

CITY OF VENTNOR
ORDINANCE
NO. 2023-022

AN ORDINANCE OF THE CITY OF VENTNOR, COUNTY OF ATLANTIC, STATE OF
NEW JERSEY ADOPTING THE WELLINGTON AVENUE REDEVELOPMENT PLAN

WHEREAS, pursuant to N.J.S.A. 40A:12-1 et seq., on December 13, 2018, the City of Ventnor declared the area, which includes the Dollar General a/k/a Block 303, Lot 2.01 & 2.02 on the tax map of the City of Ventnor, an area in need of redevelopment; and

WHEREAS, pursuant to N.J.S.A. 40A:12A-7, a Governing Body may adopt, revise or amend a redevelopment plan; and

WHEREAS, in order to facilitate the redevelopment of the property located at Block 303, Lot 2.01 & 2.02 ("Property"), Rutala Associates, LLC, pursuant to N.J.S.A. 40A:12A-7(e), prepared the Wellington Avenue Redevelopment Plan ("Redevelopment Plan"), dated October 18, 2023, which will support and promote adaptive reuse and redevelopment of the Property; and

WHEREAS, pursuant to N.J.S.A. 40A:12A-7(e), the City of Ventnor Planning Board is hereby directed to review the Redevelopment Plan and forward its official report and recommendation to the Mayor and Governing Body regarding the Redevelopment Plan prior to the second reading of this Ordinance; and

WHEREAS, the Redevelopment Plan has been forwarded to the Mayor and Commissioners of the City of Ventnor for consideration; and

WHEREAS, the Mayor and Commissioners have reviewed the proposed Redevelopment Plan and have determined that the same would be in conformity with the local redevelopment and housing law; and

WHEREAS, the Mayor and City Commissioners have determined that it is in the best interest of the City to adopt the Redevelopment Plan as recommended by the Planning Board to effectuate the redevelopment of the Property; and

WHEREAS, the Mayor and Commissioners are desirous of adopting the Redevelopment Plan, a copy of which is attached hereto and specifically included herein by this reference.

NOW, THEREFORE, BE IT ORDAINED by the Mayor and Commissioners of the City of Ventnor, as follows:

SECTION ONE: The document entitled The Wellington Avenue Redevelopment Plan is hereby officially adopted pursuant to this Ordinance.

SECTION TWO: The above recitals are incorporated herein as if more fully set forth at length.

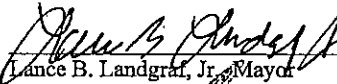
SECTION THREE: The governing body hereby refers this Redevelopment Plan to the Planning Board for a consistency determination.

SECTION FOUR: All Ordinances or parts of Ordinances inconsistent herewith are hereby repealed to the extent of such inconsistency.

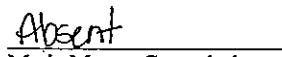
SECTION FIVE: Should any section, clause, sentence, phrase, provision or application of this Ordinance be declared unconstitutional or invalid by a Court of competent jurisdiction, the same shall be severed hereby and the remaining portions of this Ordinance shall remain in full force and effect.

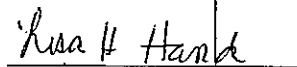
SECTION SIX: This Ordinance shall take effect immediately upon its final passage and publication as provided by law.

Members of the Board of Commissioners
of the City of Ventnor City, New Jersey


Lance B. Landgraf, Jr., Mayor


Timothy H. Kriebel, Commissioner


Maria Mento, Commissioner


Lisa H. Hand, RMC, City Clerk

	Motion	Second	Yes	Nay	Abstain	Absent
Landgraf		X	X			
Kriebel	X		X			
Mento						X

First Reading: November 9, 2023

Publication: November 16, 2023

Public Hearing and Adoption: December 21, 2023

CITY OF VENTNOR PLANNING BOARD

RESOLUTION NO. 50-2023

**CONSISTENCY REPORT AND RECOMMENDATIONS
PURSUANT TO N.J.S.A. 40A:12A-7e OF THE LOCAL
REDEVELOPMENT AND HOUSING LAW PERTAINING
TO THE WELLINGTON AVENUE REDEVELOPMENT
PLAN FOR PROPERTY DESIGNATED AS BLOCK 303,
LOTS 2.01 AND 2.02 AND HAVING A STREET ADDRESS
OF 4900 WELLINGTON AVENUE**

WHEREAS, the Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1, et seq. (the "Redevelopment Law"), authorizes municipalities to determine whether certain parcels of land in the municipality constitute areas in need of redevelopment;

WHEREAS, the City of Ventnor in the County of Atlantic, New Jersey (the "City") undertook a Master Plan Reexamination in 2016 which recommended redevelopment to reinvest in certain sections of the community, to replace previously developed buildings or plots of land that are in substandard condition, or are no longer useful in their current state;

WHEREAS, in accordance with the provisions of the Redevelopment Law, the Board of Commissioners of the City (the "Commissioners") authorized and directed the City of Ventnor Planning Board (the "Planning Board") to undertake a preliminary investigation to determine whether certain property in the City designated on the Tax Map as Block 303, Lots 1, 2.01 and 2.02 and Block 304, Lot 1 (the "Study Area") can be designated a redevelopment area and to develop a redevelopment plan or plans pursuant to the Redevelopment Law.

WHEREAS, the Planning Board undertook the required study and recommended that the City Commissioners declare the Study Area in need of redevelopment and on December 13, 2018 the City declared the Study Area to be an area in need of redevelopment;

WHEREAS, the Wellington Avenue Redevelopment Plan was prepared for that portion of the Study Area designated on the City of Ventnor Tax Map as Block 303, Lots 2.01 and 2.02 and having a street address of 4900 Wellington Avenue (the "Redevelopment Plan");

WHEREAS, pursuant to the Redevelopment Law, the Planning Board must review the Redevelopment Plan for consistency with the City's Master Plan and transmit its recommendations relating to the Redevelopment Plan to the Commissioners in accordance with the provisions of N.J.S.A. 40A:12A-7e of the Redevelopment Law;

WHEREAS, the Planning Board was presented with and reviewed the Redevelopment Plan at a hearing held on December 13, 2023; and

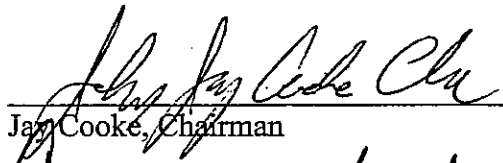
WHEREAS, in the opinion of the Planning Board, the adoption of the Redevelopment Plan is necessary and desirable in order to accomplish the effective redevelopment of the area as described in the Master Plan Reexamination Report, Section 5, Economic Development Goals, and that such redevelopment would be in the best interests of the City and its residents.

NOW THEREFORE, BE IT RESOLVED BY THE PLANNING BOARD OF THE CITY OF VENTNOR, as follows:

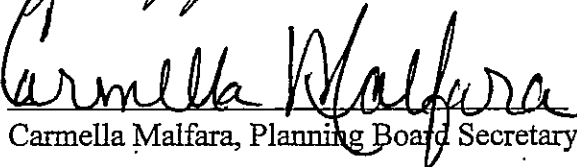
- Section 1. The aforementioned recitals are incorporated herein as though fully set forth at length.
- Section 2. The Planning Board hereby determines that the Redevelopment Plan is consistent with the City's Master Plan and recommends to the Commissioners that the Redevelopment Plan attached hereto as Exhibit A be adopted by the Commissioners in order to accomplish the effective redevelopment of the area.
- Section 3. If any part of this Resolution shall be deemed invalid, such parts shall be severed and the invalidity thereby shall not affect the remaining parts of this Resolution.
- Section 4. The vote taken by the Planning Board at the hearing held on December 13, 2023 was unanimous.
- Section 5. This Resolution shall take effect immediately.

CITY OF VENTNOR PLANNING BOARD

By:


Jay Cooke, Chairman

By:


Carmella Malfara, Planning Board Secretary

Dated:

12/13/2023

CITY OF VENTNOR PLANNING BOARD

RESOLUTION 49-2023

RECOMMENDING TO THE BOARD OF COMMISSIONERS OF THE CITY OF VENTNOR THAT IT DETERMINE A DELINEATED AREA KNOWN AS THE VENTNOR PROFESSIONAL CAMPUS STUDY AREA, DESIGNATED AS BLOCK 123, LOT 1 AND HAVING A STREET ADDRESS OF 6601 VENTNOR AVENUE, TO BE A NON-CONDEMNATION AREA IN NEED OF REDEVELOPMENT

WHEREAS, pursuant to N.J.S.A. 40A:12A-6, on October 26, 2023, the Board of Commissioners of the City of Ventnor adopted Resolution No. 331 of 2023 authorizing and directing the City of Ventnor Planning Board (the "Planning Board") to undertake a preliminary investigation as to whether certain property in the City of Ventnor known as the Ventnor Professional Campus Study Area, designated as Block 123, Lot 1 and having a street address of 6601 Ventnor Avenue, is an area in need of redevelopment according to the criteria set forth in N.J.S.A. 40A:12A-5; and

WHEREAS, at a public and properly noticed hearing held at Ventnor City Hall on December 13, 2023, the Planning Board undertook its preliminary investigation and heard from all persons who requested to speak at the hearing; and

WHEREAS, at the public hearing, the Planning Board received, considered, and made part of the public record all objections and evidence in support of those objections, given orally or in writing, as to whether the delineated Ventnor Professional Campus Study Area is an area in need of redevelopment; and

WHEREAS, at the conclusion of the hearing, the Planning Board unanimously recommended to the Board of Commissions of the City of Ventnor that it determine the delineated Ventnor Professional Campus Study Area to be a non-condemnation area in need of redevelopment based upon the criteria set forth in N.J.S.A. 40A:12A-5b, N.J.S.A. 40A:12A-5d, N.J.S.A. and N.J.S.A. 40A:12A-5h, whether such criteria is taken independently or as a whole.

NOW, THEREFORE, BE IT RESOLVED by the members of the City of Ventnor Planning Board, County of Atlantic, State of New Jersey, as follows:

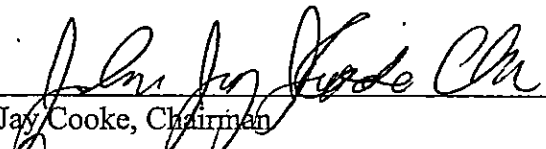
1. The Planning Board recommends to the Board of Commissioners of the City of Ventnor that it determine the property in the City of Ventnor known as the Ventnor Professional Campus Study Area, designated as Block 123, Lot 1 and having a street address of 6601 Ventnor Avenue, to be a non-condemnation area in need of redevelopment based upon the criteria set forth in N.J.S.A. 40A:12A-5b, N.J.S.A. 40A:12A-5d, N.J.S.A. 40A:12A-5h, whether such criteria is considered independently or as a whole.

2. The vote taken by the City of Ventnor Planning Board at the hearing held on December 13, 2023 was unanimous.

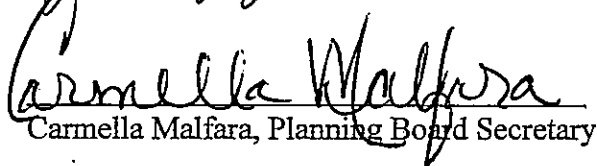
3. This Resolution shall take effect immediately.

CITY OF VENTNOR PLANNING BOARD

By:


Jay Cooke, Chairman

By:


Carmella Malfara, Planning Board Secretary

Dated:

12/13/2023

**CITY OF VENTNOR - TIMELINE
REDEVELOPMENT AREA DESIGNATION AND
ADOPTION OF REDEVELOPMENT PLAN
Wellington Avenue Study Area**

DATE	EVENT
9/13/18	City Council to consider and adopt resolution authorizing Planning Board to undertake a preliminary investigation to determine if proposed areas ¹ are redevelopment areas in accordance with the criteria set forth in N.J.S.A. 40A:12A-5. (NOTE: Resolution shall state that the redevelopment area will be non-condemnation redevelopment area.)
9/14/18	City Clerk to forward certified copy of resolution to Planning Board
11/16/18	Publish first notice of Planning Board hearing in the Press of AC. Notice shall include: 1. general boundaries of the area to be investigated 2. statement that a map has been prepared and can be inspected at the Clerk's office 3. statement that area will be non-condemnation redevelopment area.
11/23/18	Publication of second hearing notice in the Press of AC and mail a copy of the notice to owners of property in the Redevelopment Area and to any other claimants of any interest in any such parcel as shown on the latest assessment records of the City. (This notice must be published at least 10 days prior to the public hearing.)
12/12/18	Planning Board hearing regarding preliminary investigation and adoption of resolution making findings and recommendations
12/13/18	Planning Board Secretary forwards copy of Planning Board resolution to City Clerk
12/13/18	Commissioners adopts resolution (i) determining that the delineated area, or any part thereof, is an area in need of redevelopment and (ii) directing the Planning Board to review the redevelopment plan.
12/14/18	City Clerk transmits copy of adopted resolution to the Commissioner of Community Affairs.
12/14/18	City Clerk serves Notice of Determination: 1. upon all record owners of the property located within the delineated area whose names are listed on the tax assessor's records; 2. upon each person who filed a written objection at Planning Board, if any.
	Publication of Notice of introduction of redevelopment plan ordinance.

	Commissioners introduce ordinance adopting redevelopment plan and refer it to the Planning Board for consistency determination.
12/13/23	Planning Board meeting to review redevelopment plan for consistency with the Master Plan.
	Planning Board Secretary forwards copy of Planning Board resolution to City Clerk.
	Commissioners second reading and adoption of redevelopment plan ordinance.
	Publication of Notice of adoption of redevelopment plan ordinance.
	Planning Board meeting to review site plan.

Wellington Avenue Redevelopment Plan

Block 303, Lots 2.01 & 2.02

Prepared for City of Ventnor

Prepared By:

James M. Rutala, PP, AICP, MBA
Rutala Associates, LLC
Linwood, New Jersey 08221-1226

October 18, 2023

The original of this report was signed and sealed in accordance with N.J.S.A. 13:41-1.2

James Rutala, AICP, PP

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1.0 Introduction

This Redevelopment Plan has been prepared for the City of Ventnor (City) for property known as the Wellington Avenue Redevelopment Area and includes the existing one-story building containing approximately 27,050 square feet on approximately 4.8 acres. The Redevelopment Area is level and those areas not covered by the building have been paved. The site presents an unattractive entrance to the City with a vast underutilized parking area in front of the building. Approximately one-half of the building is occupied by the Dollar General store and the other half is vacant. The property's street address of 4900 Wellington Avenue and is designated on the City tax map as Block 303, Lots 2.01 and 2.02.

To the east of the Dollar General Store is a one story vacant building, to the south are undeveloped marsh lands, to the west is a paper street and the Ventnor Plaza Shopping Plaza and to the north across Wellington Avenue are undeveloped marsh land. Figure 1 depicts the redevelopment area.

