sewer-able area.

NJDEP CAFRA permits single family dwellings and duplexes, but encourages water-dependent uses. Maritime activity, commercial fishing, public waterfront recreation, and marinas are examples of water dependent uses.

Flood Hazard Rules would apply to any development.

1.3 Zoning

The Land Development Ordinance of the Borough of West Wildwood regulates the use of lands; the location, height and bulk of buildings and structures; yard, open space, and parking requirements; density of population. It also establishes zoning districts, rules and regulations for subdivision of land; and establishes a combined Planning Board and Zoning Board of Adjustment.

There are four zoning districts in the Borough, Residential (R), Town Commercial (T-C), Marine Commercial (M-C) and Conservation (C). Below are the permitted uses and associated parcels and areas.

The current zoning districts and permitted uses are consistent with the goals of this Master Plan, with the exception of the undeveloped areas in the Marine Commercial District west of North Drive.

Table 2: Zoning Districts

Zone	Permitted Uses	No. of Parcels in Zone	% of total parcels	Land Area in Zone	% of Land Area
R	Single family homes Two family homes Parks and playgrounds Municipal buildings and uses	645	71%	74.11 acres	50%
T-C	Single family Two family homes Retail stores Personal services Offices Restaurants Organizations	138	15%	12.65 acres	9%
M-C	Boats and related facilities and activities Marine support facilities Boating retail sale or rentals Retail stores Restaurants Motels, hotels and boatels Single family homes	103	11%	34.26 acres	23%
C	Open space, beach and water recreation Protective vegetation Sand and snow fence Shore protection projects	24	3%	26.78 acres	18%
TOTALS		910	100%	147.80 acres	100%

Not Included above are tax block 175, 176 & 177 the water ways which total 19.44 acres and the municipal rights-of-way which total 61.6 acres.

Source: West Wildwood Tax Property Records and Land Development Ordinance

Table 3 shows “Area and Bulk Requirements” for the residential and commercial districts:

TABLE 3 Area and Bulk Requirements

	Residential	Town Commercial	Marine Commercial
min. lot area	3,200 sf	3,200 sf	3,200 sf
min. lot frontage/width	40 feet	40 feet	40 feet
min. lot depth	80 feet	80 feet	80 feet
min. floor area	800 sf	800 sf	800 sf
min. front yard setback	10 feet	10 feet	10 feet
min. side yard setback	1 foot for each 10 feet frontage*	1 foot for each 10 feet frontage*	1 foot for each 10 feet frontage*
min. rear yard setback	10 feet	10 feet	10 feet
min. bulkhead setback	10 feet	10 feet	10 feet
max. building coverage	55%	55%	50%
max. lot coverage	65%	65%	80%
max. building height	3 stories 2 habitable stories 40 feet from BFE**	3 stories 35 feet from BFE**	3 stories 35 feet from BFE**
residential density	2,400 sf lot area/unit	2,400 sf lot area/unit	2,400 sf lot area/unit

*5' minimum for Fire Code conformance, 4' min. for zoning conformance

**BFE = base flood elevation

Source: West Wildwood Land Development Ordinance

1.3.1 Residential Zone

The residential zone is the most predominant district in the Borough. It has the most parcels and land area of the four zoning districts. Throughout the residential zones there is a variety of structures. Dozens of new, larger, residential structures are intermixed with cottages and bungalows of the early 1900s, as well as newer one and two story modular homes. There also exist two and three family dwellings, as well as one 24-unit condominium complex. Vacant lots are interspersed throughout the zone.

Current zoning allows single family and two family homes, as well as public uses in the Residential zone.