On September 13, 2018 the Board of Commissioners of the City of Ventnor adopted Resolution 2018-297 authorizing and directing the Ventnor Planning Board (Planning Board) to study the Wellington Avenue Redevelopment Area (Block 303, Lots 1, 2.01 & 2.02 and Block 304, Lot 1) to determine whether the area was in need of redevelopment in accordance with the criteria specified in the New Jersey Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1 et seq. (Redevelopment Law). The Planning Board completed the required study and recommended that the City declare the study area in need of redevelopment on December 12, 2018. On December 13, 2018, the City Commissioner's declared the Ventnor Plaza area to be an area in need of redevelopment and directed the Planning Board to develop a redevelopment plan.

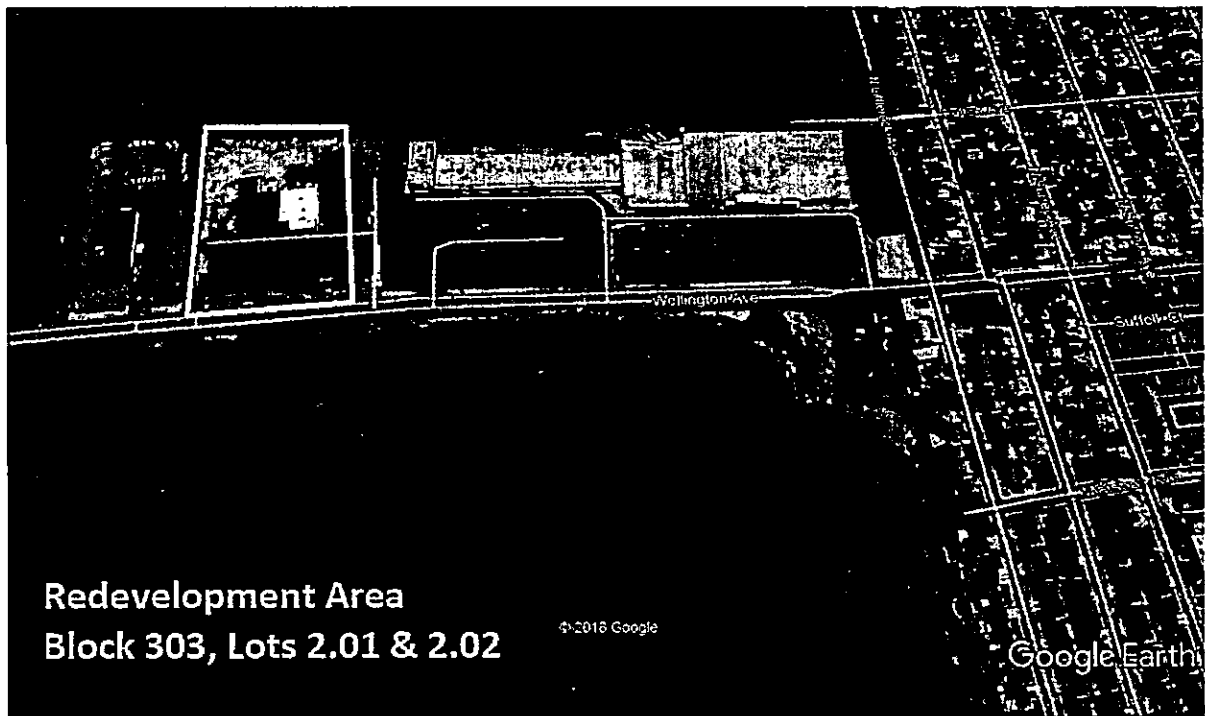
Rutala Associates was retained to prepare the Redevelopment Plan on behalf of the City and Planning Board. A draft Redevelopment Plan has been prepared for the Ventnor Plaza Shopping Center (Block 304, Lot 1). This Redevelopment Plan will apply to property commonly referred to as the Dollar General Plaza (4900 Wellington Avenue), designated as Block 303, Lots 2.01 & 2.02 on the City tax map and referred to in this plan as the Wellington Avenue Redevelopment Area. Figure 1 depicts the Redevelopment Area covered by this plan.

The Wellington Avenue Redevelopment Plan for Block 303, Lots 2.01 & 2.02 has been prepared pursuant to N.J.S.A. 40A:12A-7 and must be adopted by ordinance by the City Council. The redevelopment plan must include the following components.

- Redevelopment Goals and Objectives
- Proposed Land Uses and Design Concepts
- Redevelopment Regulations and Standards
- Relationship of the Redevelopment Plan to Other State, County and Local Plans

The criteria outlined in N.J.S.A. 40A:12A-7 will be addressed below.

Figure 1 – Wellington Avenue Redevelopment Area - Block 303, Lots 2.01 & 2.02



2.0 Goals and Objectives of the Redevelopment Plan

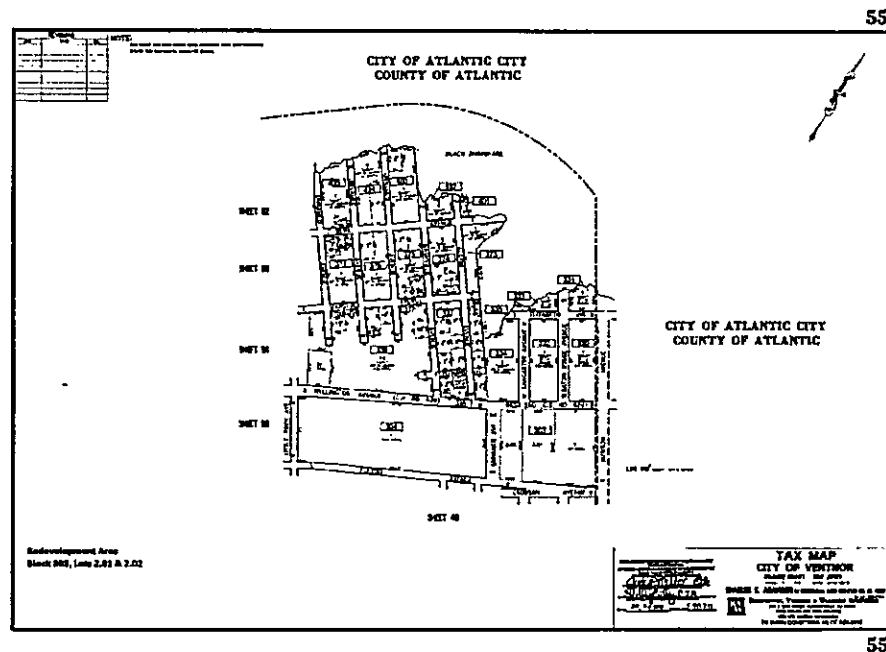
The goal of the Redevelopment Plan is to revitalize, replace and/or redevelop an underutilized 4.8-acre parcel with a variety of new uses including the potential for a mix of residential, office and commercial uses. A number of development options will be considered for the Redevelopment Area. This Redevelopment Plan has been developed to provide flexibility to meet changing market conditions and provide an opportunity for a variety of residential and nonresidential uses.

The existing property is devoid of landscaping, has a confusing on-site circulation pattern and is characterized by a sea of unbroken parking in poor condition. The objective for the redevelopment plan is to encourage redevelopment of the site into an attractive mix of uses that will serve the community and improve site circulation, parking, signage and landscaping. The plan will also provide for an aesthetically pleasing entry gateway into Ventnor by requiring an attractive streetscape along Wellington Avenue and landscaping within the site. Redevelopment of this site will be compatible with the surrounding uses.

No condemnation or land acquisition is necessary, no residents in the project area will be displaced, nor will any housing units affordable to low- and moderate-income households be removed for this Redevelopment Plan.

Figure 2 is a copy of the City's tax map which depicts the redevelopment area.

Figure 2 - Wellington Avenue Redevelopment Area - Block 303, Lots 2.01 & 2.02



3.0 Land Use Plan for the Wellington Avenue Redevelopment Area

Figure 3 is an aerial photograph showing the entire redevelopment study area and outlines the Wellington Avenue Redevelopment Area, Block 303, Lots 2.01 & 2.02. This aerial photograph also shows surrounding land uses which include a commercial use to the east of the site, marshlands to the north and south and the shopping center to the west as well as the residential neighborhoods on Victoria and Surrey Avenues west of the shopping center. The Redevelopment Area is buffered by a large extent of wetlands and undevelopable land from surrounding residential uses and has adjacent commercial uses to the east and west. The Redevelopment Area's unique location will permit a greater variety of uses at higher densities and intensities than the surrounding properties.

Based upon the variety, density and intensity of uses in the surrounding area and the large extent of marshlands surrounding the redevelopment area additional commercial and residential uses will be compatible with and buffered from surrounding development. This Redevelopment Plan provides opportunities for new residential, retail, commercial, and office uses without specifying a specific preferred alternative. The Redevelopment Plan will encourage better utilization of the site. At the time a site plan is submitted for new construction in the Redevelopment Area the standards proposed in this plan will require that improvements be made to on-site circulation, landscaping, signage and that the existing buildings facade be improved or replaced. Finally, the Redevelopment Plan seeks to create a more aesthetically pleasing and attractive gateway into Ventnor.

Figure 3 – Aerial of Redevelopment Area



Figures 4A, 4B and 4C provide three different concept plans of what a proposed development may look like. Other options will also be permitted. Figure 4A (Concept C) retains the existing Bank of America kiosk and removes a portion of the existing building on Lot 2.02 keeping approximately 11,990 square feet of retail space. The concept plan also calls for the construction of an 84,960 square foot, three story self-storage building with a 1,229 square foot office area. Outdoor boat and recreational vehicle storage will also be provided primarily behind the new building.

Figure 4B (Concept D) retains the existing Bank of America kiosk and removes the other site structures. A five story mixed use building is proposed with 10,050 square feet of retail space on the first floor and 92 residential units located on floors two through five. A three story self-storage facility (approximately 86,000 square feet) is also proposed. Outdoor boat and recreational vehicle storage will also be provided behind the new building.

Figure 4C (Concept E) retains the existing Bank of America kiosk and removes the other site structures. A five-story mixed use building is proposed with 10,125 square feet of retail space on the first floor and 176 residential units located on floors two through five.

Figure 4D (Concept F) retains the existing Bank of America kiosk and the existing retail store on Lot 2.02. The concept provides for the construction of a four story 126,240 square foot self-storage facility including 1,747 square foot of supporting office space on lot 2.01. Outdoor boat and recreational vehicle storage will also be provided primarily behind the new building on Lot 2.01.

[illegible]

4.0 Redevelopment Provisions and its Relationship to the Land Use Code

The design and performance standards of this Redevelopment Plan shall supersede and replace the Ventnor City Development Ordinance regulations. The zoning map of the City shall be amended upon the adoption of this plan in accordance with N.J.S.A.40A:12A-7c. In any instance in which this Redevelopment Plan's regulations and standards do not address a particular land development control, or when specific reference to the Ventnor City Development Ordinance is made in the Plan, the standards of the Ventnor City Development Ordinance shall apply to the redevelopment area. If any provision of this Redevelopment Plan is determined by a court with appropriate jurisdiction to be invalid the remainder of the Plan will not be affected and shall remain in full force and effect.

5.0 Redevelopment Plan Development Regulations

5.1 General Requirements

The Redevelopment Plan is intended to enable a private developer to revitalize, replace, redevelop and/or enlarge the existing development in the Redevelopment Area. The Redevelopment Plan provides standards to guide the expansion of uses, provide better site circulation and require improvements to parking, landscaping, signage and lighting. Given the variety of potential redevelopment uses no one concept plan has been approved and plans may change as market conditions warrant. Figures 4A, 4B, 4C and 4D show four potential site layouts; however, the redeveloper and the City and Planning Board can develop additional concepts. The Redeveloper shall submit a concept plan to both the City and Planning Board prior to formal application for their approval.

5.2 Definitions

Any term not identified herein shall be as defined in the Ventnor City Development Ordinance (Section 102-11).

Apartment House — A detached building containing three or more separate housekeeping units and used as a residence by three or more families.

Apartment, High-rise - A multifamily dwelling, over three stories in height, with elevator service, designed for rental or condominium ownership of the individual housekeeping units as designed in accordance with the special requirements set forth in this chapter. High rise Apartment houses shall only be permitted above the first floor of retail or office uses.

Dwelling Unit - A building or entirely self-contained portion thereof, but not including a boat, trailer or other vehicle of any type nor a temporary shelter such as a tent, which contains complete housekeeping facilities for one family only and which has no enclosed space or cooking facilities in common with any other dwelling unit, except vestibules, entrance halls, porches or hallways.

Dwelling, Multiple - A building or portion thereof containing more than two dwelling units.

Floor Area Ratio — The total gross floor area of a building on a lot divided by the area of the lot.

Floor Area, Total — The sum of the gross horizontal areas of all floors of any building or buildings on a lot, measured from the interior walls. In particular, the total floor area shall be any basement or cellar space which has been improved. Parking garages shall not be counted in the calculation for total floor area.

New Construction – The expanded area of the existing building based upon an increase in the footprint or a second floor residential development or a pad site development.

5.3 Use Regulations

Principal Permitted Uses. The following principal uses and structures shall be permitted. A combination of residential and nonresidential uses shall be permitted in one building or in multiple buildings subject to the bulk requirements below.

Nonresidential Uses:

- Bank including drive thru
- Breweries
- Car service center
- Car wash, automatic and full-service
- Churches and houses of worship
- Convenience stores with or without gasoline sales
- Data call centers
- Daycare and childcare center
- Farming and garden centers
- Full-service restaurant with or without drive-thru, fast food with or without drive-thru and take out
- General business offices
- Gym – fitness center
- Hotels
- Medical uses including physician office, dental, urgent care, surgery center, dialysis center, physical therapy and diagnostic centers but excluding addiction treatment facilities
- Movie theaters
- Optometry
- Professional offices
- Residential over first floor commercial
- Retail sales
- Schools, commercial and/or trade

- Schools, including charter schools, adult education schools, certification training schools, tutoring and test preparation centers and elementary and/or secondary schools
- Self-storage facility – including outdoor storage for vehicles and boats
- Service businesses including insurance sales and real estate sales
- Senior and/or assisted living facility
- Sports/recreation facility, which may include any or all of the following or similar uses: batting cages, indoor training, virtual golf, miniature golf, laser tag, trampoline, amusements, arcades, tennis and swimming
- Veterinarian office
- Warehousing and distribution
- Wholesale sales or wholesale club, with or without incidental retail or bulk sales
- Physical therapy offices and treatment areas
- Artisan and craft shops including assemble, storage and sales of such craft or art

Residential Uses:

- Multifamily dwellings containing up to 176 units
- Senior Housing – containing no more than 176 units.

Accessory Uses. The following accessory uses, and structures shall be permitted.

- Fences
- Signs
- Public Utility
- Electric vehicle charging stations
- Rooftop or canopy solar installations

5.4 Area, Yard, Height, Coverage and other requirements

(Note: the site plan submitted by the property owners treats lots 2.01 and 2.02 as separate lots. This plan treats the two lots as one property as they share parking circulation and signage.)

A. General Regulations

Minimum lot area	4.5 acres
Minimum lot depth	150 feet
Minimum lot frontage	300 feet
Minimum front yard	20 feet
Minimum Rear yard to building	20 feet
Minimum Rear Yard to boat or recreational vehicle storage	10 feet

Minimum Side Yard to building	20 feet/0-feet on shared lot line
Minimum Side Yard to boat or recreational vehicle storage	10feet/0-feet on shared lot line
Maximum residential building height (Measured from BFE + to the bottom of the lowest floor support)	60 feet
Maximum residential building number of stories	5 stories
Maximum nonresidential building height	50 feet as measured from finished first floor
Maximum number of nonresidential stories	4 stories
Maximum building coverage	0.50
Maximum impervious coverage	0.90
Maximum floor area ratio nonresidential (FAR is not applicable to Self-Storage)	0.50
Maximum number of residential units	176
Number of Parking Spaces nonresidential	1 space per 350 sf
Number of Parking Spaces Self-storage Facility	1 space per 10,000 sf
Number of Parking spaces residential	RSIS
Number of principal structures	3
Parking Setback to property line	0-feet internal lot line 10-feet to all other lot lines
B. <u>Accessory Buildings</u>	
Front, side, and rear yard setbacks	20 feet
Maximum height of accessory buildings	15 feet

5.5 Additional Requirements and Exceptions

Residential units on the upper floor of nonresidential uses shall not be considered an additional principal structure. Site plan design standards in section 6 below shall only apply to new construction resulting in an increase in the square footage of the shopping center unless otherwise indicated.

5.6 Signs

The following signs standards shall apply rather than the sign standards in the City Development Ordinance. All freestanding sign bases will be landscaped and maintained, be constructed of natural materials and be kept in good repair. All signs shall be designed within the overall theme for the center and not exceed the roof line.

Free Standing Sign:

- A. The Redevelopment shall be permitted one (1) freestanding sign along the frontage of the property, provided that:
 - 1. such sign shall not exceed a height of 30 feet;
 - 2. shall be set back ten (10) feet from the property line; and
 - 3. shall not exceed 200 square feet of signage (per side).

Such sign may be internally or externally illuminated, and 50 percent may be multiple message board which can display different messages provided that the message change occurs at an interval of eight (8) seconds or more and the change occurs within one (1) second. Such signs shall be equipped with automatic dimming to dim the sign brightness during the evening hours.

- B. Each tenant/user in the Redevelopment shall be permitted one (1) wall mounted sign, provided that:
 - 1. such sign does not exceed 15 percent of the surface elevation of such store; and
 - 2. wall signs shall not project more than 10 inches from the wall.

Such signs may be internally or externally illuminated. Corner stores shall be entitled to an additional sign on the side of such store in a size equal or less than the size permitted on the front elevation.

6.0 Site Planning and Design Standards

The following performance and design standards shall be used by the Planning Board which may approve departures from the site planning and design standards as may be requested by the Redeveloper where in the opinion of the Planning Board the departures are consistent with the Redevelopment Plan.

6.1. Architectural Style - At the time of site plan, any expanded portion of the existing building or new construction shall comply with the following architectural guidelines.

- a) Architectural features that provide variety and visual interest.
- b) Primary building facades which result in an increase in the square footage shall be articulated by façade offsets and the use of vertical and horizontal elements to provide shadow lines, breaks and banding.
- c) New buildings within the Redevelopment Area should be considered an integral part of the overall site design and developed with appropriate consideration for both proposed and existing buildings with respect to height, mass, siting, location, materials, orientation, signs, lighting and use. New buildings should be of materials, scale and colors to harmonize with the general look and feel desired for the particular location in the Redevelopment Area.
- d) To the extent practicable, new buildings resulting in an increase in the square footage shall face a public street and be integrated into the surrounding streetscape.
- e) Doorways, windows and other openings in the façade of new buildings resulting in an increase in the square footage should be proportioned to reflect a pedestrian scale and encourage interest at the ground level.
- f) Building materials permitted for new construction resulting in an increase in the square footage shall be typical for this type of construction and use. Accent materials include metal tile, stucco, stone and cultured stone.
- g) To the extent reasonable, building materials for new construction resulting in an increase in the square footage should harmonize with surrounding development.
- h) Awnings are permitted.
- i) Garage doors shall be compatible with the overall architectural features and theme of the existing site to the extent reasonable.
- j) To the extent practicable for new construction resulting in an increase in the square footage of the site, solar photovoltaic systems on roofs and parking decks shall be considered but not required.
- k) Outdoor cafes associated with restaurants located within the redevelopment area are permitted. Outdoor cafes shall be delineated from the public way, parking area and service drives by planters and metal fencing with no more than two entrances to the cafe seating area. A clear width of at least four feet shall be maintained between any outward portion of the cafe and any sidewalk or pathway.
- l) The architectural treatment of the front facade of any new building resulting in an increase in the square footage of the site shall be continued in its major features around all visibly exposed sides of a building (rear excluded). All sides of a building shall be architecturally designed to be consistent with regard to style, materials, colors and details (rear excluded). Blank wall or service area treatment of side and/or rear elevations visible from public view shall be avoided.
- m) The exteriors of all new buildings in the development, including any permitted accessory buildings, shall be architecturally compatible and be constructed of complementary materials.
- n) The Planning Board shall approve all materials and colors.

6.2. Streetscape and Landscaping - These standards shall apply to any new construction in the redevelopment area as appropriate. The standards shall be applied to the individual lot, as applicable, if submitted separately.

In lieu of Section 102-118.4 Landscape Requirements of the Ventnor Development Code the following standards shall apply.

- a) A streetscape plan for Wellington Avenue frontage shall be required as part of any redevelopment site plan. The Wellington Avenue streetscape plan shall include, at a minimum, a buffer, ten (10) feet in width. Within the buffer area, front yard setback or within the right-of-way of Wellington Avenue a four-foot-wide sidewalk shall be provided along the redevelopment areas frontage. Street trees, shrubs, grasses or hardscape may be used in the buffer area as approved by the Planning Board.
- b) At the time a site plan is submitted a ten (10) feet wide buffer area shall be provided along the unnamed paper street along the western boundary. Within the buffer area a four-foot-wide sidewalk shall be provided from Wellington Avenue along the redevelopment's access drive connecting to an interior sidewalk system in front of the stores or residential units. Street trees, shrubs, grasses or hardscape may be used in the buffer area as approved by the Planning Board.
- c) At the time a site plan is submitted a ten (10) feet wide buffer area shall be provided along the eastern edge of the property (along the boundary with Block 303, Lot 1). Street trees, shrubs, grasses or hardscape may be used in the buffer area as approved by the Planning Board.
- d) All landscaped areas shall be maintained regularly and replaced as needed. A schedule for maintenance, including specifications, methods and procedures to be utilized, shall be submitted with the landscaping plan submitted.
- e) Landscaping materials should conform to the Plant Species List - Appendix A19 to the maximum extent practicable, included as an attachment to the Ventnor Development Ordinance.
- f) Deciduous and street trees shall have caliper of at least three inches and be 10 feet to 12 feet in height at planting. Evergreen trees shall be at least six feet tall unless otherwise specified. All trees shall be balled and burlapped and be of specimen quality as established by the American Association of Nurserymen. Plantings should be consistent with the "Tree Plan for Ventnor City dated, August 2014."
- g) Any landscaping which, within two years of planting, dies for any reason shall be replaced by the developer(s) or by the current owner at their sole expense.
- h) Native vegetation shall be utilized where possible due to its natural resistance to drought and disease. Use locally sourced material where possible.
- i) Vegetative ground cover is encouraged. Stone, mulch or brick pavers may be used in landscaping beds.
- j) The following design principles shall be considered in any landscape design:
 - 1. Landscaping shall be located to provide for climate control.
 - 2. Landscaping shall be used to accent and complement buildings.

3. Landscaping shall be provided in public areas, parking areas, recreation sites and adjacent to buildings.
4. Vines and climbing plants may be considered for large expanses of wall.
5. Massing trees may be considered at critical points.
6. Smaller trees shall be used on narrow streets.
7. Ground cover shall be used to prevent erosion.
8. A variety and mixture of landscaping shall be provided. Consideration shall be given to susceptibility to disease, colors, season, textures, shapes, blossom and foliage in selecting species.
9. Local soil conditions and water availability shall be considered in the choice of landscaping.
10. Existing trees located within 10 feet of any street right-of-way shall be maintained unless shown to be removed as part of an approved plan. The existing grade within that space shall not be disturbed without such approval.
11. The impact of any proposed landscaping plan at various time intervals shall be considered. Shrubs may grow and eventually block sight distances. Foundation plants may block out buildings.
12. Existing large trees (more than six-inch caliper) shall be saved by not varying the grade around the trees by more than six to 12 inches, by construction of tree wells and by erecting protective fences.

6.3. Sustainable Development Green Design – These standards shall apply to any new construction in the redevelopment area as appropriate.

To the extent commercially and economically feasible:

a) Energy Efficiency

1. Roof lines of proposed new structures should be designed to maximize south facing surfaces with few obstructions to maximize solar access.
2. Energy Star roofing material should be used.
3. Electric lighting should use LED lamps.
4. Appliances and mechanical equipment should be Energy Star rated.
5. Windows and doors should be Energy Star rated.
6. Electric vehicle charging station(s) as required by law.
7. Bike racks should be placed in appropriate locations throughout the site. The design of the bike racks should be consistent with the City's design standards.
8. Roof design should permit installation of photovoltaics panels if economically feasible.

b) Water Conservation

1. Low flow plumbing fixtures should be used.
2. Water Sense certified fixtures should be used.

c) **Building Material**

1. Forest Stewardship Council (FSC) certified lumber should be used to the extent practicable.
2. Green building materials and finishes should be used to the extent practicable.
3. Sustainable source building material using recyclable material for drywall, insulation, glass tiles, landscape materials, carpeting and carpet padding, ceiling tiles, concrete, and steel should be used to the extent practicable.
4. A minimum of 50 percent of all site building demolition and construction debris shall be recycled.

6.4 Outdoor Lighting Standards

- a) Maintenance and replacement of existing lighting and light stanchions is permitted.
- b) At the time of construction of new residential or nonresidential space or if more than fifty (50) percent of the existing parking spaces are affected by new development a comprehensive lighting plan must be developed and implemented in accordance with the following standards.
 - 1) All outdoor lighting shall reduce light pollution to the extent practicable. Outdoor lighting shall be installed with full cutoff fixtures and utilize LED lights.
 - 2) Lighting levels along paved portions of public walks shall be an average of no less than one footcandle for commercial areas and 0.5 footcandle for residential areas. Solar and LED lighting shall be used whenever feasible.
 - 3) Fixtures serving to light streets, drives and parking areas shall be at a height of no greater than 25 feet above the adjacent roadway surface. The light center of a fixture for a pedestrian walkway shall be no higher than 14 feet above the adjacent surface of the walkway. The fixtures shall include attachments to accommodate such amenities as banners and flowerpots.
 - 4) Luminaries shall provide adequate lighting in as energy-efficient manner as possible (e.g., solar-powered, full cut-off fixtures and timers).

6.5 Mechanical Equipment and Trash Enclosures - Items a, b, c, and d shall apply to any site plan in the redevelopment area.

- a) New mechanical equipment located on building roofs shall be screened so as not to be visible from the ground level from adjacent developments and from public streets and spaces. Screening material shall be compatible with the primary building or be set back from the exterior walls 25-feet.
- b) New mechanical equipment at ground level shall be screened and located toward the rear of the site to the extent practicable. Screening material shall be compatible with the primary building. The use of evergreen plantings to screen ground level mechanical equipment shall be considered.
- c) All trash enclosures shall be screened and or enclosed. Wall, screens and enclosures for such structures shall use construction material similar to the primary building.

- d) Trash enclosures shall be suitable sized to provide adequate space for waste and recyclables.

6.6 Storm Water Management - This item shall apply to any site plan within the redevelopment area that results in an increase of impervious surface.

- a) The redevelopment shall comply with all New Jersey Department of Environmental Protection storm water requirements and the City Engineer's requirements for storm water management.

6.7 Parking and Circulation

At the time a site plan is submitted for new construction is submitted the following standards shall apply.

- a) A future vehicle and pedestrian connection from the redevelopment site to adjoining Block 304, Lot 1, shall be included in any submission which involves lot 2.02. This access needs to be coordinated with future plans for the shopping center and should ensure safe vehicular and pedestrian access between the two sites. A shared maintenance agreement for this connection with the adjoining property owner is contemplated.
- b) Shared Parking – Applicants proposing to use shared parking as a means of satisfying off-street parking requirements for residential development shall submit a shared parking analysis to the Board that clearly demonstrates the feasibility of shared parking. The shared parking analysis should address, at a minimum, the size and type of the proposed development, the anticipated rate of parking turnover, the anticipated peak parking and traffic loads for all uses that will be sharing off-street parking spaces, and the times at which anticipated peak parking and traffic loads for all uses will occur.

6.8 Special Standards for above ground tanks and outdoor storage of vehicles and/or boats
– These standards shall only apply if outdoor storage or above ground tanks are proposed.

- a) Above ground tanks and outdoor storage of vehicles and boats shall be encouraged to be located behind buildings as approved by the Planning Board.
- b) Storage shall be limited to one level. The use of a racking system that permits multi-level storage is only permitted if the Planning Board finds that the storage will not have a negative impact on the surrounding uses.
- c) Above ground tanks and outdoor storage, areas not screened by buildings shall be screened and or enclosed on four sides by either walls, wood fencing, vinyl fencing, vinyl coated chain link fence, and or evergreen plantings as approved by the Planning Board. Walls, fences or enclosures shall be constructed of material similar or architecturally compatible with the primary building nearest it.
- d) Additional Screening requirements.
 - 1. Solid wood fencing shall be a minimum of eight feet in height.

2. Wall Screens or other type enclosures shall be constructed to a minimum height of eight feet.
3. Access points to the storage area shall be controlled by a movable gate.
4. Evergreen plantings, if proposed, shall be eight feet in height at time of planting.
5. If chain link fencing is proposed it shall be vinyl covered with an evergreen planting ten feet in height at time of planting on all four sides.

6.9 Street Vacation/Licenses

The governing body of the City may vacate the street adjacent to the site or grant licenses to use such streets to support or facilitate any phase of the redevelopment.

7.0 Relationship of Redevelopment Plan to City Master Plan and to Other Plans

7.1 City of Ventnor Master Plan

Over the years the City of Ventnor Planning Board has adopted a number of Master Plans and Reexamination Reports. The most recent where in 2006 and 2016. As part of the 2016 Reexamination effort the Planning Board adopted new or revised elements for Land Use, Resiliency, Economic Development, Recreation and Open Space, Utility Services, Community Facilities, Circulation as well as an Implementing Strategy.