Residential Goals and Objectives

- **Goal:** Raise quality of life for residents, and increase attractiveness to visitors by improving visual environment of the community.
- **Objective:** Adopt residential design guidelines and standards for all development that promotes architectural features rather than sheer walls. This guidelines should recognize that these features are limited by the State Fire Code when interior setbacks are smaller than five feet.
- **Objective:** Continue landscaping requirements for new residential development.
- **Objective:** Encourage garage doors to be set back in the façade of the building to insure cars do not block pedestrian access and for aesthetics.
- **Objective:** Discourage exact elevations (facades) and exterior color schemes on adjacent properties.
- **Objective:** Adopt zoning regulations that are consistent with New Jersey Department of Community Affairs Residential Site Improvement Standards for parking.
- **Objective:** Consider zoning regulations that limit building mass.

1.3.2 Town Commercial Zone

This zone is the second most predominant zoning district in the Borough. The majority of property classes in this zone are residential, which is a permitted use in the zone. The Town Commercial zone is appropriately located in the center of the Borough, along the main corridor. There are three (3) commercial establishments in the Town Commercial zone: a miniature golf course, liquor store and bar.

Current zoning permits single family and two family homes, retail stores, personal services, offices, restaurants and organizations in the Town Commercial zone.

Town Commercial Goals and Objectives

- **Goal:** Establish a balance of land uses by encouraging commercial without negatively impacting the residential character of the community.
- **Goal:** Encourage the development or relocation of small businesses that will serve the residents of the Borough and region.
- **Goal:** Avoid zoning regulations that would disproportionately impact the economics of redevelopment in favor of residential use over commercial use.

Objective: In appropriate locations within the Town-Commercial zone, allow mixed use structures with retail use on the ground floor, with residential above. Currently, both uses are permitted uses in the Town-Commercial zone.

Objective: Promote on-site parking standards wherever feasible to reduce vehicular conflicts with residential uses.

1.3.3 Marine Commercial Zone

The Marine Commercial District includes most of the Borough’s waterfront land. The primary land use is residential, and there are currently six (6) operating marinas in this zone.

Current zoning permits boats and related facilities and activities, marine support facilities, boating retail sale or rentals, retail stores, restaurants, motels/hotels/boatels, and single family homes.

Marine Commercial Goals and Objectives

- **Goal:** Support existing and encourage new water-dependent uses available to residents and visitors such as waterfront dining, boating and fishing, and water sports.
- **Goal:** Permit uses that are compatible with the zone and consistent with the character of the community. Discourage large commercial single-uses that would create negative impacts such as traffic/parking, size of structure and its effect on light and air, as well as the potential demand on sensitive environmental areas and Borough services.

Objective: Remove hotels, motels and boatels as permitted uses in the Marine Commercial Zone. There are two primary reasons for this recommendation: a) There are currently no such uses in the Borough. One property was originally a commercial motel, but has converted to residential through the sale of units under individual condominium ownership; b) The trend in the accommodations industry is toward large structures to allow for accessory uses such as meeting space, restaurants and exercise facilities. The impacts of a large hotel would be overwhelming to the community.

- **Goal:** Similar to the objective in the Town Commercial Zone, the Marine Commercial Zone should also promote the development or relocation of small businesses that will serve Borough residents, as well as visitors.

Objective: Permit mixed use structures with retail use on the ground floor and residential above. Currently, both uses are permitted uses in the Marine Commercial zone.

Objective: Promote on-site parking standards wherever feasible to reduce vehicular conflicts with residential uses.

1.3.4 Conservation Zone

This includes undeveloped areas adjacent to wetlands and waterways.

Current zoning permits open space, beach and water recreation, protection vegetation, sand and snow fence, and shore protection projects.

Conservation Goals and Objectives

- **Goal:** Create public access to environmentally sensitive areas for the enjoyment of residents and to promote eco-tourism.

Objective: Encourage public access walkways and wildlife lookouts in Conservation zone.

Objective: Pursue public and private funding opportunities to purchase land and/or provide access to Conservation zone.

- **Goal:** Promote the preservation of valuable or environmentally sensitive areas wherever possible.
- **Goal:** Protect water quality of creeks and bay.
- **Goal:** Protect groundwater quality and supply.
- **Goal:** Minimize the impacts of run-off, pollution and demand by limiting the types and intensity of development adjacent to conservation district.