The 2006 and 2016 Re-examination Report acknowledges that the City is, to a major extent, fully developed with only isolated parcels of land available for development. Both the 2006 and 2016 Re-examination Report continue the goals and policies from 1996 Master Plan Reexamination.

The City's major planning policies and objectives are as follows.

- Maintain Ventnor's family-oriented identity.
- Preserve and enhance residential neighborhoods.
- Stop illegal conversions of single-family homes to multi-family homes.
- Support commercial business areas.
- Control multi-family development.
- Protect environmentally sensitive lands.
- Continue to protect and provide recreational opportunities.
- Base land use decisions on available infrastructure.
- Provide affordable housing where practical.
- Preserve the history of the City.

7.2 2006 Reexamination

The 2006 Reexamination noted that the continuation of commercial business areas should be encouraged, and new types of businesses examined for their potential community contribution. Low impact commercial development should be encouraged (2006 Reexamination, page 11). The 2006 Reexamination goes on to note the following regarding the Wellington Avenue Redevelopment Site.

There is one Design Commercial District indicated on the Zoning Map along Wellington Avenue. This includes the shopping center and strip stores and two abandoned automobile sales centers; now utilized for Casino vehicle storage and parking. The District generally supports the more sub regional residential areas in both Ventnor and Atlantic City. The Shopping Center has undergone substantial turnover in recent years; however, the introduction of Pathmark into the former Shoprite Supermarket building has at least temporarily stabilized the Center. (2006 Reexamination, page 18).

The 2006 Reexamination proposed for the Wellington Avenue site that “a new development scheme should be considered that would both stabilize the current commercial uses and infuse additional customer support from adjacent areas. A developmental scheme involving mixed use commercial residential, either as separate uses within the same district designation or as multi uses in the same building structure should be investigated.” (2006 Reexamination, part 2, page 28). This Redevelopment Plan furthers these goals and recommendations from the 2006 Reexamination.

7.3 2016 Reexamination

Since the 2006 Master Plan Reexamination Report the City has identified the Wellington Avenue Redevelopment area as an area in transition and an area that will need zoning changes and or incentives if it is to continue to be a successful commercial node. While the 2006 Reexamination indicted a concern for the City’s eroding commercial base due in part to the aggressive residential development and the closing of casinos in Atlantic City, the 2016 Reexamination went further and noted that “The challenges presented by this economic contraction have brought renewed urgency to economic development goals in Ventnor. The City seeks to continue expanding its commercial offering to strengthen its ratable base and commercial amenities.” (2016 Reexamination Report, Page 13). Redevelopment of the study area would further the goals and policies of the 2006 and 2016 Reexaminations relating to commercial development.

7.4 2016 Land Use Element

The 2016 Land Use Element seeks to maintain a balance in land uses. Many of the 2016 Land Use goals focus on preserving residential neighborhoods and do not impact the redevelopment site. Two goals from the 2016 Land Use Element which are furthered by the Redevelopment Plan are listed below.

- Enable the development and redevelopment of sustainable housing stock in the character of existing neighborhoods.
- Use zoning to promote the establishment of businesses and the revitalization of Ventnor’s Business districts.

Additionally, the 2016 Land Use Element notes that due to the increase in land values and underutilization of certain commercial areas, the consideration of planned multifamily residential could be considered provided there is adequate infrastructure to support development. The Land Use Plan also recommends the City revisit and revise existing zoning standards for the City’s commercial districts, ensure that bulk requirements support flood-proofing measures for the City’s

commercial districts and institute streetscape and landscaping requirements (2016 Land Use Element, pages 2-3). The Redevelopment Plan furthers these goals, policies and provides a mechanism to implement this specific recommendation.

Finally, the 2016 Land Use Element recommends that design standards and signage for nonresidential zones should be tailored to the character unique to each zoning district to promote attractive business areas. Compatible building designs in terms of building massing, material and character should be required. Standards that address architecture as well as site design, landscaping, buffering and parking lot design should be incorporated into the City's zoning (2016 Land Use Element, pages 2-3). Creating this Redevelopment Plan will permit the introduction of new design standards for architecture, site design, landscaping, buffering and parking lot design.

7.5 2016 Economic Development Element

The 2016 Economic Development Element recommends that the continuation of commercial business areas should be encouraged, and new types of businesses examined for their potential community contribution. Low impact commercial development will be encouraged. The Redevelopment Plan further the goals and policies of the 2016 Economic Development Element of the Master Plan by encouraging new development to locate in the redevelopment area, stabilize existing uses, and create new design standards.

7.6 Surrounding Municipalities Master Plans

Only two municipalities are physically adjacent to the City of Ventnor. Atlantic City lies to the east and the City of Margate to the west. The City of Atlantic City is near the redevelopment area; however, the redevelopment project is not anticipated to have any negative impact on Atlantic City or its Master Plans. It is hoped that the revitalization of the redevelopment area will provide additional opportunities to Atlantic City residents.

7.7 Atlantic County Master Plan

The Atlantic County Master Plan was adopted in May 2018. The overall planning goals for the county are listed below.

- Incorporate principles of sustainability and resiliency into all aspects of county planning and policy development.
- Acknowledge the risks associated with climate change, sea level rise, and severe weather events, by applying lessons learned in the aftermath of Hurricane Irene, the Derecho of 2012, and Superstorm Sandy.
- Promote targeted growth and development in areas served by existing infrastructure outside flood prone areas, and encourage redevelopment of under-utilized urban, suburban, and rural sites.
- Coordinate County planning efforts with other entities including municipalities, improvement authorities, economic development agencies, and state agencies.
- Encourage the diversification of the County's economy and job creation by supporting business attraction and development initiatives.

- Promote the location of research and development businesses for mutual benefit of industry; job searchers and the colleges in Atlantic County.
- Capitalize on the Federal Aviation Administration (FAA) William J. Hughes Technical Center and its continued expansion as an asset for industry and job attraction.
- Support the County's status as a tourist destination with a wide array of natural amenities and communities of interest.

This Redevelopment Plan is in compliance with the County's overall goals of incorporating sustainability, targeting growth and development in areas served by existing infrastructure outside flood prone areas, and encourage redevelopment of under-utilized urban and suburban sites and diversification of the County's economy and job creation by supporting business attraction and development initiatives.

7.8 State Development and Redevelopment Plan

The State Development and Redevelopment Plan (State Plan) is adopted by the State Planning Commission and is used to guide state agencies and municipalities in planning efforts across multiple jurisdictions. The purpose of the State Plan is to *coordinate planning activities and establish Statewide planning objectives in the following areas: land use, housing, economic development, transportation, natural resource conservation, agriculture and farmland retention, recreation, urban and suburban redevelopment, historic preservation, public facilities and services, and intergovernmental coordination.*

The State Plan classifies most of the City as a PA-1: Metropolitan Planning Areas. Metropolitan Planning Areas are designed to:

- Provide for much of the state's future growth through revitalization of cities and towns.
- Promote growth in compact forms.
- Stabilization of older suburbs.
- Redesign of areas of sprawl.
- Protect the character of existing stable communities.

The redevelopment area lies within the PA-1 Planning Area. Redevelopment of the designated area would further the purpose, intent and goals of the State Plan by revitalizing this area of the City, promoting compact growth, stabilize an older developed area and allow for the redesign of a sprawl like strip center.

8.0 General Provisions of the Redevelopment Plan

8.1 Redevelopment Authority

The governing body shall act as the Redevelopment Authority pursuant to the Redevelopment Law for purposes of implementing this Redevelopment Plan and carrying out redevelopment projects.

The governing body shall review and approve a redevelopment concept plan and project description of the proposal.

8.2 Redevelopment Agreement

The Redevelopment Authority shall enter into a redevelopment agreement with the redeveloper that complied with the requirements of the redevelopment Law. In addition, the redevelopment agreement may contain the following additional provisions.

1. Interim and final redeveloper designations.
2. Terms for dispute resolution.
3. Allowance for changes in the agreement should a "force majeure" event occur.
4. Any sharing of costs between the public and private entities.
5. Default termination clauses and their remedies for failure to perform by the redeveloper.
6. Provisions that specify allowed deviations from the development regulations, excepting use regulations.
7. Provisions addressing payment in lieu of taxes or other tax abatement and impact mitigation provisions
8. Transfer of development and other rights of the redeveloper.
9. Development proforma.
10. The Redeveloper shall be responsible for typical site plan requirements including but not limited to site sidewalks, curbing, landscaping, internal drives, drainage both on-site and offsite, as required to meet City storm water regulations.
11. Any other clauses deemed necessary to effectuate the Redevelopment Plan by the Redevelopment Authority.

Any development or construction within the redevelopment area shall be undertaken in accordance with a contractual Redevelopment Agreement between the Redevelopment Authority and a municipally designated redeveloper. The Redevelopment Agreement shall be in full force and effect prior to the redeveloper making application to the Planning Board for any site plan approval.

8.3 Effect of Redevelopment Agreement

The execution of the Redevelopment Agreement shall convey the right to acquire all of the redevelopment area; prepare a site plan application for the redevelopment to the City Planning Board in accordance with the terms of the redevelopment agreement and the Redevelopment Plan. In addition, the execution of the Redevelopment Agreement shall establish the period of times such rights to develop under the terms and conditions of the Redevelopment Plan shall be granted.

8.4 Development Plan Review and Approval

Prior to submission of any application for development, the redeveloper shall meet for a pre-application conference with the Mayor, City Manager and other personnel as the City determines.

8.5 Escrow Fee

The Redevelopment Agreement shall provide that the Redeveloper(s) shall be responsible for payment of all professional fees and expenses related to the City's cost of negotiating and preparing the Redevelopment Agreement, any financial and PILOT agreements and any and all related agreements, resolutions and ordinances as may be necessary. Redevelopers seeking approval of a project in the Redevelopment Area such as, but not limited to, site plan approval shall establish an escrow account with the Redevelopment Authority from which any consultants necessary to the Authority's review of the redevelopment projects shall be paid. Such escrow account shall be in accordance with N.J.S.A. 40:55D-53.2 and as further specified in the Redevelopment Agreement.

8.6 Application for Development

The application for development shall be submitted in such form, and accompanied by such maps, documents, and materials as are prescribed in the Ventnor Development Ordinance with the following additional submissions.

1. A sustainable design assessment.
2. An architectural elevation of each façade.
3. An elevation/rendering of each public street view.
4. A site section for any portion of the redevelopment site adjacent to any public roadway or as otherwise requested by the City.
5. Sample boards for review by the Planning Board upon which are attached the actual materials to be used on each façade, windows, accent materials and roof materials.

8.7 Redevelopment Authority Approval

The Redevelopment Authority shall certify the consistency of an application for development with the Redevelopment Plan prior to its submission by the redeveloper to the City Planning Board. As a condition precedent to filing of any application for development to the City Planning Board for any property governed by this Redevelopment Plan, the Redevelopment Authority shall execute a Redevelopment Agreement with the Redeveloper.

8.8 Planning Board Review

Site plan and or subdivision review shall be conducted by the Planning Board. Site plan and or subdivision review shall consist of preliminary and final site plan or subdivision applications. Applicants may submit for preliminary and final site plan/subdivision approval or for preliminary site plan/subdivision approval and then final site plan/subdivision approval. The Planning Board may grant deviations from the strict application of the redevelopment plan except as specified below, in accordance with the provisions of N.J.S.A. 40:55D-60 and 70c.

The Planning Board, without formal amendment to this Redevelopment Plan, may approve departures from the area, yard, height, coverage, parking and other standards as may be requested by the Redeveloper. All such deviations shall be found by the Planning Board to be consistent with the intent of the Redevelopment Plan and in accordance with N.J.S.A. 40:55D-70c.

Deviations from the General Bulk Standards necessary to bring the redevelopment project into conformance with approvals issued by relevant permitting agencies may be permitted without formal plan amendment, regardless of the percentage deviation required, provided such modifications are reviewed and accepted by the Planning Board. If the modification is not accepted by the Planning Board a formal plan amendment shall be required.

No deviations shall be granted that result in any of the following conditions.

1. A use not specifically permitted in the redevelopment district.
2. Exceeding the maximum floor area.
3. Exceeding the maximum building height as measured in feet or stories.
4. Deviation from the phasing plan for public improvements or other contractual obligations of the Redeveloper to the Redevelopment Authority.

8.9 Project Phasing

The project may be developed in phases as approved by the Planning Board.

8.10 Approval by Other Agencies

Redeveloper(s) shall be responsible, at their sole cost and expense, for obtaining all Governmental Approvals required for their Redevelopment Projects. Such approvals may be sought for an entire Redevelopment Project, or by Phase at the discretion of the Redeveloper. The Redeveloper shall submit proof of approval from any county, state or federal agency required to effectuate site plan approval.

8.11 Duration of Plan

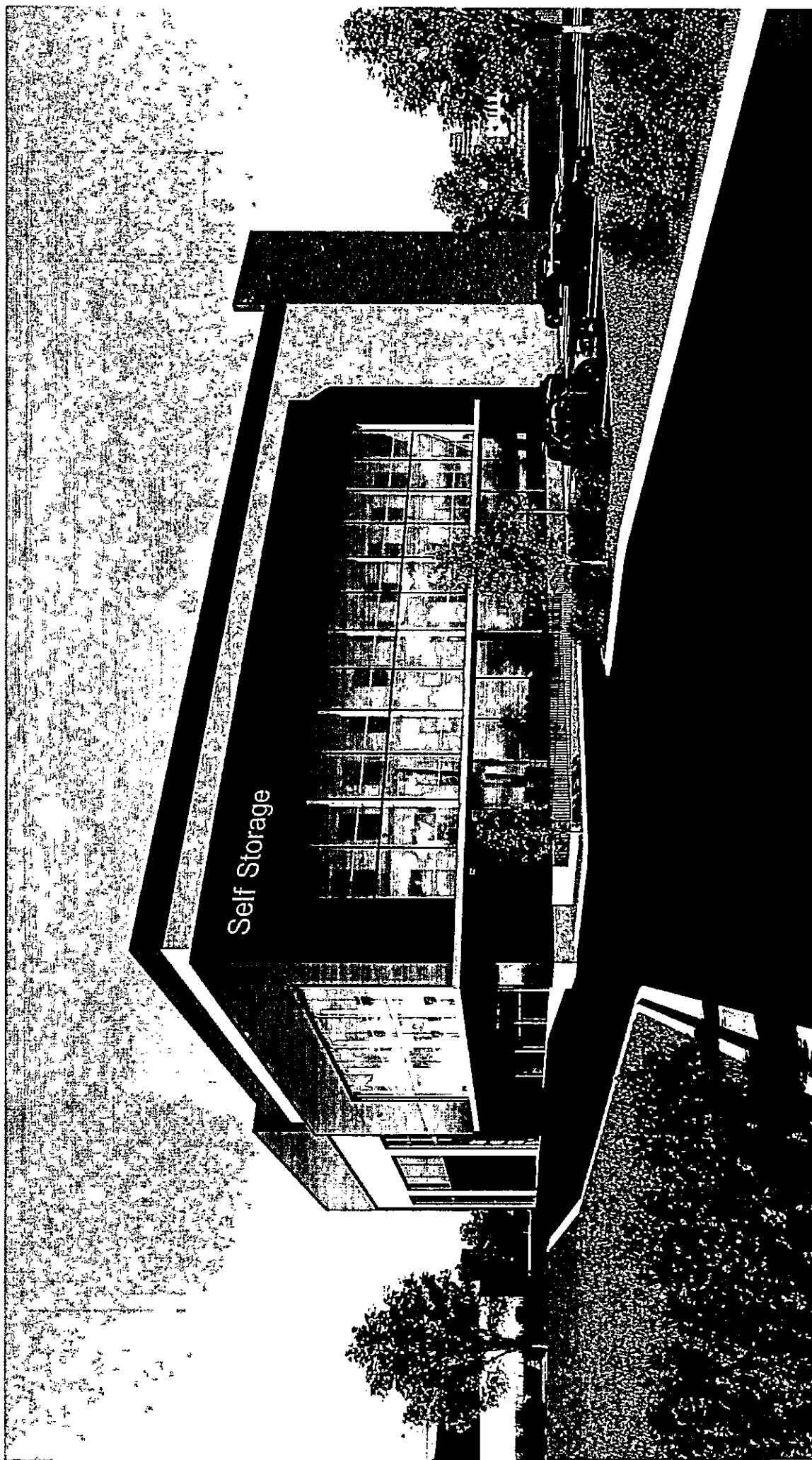
The Redevelopment Plan shall remain in full force and effect for a period of ten years from the date of adoption of this Redevelopment Plan by the City. Notwithstanding this provision, the period of time for any particular phase or parcel within the redevelopment area shall be established in an executed Redevelopment Agreement.

8.12 Non-Discrimination Provisions

No covenant, lease, conveyance or other instrument shall be affected or executed by the City or by the Redeveloper or any of his successors or assignees, whereby land within the redevelopment area is restricted upon the basis of race, creed, color, or national origin in the sale, lease use or occupancy thereof.

**CITY OF VENTNOR - TIMELINE
REDEVELOPMENT AREA DESIGNATION AND
ADOPTION OF REDEVELOPMENT PLAN
Wellington Avenue Study Area**

DATE	EVENT
9/13/18	City Council to consider and adopt resolution authorizing Planning Board to undertake a preliminary investigation to determine if proposed areas ¹ are redevelopment areas in accordance with the criteria set forth in N.J.S.A. 40A:12A-5. (NOTE: Resolution shall state that the redevelopment area will be non-condemnation redevelopment area.)
9/14/18	City Clerk to forward certified copy of resolution to Planning Board
11/16/18	Publish first notice of Planning Board hearing in the Press of AC. Notice shall include: 1. general boundaries of the area to be investigated 2. statement that a map has been prepared and can be inspected at the Clerk's office 3. statement that area will be non-condemnation redevelopment area.
11/23/18	Publication of second hearing notice in the Press of AC and mail a copy of the notice to owners of property in the Redevelopment Area and to any other claimants of any interest in any such parcel as shown on the latest assessment records of the City. (This notice must be published at least 10 days prior to the public hearing.)
12/12/18	Planning Board hearing regarding preliminary investigation and adoption of resolution making findings and recommendations
12/13/18	Planning Board Secretary forwards copy of Planning Board resolution to City Clerk
12/13/18	Commissioners adopts resolution (i) determining that the delineated area, or any part thereof, is an area in need of redevelopment and (ii) directing the Planning Board to review the redevelopment plan.
12/14/18	City Clerk transmits copy of adopted resolution to the Commissioner of Community Affairs.
12/14/18	City Clerk serves Notice of Determination: 1. upon all record owners of the property located within the delineated area whose names are listed on the tax assessor's records; 2. upon each person who filed a written objection at Planning Board, if any.
	Publication of Notice of introduction of redevelopment plan ordinance.



Wellington Avenue Redevelopment Plan

Block 303, Lots 2.01 & 2.02

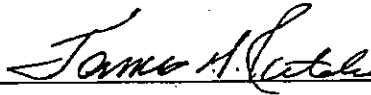
Prepared for City of Ventnor

Prepared By:

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Rutala Associates, LLC
Linwood, New Jersey

December 13, 2023

The original of this report was signed and sealed in accordance with N.J.S.A. 13:41-1.2



James Rutala, AICP, PP

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1.0 Introduction

This Redevelopment Plan has been prepared for the City of Ventnor (City) for property known as the Wellington Avenue Redevelopment Area and includes the existing one-story building containing approximately 27,050 square feet on approximately 4.8 acres. The Redevelopment Area is level and those areas not covered by the building have been paved. The site presents an unattractive entrance to the City with a vast underutilized parking area in front of the building. Approximately one-half of the building is occupied by the Dollar General store and the other half is vacant. The property's street address of 4900 Wellington Avenue and is designated on the City tax map as Block 303, Lots 2.01 and 2.02.

To the east of the Dollar General Store is a one story vacant building, to the south are undeveloped marsh lands, to the west is a paper street and the Ventnor Plaza Shopping Plaza and to the north across Wellington Avenue are undeveloped marsh land. Figure 1 depicts the redevelopment area.

On September 13, 2018 the Board of Commissioners of the City of Ventnor adopted Resolution 2018-297 authorizing and directing the Ventnor Planning Board (Planning Board) to study the Wellington Avenue Redevelopment Area (Block 303, Lots 1, 2.01 & 2.02 and Block 304, Lot 1) to determine whether the area was in need of redevelopment in accordance with the criteria specified in the New Jersey Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1 et seq. (Redevelopment Law). The Planning Board completed the required study and recommended that the City declare the study area in need of redevelopment on December 12, 2018. On December 13, 2018, the City Commissioner's declared the Ventnor Plaza area to be an area in need of redevelopment and directed the Planning Board to develop a redevelopment plan.

Rutala Associates was retained to prepare the Redevelopment Plan on behalf of the City and Planning Board. A draft Redevelopment Plan has been prepared for the Ventnor Plaza Shopping Center (Block 304, Lot 1). This Redevelopment Plan will apply to property commonly referred to as the Dollar General Plaza (4900 Wellington Avenue), designated as Block 303, Lots 2.01 & 2.02 on the City tax map and referred to in this plan as the Wellington Avenue Redevelopment Area. Figure 1 depicts the Redevelopment Area covered by this plan.

The Wellington Avenue Redevelopment Plan for Block 303, Lots 2.01 & 2.02 has been prepared pursuant to N.J.S.A. 40A:12A-7 and must be adopted by ordinance by the City Council. The redevelopment plan must include the following components.

- Redevelopment Goals and Objectives
- Proposed Land Uses and Design Concepts
- Redevelopment Regulations and Standards
- Relationship of the Redevelopment Plan to Other State, County and Local Plans

The criteria outlined in N.J.S.A. 40A:12A-7 will be addressed below.

Figure 1 – Wellington Avenue Redevelopment Area - Block 303, Lots 2.01 & 2.02

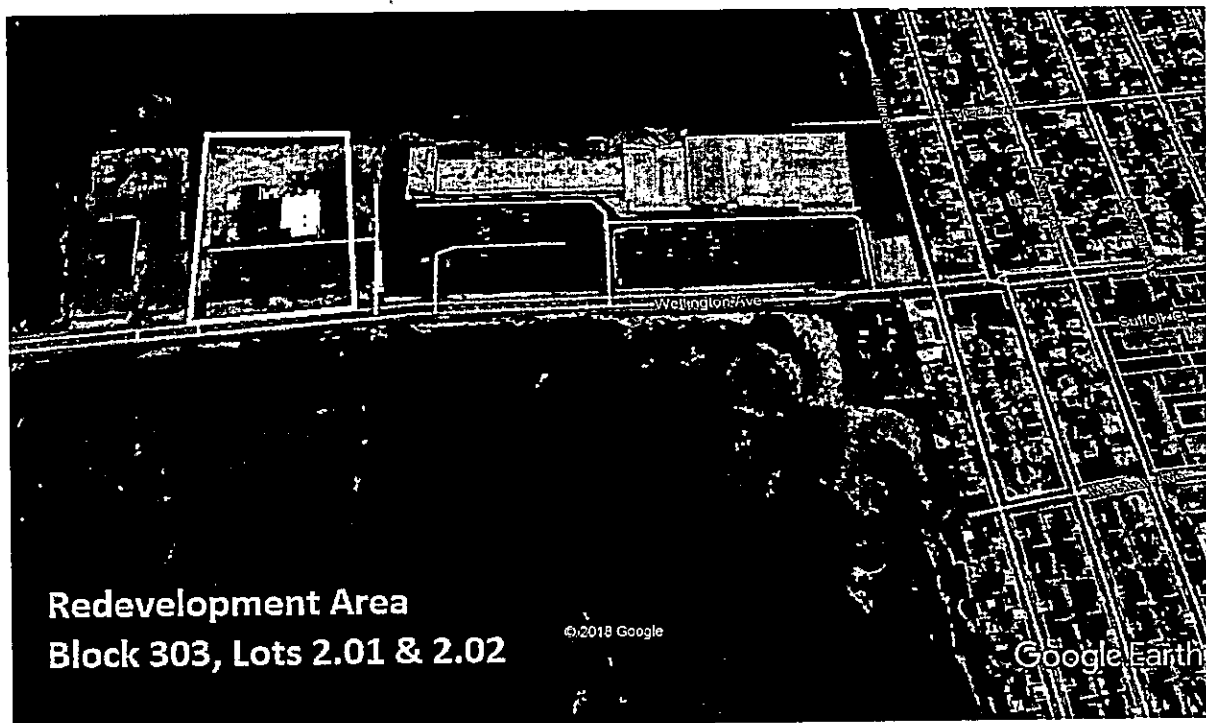
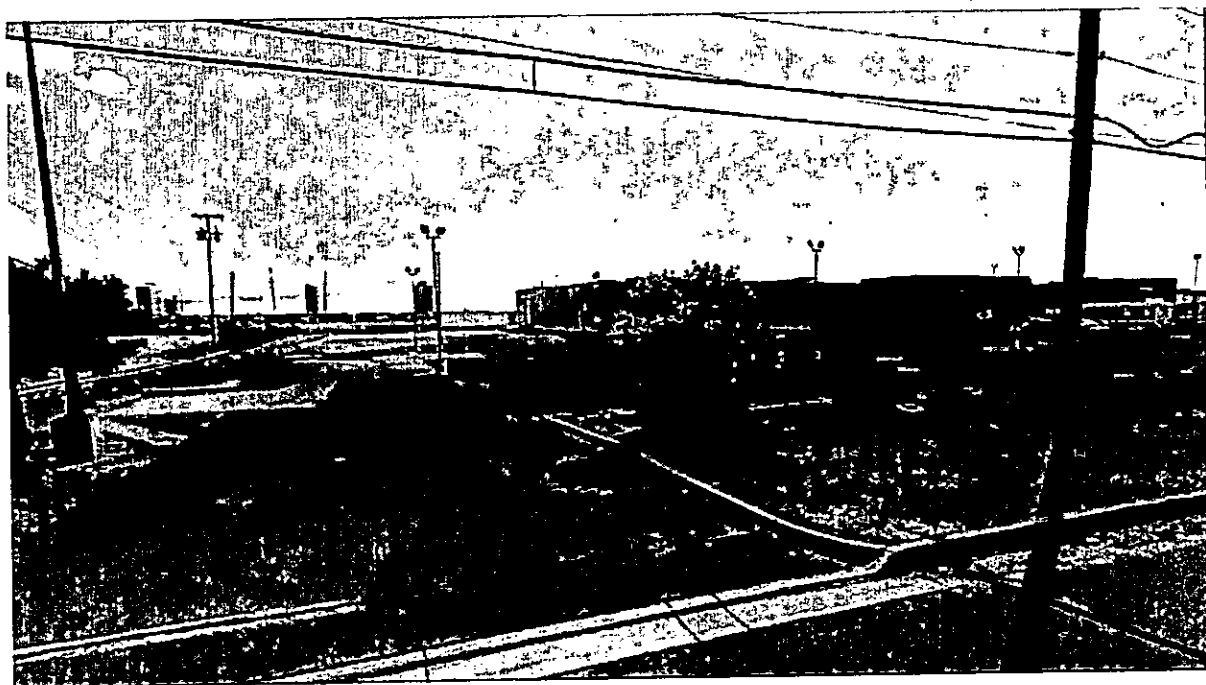


Figure 2 – Wellington Avenue Redevelopment Site - Block 303, Lots 2.01 & 2.02



2.0 Goals and Objectives of the Redevelopment Plan

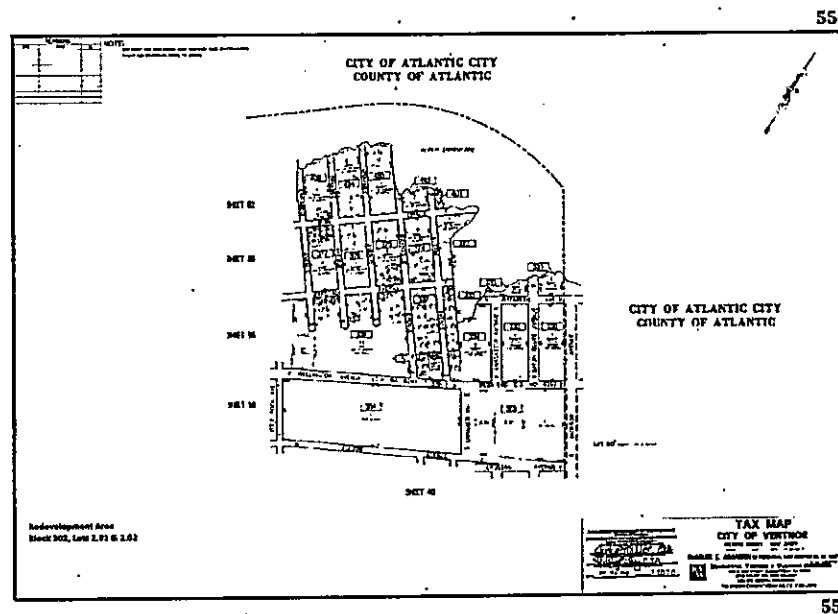
The goal of the Redevelopment Plan is to revitalize, replace and/or redevelop an underutilized 4.8-acre parcel with a variety of new uses including the potential for a mix of residential, office and commercial uses. A number of development options will be considered for the Redevelopment Area. This Redevelopment Plan has been developed to provide flexibility to meet changing market conditions and provide an opportunity for a variety of residential and nonresidential uses.

The existing property is devoid of landscaping, has a confusing on-site circulation pattern and is characterized by a sea of unbroken parking in poor condition. The objective for the redevelopment plan is to encourage redevelopment of the site into an attractive mix of uses that will serve the community and improve site circulation, parking, signage and landscaping. The plan will also provide for an aesthetically pleasing entry gateway into Ventnor by requiring an attractive streetscape along Wellington Avenue and landscaping within the site. Redevelopment of this site will be compatible with the surrounding uses.

No condemnation or land acquisition is necessary, no residents in the project area will be displaced, nor will any housing units affordable to low- and moderate-income households be removed for this Redevelopment Plan.

Figure 3 is a copy of the City's tax map which depicts the redevelopment area.

Figure 3 - Wellington Avenue Redevelopment Area - Block 303, Lots 2.01 & 2.02



3.0 Land Use Plan for the Wellington Avenue Redevelopment Area

Figure 4 is an aerial photograph showing the entire redevelopment study area and outlines the Wellington Avenue Redevelopment Area, Block 303, Lots 2.01 & 2.02. This aerial photograph also

shows surrounding land uses which include a commercial use to the east of the site, marshlands to the north and south and the shopping center to the west as well as the residential neighborhoods on Victoria and Surrey Avenues west of the shopping center. The Redevelopment Area is buffered by a large extent of wetlands and undevelopable land from surrounding residential uses and has adjacent commercial uses to the east and west. The Redevelopment Area's unique location will permit a greater variety of uses at higher densities and intensities than the surrounding properties.

Based upon the variety, density and intensity of uses in the surrounding area and the large extent of marshlands surrounding the redevelopment area additional commercial and residential uses will be compatible with and buffered from surrounding development. This Redevelopment Plan provides opportunities for new residential, retail, commercial, and office uses without specifying a specific preferred alternative. The Redevelopment Plan will encourage better utilization of the site. At the time a site plan is submitted for new construction in the Redevelopment Area the standards proposed in this plan will require that improvements be made to on-site circulation, landscaping, signage and that the existing buildings facade be improved or replaced. Finally, the Redevelopment Plan seeks to create a more aesthetically pleasing and attractive gateway into Ventnor.

Figure 4 – Aerial of Redevelopment Area



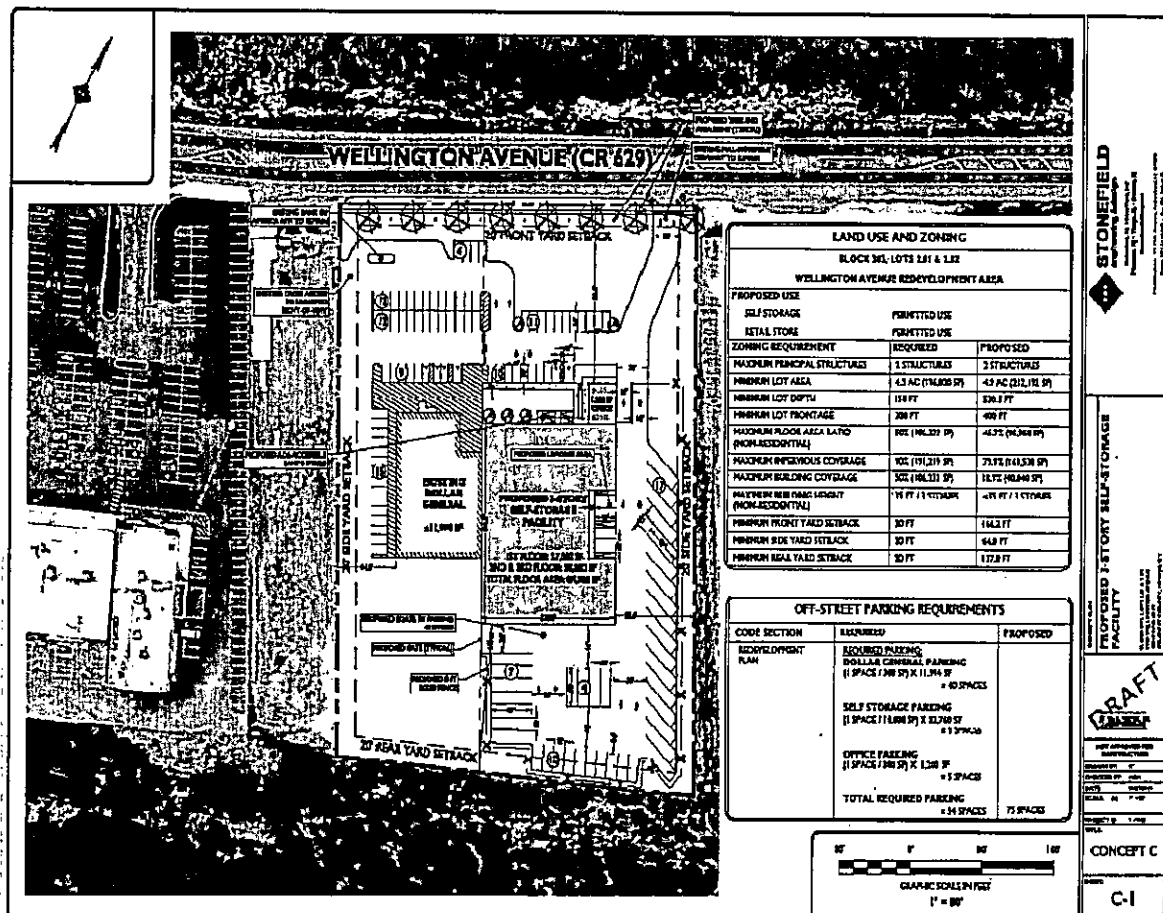
Figures 4A, 4B and 4C provide three different concept plans of what a proposed development may look like. Other options will also be permitted. Figure 4A (Concept C) retains the existing Bank of America kiosk and removes a portion of the existing building on Lot 2.02 keeping approximately 11,990 square feet of retail space. The concept plan also calls for the construction of an 84,960 square foot, three story self-storage building with a 1,229 square foot office area. Outdoor boat and recreational vehicle storage will also be provided primarily behind the new building.

Figure 4B (Concept D) retains the existing Bank of America kiosk and removes the other site structures. A five story mixed use building is proposed with 10,050 square feet of retail space on the first floor and 92 residential units located on floors two through five. A three story self-storage facility (approximately 86,000 square feet) is also proposed. Outdoor boat and recreational vehicle storage will also be provided behind the new building.

Figure 4C (Concept E) retains the existing Bank of America kiosk and removes the other site structures. A five-story mixed use building is proposed with 10,125 square feet of retail space on the first floor and 176 residential units located on floors two through five.

Figure 4D (Concept F) retains the existing Bank of America kiosk and the existing retail store on Lot 2.02. The concept provides for the construction of a four story 126,240 square foot self-storage facility including 1,747 square foot of supporting office space on lot 2.01. Outdoor boat and recreational vehicle storage will also be provided primarily behind the new building on Lot 2.01.

Figure 4A Redevelopment Plan - Concept C



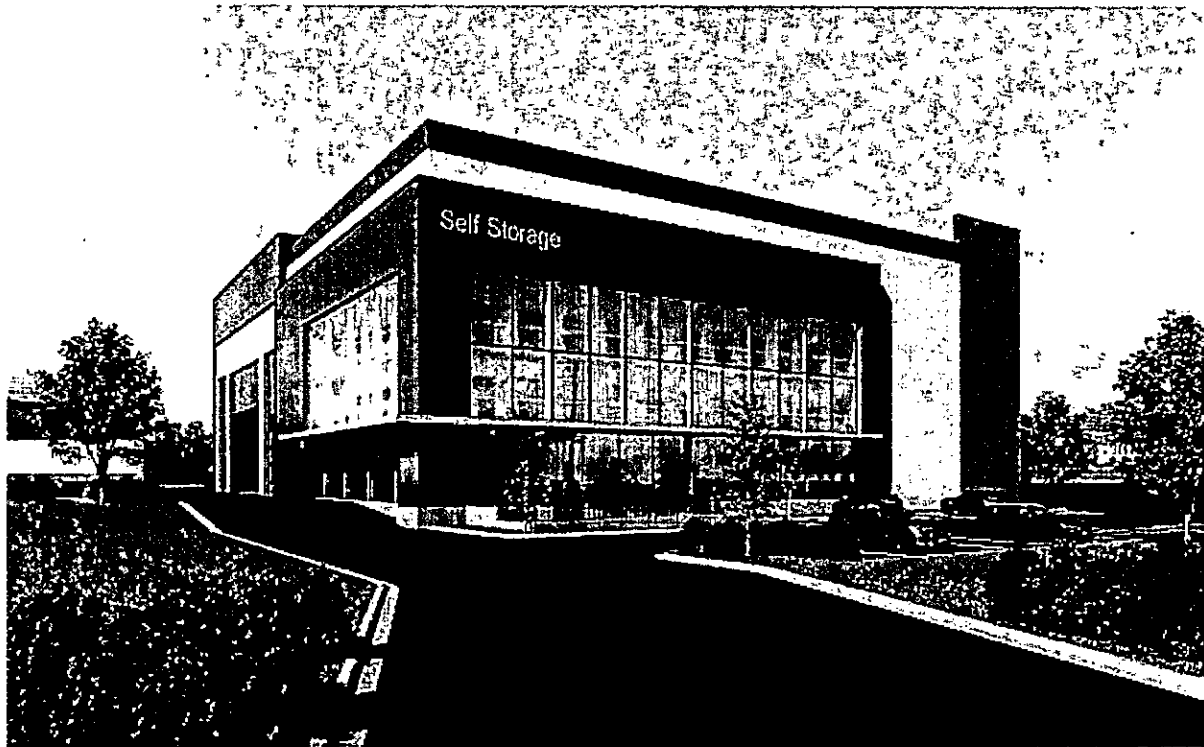
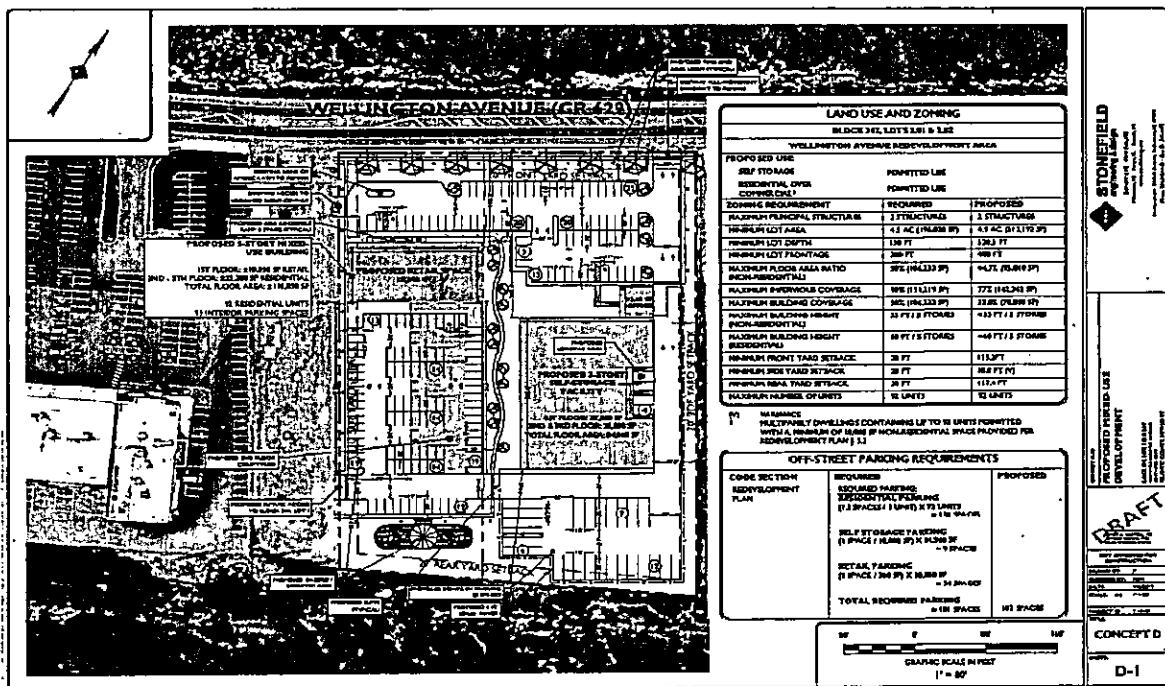


Figure 4B Redevelopment Plan - Concept D



4.0 Redevelopment Provisions and its Relationship to the Land Use Code

The design and performance standards of this Redevelopment Plan shall supersede and replace the Ventnor City Development Ordinance regulations. The zoning map of the City shall be amended upon the adoption of this plan in accordance with N.J.S.A.40A:12A-7c. In any instance in which this Redevelopment Plan's regulations and standards do not address a particular land development control, or when specific reference to the Ventnor City Development Ordinance is made in the Plan, the standards of the Ventnor City Development Ordinance shall apply to the redevelopment area. If any provision of this Redevelopment Plan is determined by a court with appropriate jurisdiction to be invalid the remainder of the Plan will not be affected and shall remain in full force and effect.

5.0 Redevelopment Plan Development Regulations

5.1 General Requirements

The Redevelopment Plan is intended to enable a private developer to revitalize, replace, redevelop and/or enlarge the existing development in the Redevelopment Area. The Redevelopment Plan provides standards to guide the expansion of uses, provide better site circulation and require improvements to parking, landscaping, signage and lighting. Given the variety of potential redevelopment uses no one concept plan has been approved and plans may change as market conditions warrant. Figures 4A, 4B, 4C and 4D show four potential site layouts; however, the redeveloper and the City and Planning Board can develop additional concepts. The Redeveloper shall submit a concept plan to both the City and Planning Board prior to formal application for their approval.

5.2 Definitions

Any term not identified herein shall be as defined in the Ventnor City Development Ordinance (Section 102-11).

Apartment House — A detached building containing three or more separate housekeeping units and used as a residence by three or more families.

Apartment, High-rise - A multifamily dwelling, over three stories in height, with elevator service, designed for rental or condominium ownership of the individual housekeeping units as designed in accordance with the special requirements set forth in this chapter. High rise Apartment houses shall only be permitted above the first floor of retail or office uses.

Dwelling Unit - A building or entirely self-contained portion thereof, but not including a boat, trailer or other vehicle of any type nor a temporary shelter such as a tent, which contains complete housekeeping facilities for one family only and which has no enclosed space or cooking facilities in common with any other dwelling unit, except vestibules, entrance halls, porches or hallways.

Dwelling, Multiple - A building or portion thereof containing more than two dwelling units.

Floor Area Ratio — The total gross floor area of a building on a lot divided by the area of the lot.

Floor Area, Total — The sum of the gross horizontal areas of all floors of any building or buildings on a lot, measured from the interior walls. In particular, the total floor area shall be any basement or cellar space which has been improved. Parking garages shall not be counted in the calculation for total floor area.

New Construction — The expanded area of the existing building based upon an increase in the footprint or a second floor residential development or a pad site development.

5.3 Use Regulations

Principal Permitted Uses. The following principal uses and structures shall be permitted. A combination of residential and nonresidential uses shall be permitted in one building or in multiple buildings subject to the bulk requirements below.

Nonresidential Uses:

- Bank including drive thru
- Breweries
- Car service center
- Car wash, automatic and full-service
- Churches and houses of worship
- Convenience stores with or without gasoline sales
- Data call centers
- Daycare and childcare center
- Farming and garden centers
- Full-service restaurant with or without drive-thru, fast food with or without drive-thru and take out
- General business offices
- Gym – fitness center
- Hotels
- Medical uses including physician office, dental, urgent care, surgery center, dialysis center, physical therapy and diagnostic centers but excluding addiction treatment facilities
- Movie theaters
- Optometry
- Professional offices
- Residential over first floor commercial
- Retail sales
- Schools, commercial and/or trade

- Schools, including charter schools, adult education schools, certification training schools, tutoring and test preparation centers and elementary and/or secondary schools
- Self-storage facility – including outdoor storage for vehicles and boats
- Service businesses including insurance sales and real estate sales
- Senior and/or assisted living facility
- Sports/recreation facility, which may include any or all of the following or similar uses: batting cages, indoor training, virtual golf, miniature golf, laser tag, trampoline, amusements, arcades, tennis and swimming
- Veterinarian office
- Warehousing and distribution
- Wholesale sales or wholesale club, with or without incidental retail or bulk sales
- Physical therapy offices and treatment areas
- Artisan and craft shops including assemble, storage and sales of such craft or art

Residential Uses:

- Multifamily dwellings containing up to 176 units
- Senior Housing – containing no more than 176 units.

Accessory Uses. The following accessory uses, and structures shall be permitted.

- Fences
- Signs
- Public Utility
- Electric vehicle charging stations
- Rooftop or canopy solar installations

5.4 Area, Yard, Height, Coverage and other requirements

(Note: the site plan submitted by the property owners treats lots 2.01 and 2.02 as separate lots. This plan treats the two lots as one property as they share parking circulation and signage.)

A. General Regulations

Minimum lot area	4.5 acres
Minimum lot depth	150 feet
Minimum lot frontage	300 feet
Minimum front yard	20 feet
Minimum Rear yard to building	20 feet
Minimum Rear Yard to boat or recreational vehicle storage	10 feet

Minimum Side Yard to building	20 feet/0-feet on shared lot line
Minimum Side Yard to boat or recreational vehicle storage	10feet/0-feet on shared lot line
Maximum residential building height (Measured from BFE + to the bottom of the lowest floor support)	60 feet
Maximum residential building number of stories	5 stories
Maximum nonresidential building height	50. feet as measured from finished first floor
Maximum number of nonresidential stories	4 stories
Maximum building coverage	0.50
Maximum impervious coverage	0.90
Maximum floor area ratio nonresidential (FAR is not applicable to Self-Storage)	0.50
Maximum number of residential units	176
Number of Parking Spaces nonresidential	1 space per 350 sf.
Number of Parking Spaces Self-storage Facility	1 space per 10,000 sf
Number of Parking spaces residential	RSIS
Number of principal structures	3
Parking Setback to property line	0-feet internal lot line 10-feet to all other lot lines

B. Accessory Buildings

Front, side, and rear yard setbacks	20 feet
Maximum height of accessory buildings	15 feet

5.5 Additional Requirements and Exceptions

Residential units on the upper floor of nonresidential uses shall not be considered an additional principal structure. Site plan design standards in section 6 below shall only apply to new construction resulting in an increase in the square footage of the shopping center unless otherwise indicated.

5.6 Signs

The following signs standards shall apply rather than the sign standards in the City Development Ordinance. All freestanding sign bases will be landscaped and maintained, be constructed of natural materials and be kept in good repair. All signs shall be designed within the overall theme for the center and not exceed the roof line.

Free Standing Sign:

- A. The Redevelopment shall be permitted one (1) freestanding sign along the frontage of the property, provided that:
 - 1. such sign shall not exceed a height of 30 feet;
 - 2. shall be set back ten (10) feet from the property line; and
 - 3. shall not exceed 200 square feet of signage (per side).

Such sign may be internally or externally illuminated, and 50 percent may be multiple message board which can display different messages provided that the message change occurs at an interval of eight (8) seconds or more and the change occurs within one (1) second. Such signs shall be equipped with automatic dimming to dim the sign brightness during the evening hours.

- B. Each tenant/user in the Redevelopment shall be permitted one (1) wall mounted sign, provided that:
 - 1. such sign does not exceed 15 percent of the surface elevation of such store; and
 - 2. wall signs shall not project more than 10 inches from the wall.

Such signs may be internally or externally illuminated. Corner stores shall be entitled to an additional sign on the side of such store in a size equal or less than the size permitted on the front elevation.

6.0 Site Planning and Design Standards

The following performance and design standards shall be used by the Planning Board which may approve departures from the site planning and design standards as may be requested by the Redeveloper where in the opinion of the Planning Board the departures are consistent with the Redevelopment Plan.

6.1. Architectural Style - At the time of site plan, any expanded portion of the existing building or new construction shall comply with the following architectural guidelines.

- a) Architectural features that provide variety and visual interest.
- b) Primary building facades which result in an increase in the square footage shall be articulated by façade offsets and the use of vertical and horizontal elements to provide shadow lines, breaks and banding.
- c) New buildings within the Redevelopment Area should be considered an integral part of the overall site design and developed with appropriate consideration for both proposed and existing buildings with respect to height, mass, siting, location, materials, orientation, signs, lighting and use. New buildings should be of materials, scale and colors to harmonize with the general look and feel desired for the particular location in the Redevelopment Area.
- d) To the extent practicable, new buildings resulting in an increase in the square footage shall face a public street and be integrated into the surrounding streetscape.
- e) Doorways, windows and other openings in the façade of new buildings resulting in an increase in the square footage should be proportioned to reflect a pedestrian scale and encourage interest at the ground level.
- f) Building materials permitted for new construction resulting in an increase in the square footage shall be typical for this type of construction and use. Accent materials include metal tile, stucco, stone and cultured stone.
- g) To the extent reasonable, building materials for new construction resulting in an increase in the square footage should harmonize with surrounding development.
- h) Awnings are permitted.
- i) Garage doors shall be compatible with the overall architectural features and theme of the existing site to the extent reasonable.
- j) To the extent practicable for new construction resulting in an increase in the square footage of the site, solar photovoltaic systems on roofs and parking decks shall be considered but not required.
- k) Outdoor cafes associated with restaurants located within the redevelopment area are permitted. Outdoor cafes shall be delineated from the public way, parking area and service drives by planters and metal fencing with no more than two entrances to the cafe seating area. A clear width of at least four feet shall be maintained between any outward portion of the cafe and any sidewalk or pathway.
- l) The architectural treatment of the front façade of any new building resulting in an increase in the square footage of the site shall be continued in its major features around all visibly exposed sides of a building (rear excluded). All sides of a building shall be architecturally designed to be consistent with regard to style, materials, colors and details (rear excluded). Blank wall or service area treatment of side and/or rear elevations visible from public view shall be avoided.
- m) The exteriors of all new buildings in the development, including any permitted accessory buildings, shall be architecturally compatible and be constructed of complementary materials.
- n) The Planning Board shall approve all materials and colors.

6.2. Streetscape and Landscaping - These standards shall apply to any new construction in the redevelopment area as appropriate. The standards shall be applied to the individual lot, as applicable, if submitted separately.

In lieu of Section 102-118.4 Landscape Requirements of the Ventnor Development Code the following standards shall apply.

- a) A streetscape plan for Wellington Avenue frontage shall be required as part of any redevelopment site plan. The Wellington Avenue streetscape plan shall include, at a minimum, a buffer, ten (10) feet in width. Within the buffer area, front yard setback or within the right-of-way of Wellington Avenue a four-foot-wide sidewalk shall be provided along the redevelopment areas frontage. Street trees, shrubs, grasses or hardscape may be used in the buffer area as approved by the Planning Board.
- b) At the time a site plan is submitted a ten (10) feet wide buffer area shall be provided along the unnamed paper street along the western boundary. Within the buffer area a four-foot-wide sidewalk shall be provided from Wellington Avenue along the redevelopment's access drive connecting to an interior sidewalk system in front of the stores or residential units. Street trees, shrubs, grasses or hardscape may be used in the buffer area as approved by the Planning Board.
- c) At the time a site plan is submitted a ten (10) feet wide buffer area shall be provided along the eastern edge of the property (along the boundary with Block 303, Lot 1). Street trees, shrubs, grasses or hardscape may be used in the buffer area as approved by the Planning Board.
- d) All landscaped areas shall be maintained regularly and replaced as needed. A schedule for maintenance, including specifications, methods and procedures to be utilized, shall be submitted with the landscaping plan submitted.
- e) Landscaping materials should conform to the Plant Species List - Appendix A19 to the maximum extent practicable, included as an attachment to the Ventnor Development Ordinance.
- f) Deciduous and street trees shall have caliper of at least three inches and be 10 feet to 12 feet in height at planting. Evergreen trees shall be at least six feet tall unless otherwise specified. All trees shall be balled and burlapped and be of specimen quality as established by the American Association of Nurserymen. Plantings should be consistent with the "Tree Plan for Ventnor City dated, August 2014."
- g) Any landscaping which, within two years of planting, dies for any reason shall be replaced by the developer(s) or by the current owner at their sole expense.
- h) Native vegetation shall be utilized where possible due to its natural resistance to drought and disease. Use locally sourced material where possible.
- i) Vegetative ground cover is encouraged. Stone, mulch or brick pavers may be used in landscaping beds.
- j) The following design principles shall be considered in any landscape design:
 - 1. Landscaping shall be located to provide for climate control.
 - 2. Landscaping shall be used to accent and complement buildings.

3. Landscaping shall be provided in public areas, parking areas, recreation sites and adjacent to buildings.
4. Vines and climbing plants may be considered for large expanses of wall.
5. Massing trees may be considered at critical points.
6. Smaller trees shall be used on narrow streets.
7. Ground cover shall be used to prevent erosion.
8. A variety and mixture of landscaping shall be provided. Consideration shall be given to susceptibility to disease, colors, season, textures, shapes, blossom and foliage in selecting species.
9. Local soil conditions and water availability shall be considered in the choice of landscaping.
10. Existing trees located within 10 feet of any street right-of-way shall be maintained unless shown to be removed as part of an approved plan. The existing grade within that space shall not be disturbed without such approval.
11. The impact of any proposed landscaping plan at various time intervals shall be considered. Shrubs may grow and eventually block sight distances. Foundation plants may block out buildings.
12. Existing large trees (more than six-inch caliper) shall be saved by not varying the grade around the trees by more than six to 12 inches, by construction of tree wells and by erecting protective fences.

6.3. Sustainable Development Green Design - These standards shall apply to any new construction in the redevelopment area as appropriate.

To the extent commercially and economically feasible:

a) Energy Efficiency

1. Roof lines of proposed new structures should be designed to maximize south facing surfaces with few obstructions to maximize solar access.
2. Energy Star roofing material should be used.
3. Electric lighting should use LED lamps.
4. Appliances and mechanical equipment should be Energy Star rated.
5. Windows and doors should be Energy Star rated.
6. Electric vehicle charging station(s) as required by law.
7. Bike racks should be placed in appropriate locations throughout the site. The design of the bike racks should be consistent with the City's design standards.
8. Roof design should permit installation of photovoltaics panels if economically feasible.

b) Water Conservation

1. Low flow plumbing fixtures should be used.
2. Water Sense certified fixtures should be used.

c) Building Material

1. Forest Stewardship Council (FSC) certified lumber should be used to the extent practicable.
2. Green building materials and finishes should be used to the extent practicable.
3. Sustainable source building material using recyclable material for drywall, insulation, glass tiles, landscape materials, carpeting and carpet padding, ceiling tiles, concrete, and steel should be used to the extent practicable.
4. A minimum of 50 percent of all site building demolition and construction debris shall be recycled.

6.4 Outdoor Lighting Standards

- a) Maintenance and replacement of existing lighting and light stanchions is permitted.
- b) At the time of construction of new residential or nonresidential space or if more than fifty (50) percent of the existing parking spaces are affected by new development a comprehensive lighting plan must be developed and implemented in accordance with the following standards.
 - 1) All outdoor lighting shall reduce light pollution to the extent practicable. Outdoor lighting shall be installed with full cutoff fixtures and utilize LED lights.
 - 2) Lighting levels along paved portions of public walks shall be an average of no less than one footcandle for commercial areas and 0.5 footcandle for residential areas. Solar and LED lighting shall be used whenever feasible.
 - 3) Fixtures serving to light streets, drives and parking areas shall be at a height of no greater than 25 feet above the adjacent roadway surface. The light center of a fixture for a pedestrian walkway shall be no higher than 14 feet above the adjacent surface of the walkway. The fixtures shall include attachments to accommodate such amenities as banners and flowerpots.
 - 4) Luminaries shall provide adequate lighting in as energy-efficient manner as possible (e.g., solar-powered, full cut-off fixtures and timers).

6.5 Mechanical Equipment and Trash Enclosures - Items a, b, c, and d shall apply to any site plan in the redevelopment area.

- a) New mechanical equipment located on building roofs shall be screened so as not to be visible from the ground level from adjacent developments and from public streets and spaces. Screening material shall be compatible with the primary building or be set back from the exterior walls 25-feet.
- b) New mechanical equipment at ground level shall be screened and located toward the rear of the site to the extent practicable. Screening material shall be compatible with the primary building. The use of evergreen plantings to screen ground level mechanical equipment shall be considered.
- c) All trash enclosures shall be screened and or enclosed. Wall, screens and enclosures for such structures shall use construction material similar to the primary building.

- d) Trash enclosures shall be suitable sized to provide adequate space for waste and recyclables.

6.6 Storm Water Management - This item shall apply to any site plan within the redevelopment area that results in an increase of impervious surface.

- a) The redevelopment shall comply with all New Jersey Department of Environmental Protection storm water requirements and the City Engineer's requirements for storm water management.

6.7 Parking and Circulation

At the time a site plan is submitted for new construction is submitted the following standards shall apply.

- a) A future vehicle and pedestrian connection from the redevelopment site to adjoining Block 304, Lot 1, shall be included in any submission which involves lot 2.02. This access needs to be coordinated with future plans for the shopping center and should ensure safe vehicular and pedestrian access between the two sites. A shared maintenance agreement for this connection with the adjoining property owner is contemplated.
- b) Shared Parking - Applicants proposing to use shared parking as a means of satisfying off-street parking requirements for residential development shall submit a shared parking analysis to the Board that clearly demonstrates the feasibility of shared parking. The shared parking analysis should address, at a minimum, the size and type of the proposed development, the anticipated rate of parking turnover, the anticipated peak parking and traffic loads for all uses that will be sharing off-street parking spaces, and the times at which anticipated peak parking and traffic loads for all uses will occur.

6.8 Special Standards for above ground tanks and outdoor storage of vehicles and/or boats - These standards shall only apply if outdoor storage or above ground tanks are proposed.

- a) Above ground tanks and outdoor storage of vehicles and boats shall be encouraged to be located behind buildings as approved by the Planning Board.
- b) Storage shall be limited to one level. The use of a racking system that permits multi-level storage is only permitted if the Planning Board finds that the storage will not have a negative impact on the surrounding uses.
- c) Above ground tanks and outdoor storage areas not screened by buildings shall be screened and or enclosed on four sides by either walls, wood fencing, vinyl fencing, vinyl coated chain link fence, and or evergreen plantings as approved by the Planning Board. Walls, fences or enclosures shall be constructed of material similar or architecturally compatible with the primary building nearest it.
- d) Additional Screening requirements.
 - 1. Solid wood fencing shall be a minimum of eight feet in height.

2. Wall Screens or other type enclosures shall be constructed to a minimum height of eight feet.
3. Access points to the storage area shall be controlled by a movable gate.
4. Evergreen plantings, if proposed, shall be eight feet in height at time of planting.
5. If chain link fencing is proposed it shall be vinyl covered with an evergreen planting ten feet in height at time of planting on all four sides.

6.9 Street Vacation/Licenses

The governing body of the City may vacate the street adjacent to the site or grant licenses to use such streets to support or facilitate any phase of the redevelopment.

7.0 Relationship of Redevelopment Plan to City Master Plan and to Other Plans

7.1 City of Ventnor Master Plan

Over the years the City of Ventnor Planning Board has adopted a number of Master Plans and Reexamination Reports. The most recent where in 2006 and 2016. As part of the 2016 Reexamination effort the Planning Board adopted new or revised elements for Land Use, Resiliency, Economic Development, Recreation and Open Space, Utility Services, Community Facilities, Circulation as well as an Implementing Strategy.

The 2006 and 2016 Re-examination Report acknowledges that the City is, to a major extent, fully developed with only isolated parcels of land available for development. Both the 2006 and 2016 Re-examination Report continue the goals and policies from 1996 Master Plan Reexamination.

The City's major planning policies and objectives are as follows.

- Maintain Ventnor's family-oriented identity.
- Preserve and enhance residential neighborhoods.
- Stop illegal conversions of single-family homes to multi-family homes.
- Support commercial business areas.
- Control multi-family development.
- Protect environmentally sensitive lands.
- Continue to protect and provide recreational opportunities.
- Base land use decisions on available infrastructure.
- Provide affordable housing where practical.
- Preserve the history of the City.

7.2 2006 Reexamination

The 2006 Reexamination noted that the continuation of commercial business areas should be encouraged, and new types of businesses examined for their potential community contribution. Low impact commercial development should be encouraged (2006 Reexamination, page 11). The 2006 Reexamination goes on to note the following regarding the Wellington Avenue Redevelopment Site.

There is one Design Commercial District indicated on the Zoning Map along Wellington Avenue. This includes the shopping center and strip stores and two abandoned automobile sales centers; now utilized for Casino vehicle storage and parking. The District generally supports the more, sub regional residential areas in both Ventnor and Atlantic City. The Shopping Center has undergone substantial turnover in recent years; however, the introduction of Pathmark into the former Shoprite Supermarket building has at least temporarily stabilized the Center. (2006 Reexamination, page 18).

The 2006 Reexamination proposed for the Wellington Avenue site that "a new development scheme should be considered that would both stabilize the current commercial uses and infuse additional customer support from adjacent areas. A developmental scheme involving mixed use commercial residential, either as separate uses within the same district designation or as multi uses in the same building structure should be investigated." (2006 Reexamination, part 2, page 28). This Redevelopment Plan furthers these goals and recommendations from the 2006 Reexamination.

7.3 2016 Reexamination

Since the 2006 Master Plan Reexamination Report the City has identified the Wellington Avenue Redevelopment area as an area in transition and an area that will need zoning changes and or incentives if it is to continue to be a successful commercial node. While the 2006 Reexamination indicted a concern for the City's eroding commercial base due in part to the aggressive residential development and the closing of casinos in Atlantic City, the 2016 Reexamination went further and noted that "The challenges presented by this economic contraction have brought renewed urgency to economic development goals in Ventnor. The City seeks to continue expanding its commercial offering to strengthen its ratable base and commercial amenities." (2016 Reexamination Report, Page 13). Redevelopment of the study area would further the goals and policies of the 2006 and 2016 Reexaminations relating to commercial development.

7.4 2016 Land Use Element

The 2016 Land Use Element seeks to maintain a balance in land uses. Many of the 2016 Land Use goals focus on preserving residential neighborhoods and do not impact the redevelopment site. Two goals from the 2016 Land Use Element which are furthered by the Redevelopment Plan are listed below.

- Enable the development and redevelopment of sustainable housing stock in the character of existing neighborhoods.
- Use zoning to promote the establishment of businesses and the revitalization of Ventnor's Business districts.

Additionally, the 2016 Land Use Element notes that due to the increase in land values and underutilization of certain commercial areas, the consideration of planned multifamily residential could be considered provided there is adequate infrastructure to support development. The Land Use Plan also recommends the City revisit and revise existing zoning standards for the City's commercial districts, ensure that bulk requirements support flood-proofing measures for the City's

commercial districts and institute streetscape and landscaping requirements (2016 Land Use Element, pages 2-3). The Redevelopment Plan furthers these goals, policies and provides a mechanism to implement this specific recommendation.

Finally, the 2016 Land Use Element recommends that design standards and signage for nonresidential zones should be tailored to the character unique to each zoning district to promote attractive business areas. Compatible building designs in terms of building massing, material and character should be required. Standards that address architecture as well as site design, landscaping, buffering and parking lot design should be incorporated into the City's zoning (2016 Land Use Element, pages 2-3). Creating this Redevelopment Plan will permit the introduction of new design standards for architecture, site design, landscaping, buffering and parking lot design.

7.5 2016 Economic Development Element

The 2016 Economic Development Element recommends that the continuation of commercial business areas should be encouraged, and new types of businesses examined for their potential community contribution. Low impact commercial development will be encouraged. The Redevelopment Plan further the goals and policies of the 2016 Economic Development Element of the Master Plan by encouraging new development to locate in the redevelopment area, stabilize existing uses, and create new design standards.

7.6 Surrounding Municipalities Master Plans

Only two municipalities are physically adjacent to the City of Ventnor. Atlantic City lies to the east and the City of Margate to the west. The City of Atlantic City is near the redevelopment area; however, the redevelopment project is not anticipated to have any negative impact on Atlantic City or its Master Plans. It is hoped that the revitalization of the redevelopment area will provide additional opportunities to Atlantic City residents.

7.7 Atlantic County Master Plan

The Atlantic County Master Plan was adopted in May 2018. The overall planning goals for the county are listed below.

- Incorporate principles of sustainability and resiliency into all aspects of county planning and policy development.
- Acknowledge the risks associated with climate change, sea level rise, and severe weather events, by applying lessons learned in the aftermath of Hurricane Irene, the Derecho of 2012, and Superstorm Sandy.
- Promote targeted growth and development in areas served by existing infrastructure outside flood prone areas, and encourage redevelopment of under-utilized urban, suburban, and rural sites.
- Coordinate County planning efforts with other entities including municipalities, improvement authorities, economic development agencies, and state agencies.
- Encourage the diversification of the County's economy and job creation by supporting business attraction and development initiatives.

- Promote the location of research and development businesses for mutual benefit of industry; job searchers and the colleges in Atlantic County.
- Capitalize on the Federal Aviation Administration (FAA) William J. Hughes Technical Center and its continued expansion as an asset for industry and job attraction.
- Support the County's status as a tourist destination with a wide array of natural amenities and communities of interest.

This Redevelopment Plan is in compliance with the County's overall goals of incorporating sustainability, targeting growth and development in areas served by existing infrastructure outside flood prone areas, and encourage redevelopment of under-utilized urban and suburban sites and diversification of the County's economy and job creation by supporting business attraction and development initiatives.

7.8 State Development and Redevelopment Plan

The State Development and Redevelopment Plan (State Plan) is adopted by the State Planning Commission and is used to guide state agencies and municipalities in planning efforts across multiple jurisdictions. The purpose of the State Plan is to *coordinate planning activities and establish Statewide planning objectives in the following areas: land use, housing, economic development, transportation, natural resource conservation, agriculture and farmland retention, recreation, urban and suburban redevelopment, historic preservation, public facilities and services, and intergovernmental coordination.*

The State Plan classifies most of the City as a PA-1: Metropolitan Planning Areas. Metropolitan Planning Areas are designed to:

- Provide for much of the state's future growth through revitalization of cities and towns.
- Promote growth in compact forms.
- Stabilization of older suburbs.
- Redesign of areas of sprawl.
- Protect the character of existing stable communities.

The redevelopment area lies within the PA-1 Planning Area. Redevelopment of the designated area would further the purpose, intent and goals of the State Plan by revitalizing this area of the City, promoting compact growth, stabilize an older developed area and allow for the redesign of a sprawl like strip center.

8.0 General Provisions of the Redevelopment Plan

8.1 Redevelopment Authority

The governing body shall act as the Redevelopment Authority pursuant to the Redevelopment Law for purposes of implementing this Redevelopment Plan and carrying out redevelopment projects.

The governing body shall review and approve a redevelopment concept plan and project description of the proposal.

8.2 Redevelopment Agreement

The Redevelopment Authority shall enter into a redevelopment agreement with the redeveloper that complied with the requirements of the redevelopment Law. In addition, the redevelopment agreement may contain the following additional provisions.

1. Interim and final redeveloper designations.
2. Terms for dispute resolution.
3. Allowance for changes in the agreement should a "force majeure" event occur.
4. Any sharing of costs between the public and private entities.
5. Default termination clauses and their remedies for failure to perform by the redeveloper.
6. Provisions that specify allowed deviations from the development regulations, excepting use regulations.
7. Provisions addressing payment in lieu of taxes or other tax abatement and impact mitigation provisions
8. Transfer of development and other rights of the redeveloper.
9. Development proforma.
10. The Redeveloper shall be responsible for typical site plan requirements including but not limited to site sidewalks, curbing, landscaping, internal drives, drainage both on-site and offsite, as required to meet City storm water regulations.
11. Any other clauses deemed necessary to effectuate the Redevelopment Plan by the Redevelopment Authority.

Any development or construction within the redevelopment area shall be undertaken in accordance with a contractual Redevelopment Agreement between the Redevelopment Authority and a municipally designated redeveloper. The Redevelopment Agreement shall be in full force and effect prior to the redeveloper making application to the Planning Board for any site plan approval.

8.3 Effect of Redevelopment Agreement

The execution of the Redevelopment Agreement shall convey the right to acquire all of the redevelopment area; prepare a site plan application for the redevelopment to the City Planning Board in accordance with the terms of the redevelopment agreement and the Redevelopment Plan. In addition, the execution of the Redevelopment Agreement shall establish the period of times such rights to develop under the terms and conditions of the Redevelopment Plan shall be granted.

8.4 Development Plan Review and Approval

Prior to submission of any application for development, the redeveloper shall meet for a pre-application conference with the Mayor, City Manager and other personnel as the City determines.

8.5 Escrow Fee

The Redevelopment Agreement shall provide that the Redeveloper(s) shall be responsible for payment of all professional fees and expenses related to the City's cost of negotiating and preparing the Redevelopment Agreement, any financial and PILOT agreements and any and all related agreements, resolutions and ordinances as may be necessary. Redevelopers seeking approval of a project in the Redevelopment Area such as, but not limited to, site plan approval shall establish an escrow account with the Redevelopment Authority from which any consultants necessary to the Authority's review of the redevelopment projects shall be paid. Such escrow account shall be in accordance with N.J.S.A. 40:55D-53.2 and as further specified in the Redevelopment Agreement.

8.6 Application for Development

The application for development shall be submitted in such form, and accompanied by such maps, documents, and materials as are prescribed in the Ventnor Development Ordinance with the following additional submissions.

1. A sustainable design assessment.
2. An architectural elevation of each façade.
3. An elevation/rendering of each public street view.
4. A site section for any portion of the redevelopment site adjacent to any public roadway or as otherwise requested by the City.
5. Sample boards for review by the Planning Board upon which are attached the actual materials to be used on each façade, windows, accent materials and roof materials.

8.7 Redevelopment Authority Approval

The Redevelopment Authority shall certify the consistency of an application for development with the Redevelopment Plan prior to its submission by the redeveloper to the City Planning Board. As a condition precedent to filing of any application for development to the City Planning Board for any property governed by this Redevelopment Plan, the Redevelopment Authority shall execute a Redevelopment Agreement with the Redeveloper.

8.8 Planning Board Review

The Planning Board shall conduct site plan and/or subdivision review. Site plan and or subdivision review shall consist of preliminary and final site plan or subdivision applications. Applicants may submit for preliminary and final site plan/subdivision approval or for preliminary site plan/subdivision approval and then final site plan/subdivision approval. The Planning Board may grant deviations from the strict application of the redevelopment plan except as specified below, in accordance with the provisions of N.J.S.A. 40:55D-60 and 70c.

The Planning Board, without formal amendment to this Redevelopment Plan, may approve departures from the area, yard, height, coverage, parking and other standards as may be requested by the Redeveloper. All such deviations shall be found by the Planning Board to be consistent with the intent of the Redevelopment Plan and in accordance with N.J.S.A. 40:55D-70c.

Deviations from the General Bulk Standards necessary to bring the redevelopment project into conformance with approvals issued by relevant permitting agencies may be permitted without formal plan amendment, regardless of the percentage deviation required, provided such modifications are reviewed and accepted by the Planning Board. If the modification is not accepted by the Planning Board a formal plan amendment shall be required.

No deviations shall be granted that result in any of the following conditions.

1. A use not specifically permitted in the redevelopment district.
2. Exceeding the maximum floor area.
3. Exceeding the maximum building height as measured in feet or stories.
4. Deviation from the phasing plan for public improvements or other contractual obligations of the Redeveloper to the Redevelopment Authority.

8.9 Project Phasing

The project may be developed in phases as approved by the Planning Board.

8.10 Approval by Other Agencies

Redeveloper(s) shall be responsible, at their sole cost and expense, for obtaining all Governmental Approvals required for their Redevelopment Projects. Such approvals may be sought for an entire Redevelopment Project, or by Phase at the discretion of the Redeveloper. The Redeveloper shall submit proof of approval from any county, state or federal agency required to effectuate site plan approval.

8.11 Duration of Plan

The Redevelopment Plan shall remain in full force and effect for a period of ten years from the date of adoption of this Redevelopment Plan by the City. Notwithstanding this provision, the period of time for any particular phase or parcel within the redevelopment area shall be established in an executed Redevelopment Agreement.

8.12 Non-Discrimination Provisions

No covenant, lease, conveyance or other instrument shall be affected or executed by the City or by the Redeveloper or any of his successors or assignees, whereby land within the redevelopment area is restricted upon the basis of race, creed, color, or national origin in the sale, lease use or occupancy thereof.