

**Northeast Ventnor Redevelopment Plan
Amendment No. 1 (Ventnor Avenue - C/MU Zone)**

**Ventnor City, New Jersey
April 11, 2018**

Introduction

In 2001, the City of Ventnor adopted the Northeast Ventnor Redevelopment Plan (Ordinance 2001-6). This Redevelopment Plan followed a redevelopment investigation undertaken in 1999 which found this area in need of redevelopment pursuant to the Local Redevelopment and Housing Law (NJSA 40A:12A-1 et seq.). The New Jersey Redevelopment Plan was significantly revised in November 2007, with the revised redevelopment plan adopted that year as Ordinance 2007-14.

The Redevelopment Plan adopted in 2001 was far-reaching in scope and scale, with significant housing relocations planned in anticipation of a master-planned development. However, the redevelopment as planned did not materialize due to several factors, including an unprecedented and prolonged regional economic downturn experienced in the greater Atlantic City area in the late 2000s and early to mid-2010s. A wave of foreclosures swept Atlantic County, and was felt particularly hard in Ventnor. Superstorm Sandy was another strong blow, dealing tens of millions of dollars in property damage to the City's buildings and infrastructure. Tax appeals in the wake of the downturn and the storm have reduced the City's ratable base.

Despite these hardships, Ventnor has experienced and is continuing to anticipate a resurgence due to several factors, including the Gateway office and Stockton University development in adjacent Atlantic City. This development is anticipated to have spillover effects for Ventnor, marked by increasing daily activity from University students and faculty, South Jersey Gas employees, and others to Atlantic City and greater Absecon Island. In addition, Superstorm Sandy - while damaging a significant portion of the City's housing stock - has led to a flurry of redevelopment activity marked by home elevations and resiliency projects.

The most significant developments with regard to the Redevelopment Area are the City's newest master plan (adopted in 2016) and the formation of the North Beach Residents' Association in 2008. The Master Plan planning process comprehensively re-evaluated development standards throughout Ventnor and provided recommendations to support the City's vision for its future. In addition, the North Beach Resident's Association has been pivotal in executing streetscape projects, community events, and other placemaking efforts throughout the North Beach neighborhood in Ventnor. The North Beach neighborhood encompasses the Northeast Ventnor Redevelopment Area with the addition of the beach block between the Boardwalk and Atlantic Avenue.

The renewed energy and attention to this neighborhood has underscored the need to re-examine the Redevelopment Plan for its consistency with the new plans at the municipal and county level since its adoption in 2001 as well as the community’s vision for the neighborhood. The Redevelopment Plan will continue to support redevelopment consistent with the character of the existing neighborhood, supporting appropriate mixed-uses and commercial/residential redevelopment while enhancing the neighborhood’s streetscape and livability while ameliorating the conditions that led to the area’s initial redevelopment designation.

Proposed Amendment

On January 11, 2018 the Ventnor Board of Commissioners authorized and directed the Ventnor Planning Board to review and recommend revisions to the *Northeast Ventnor Redevelopment Plan* for the C/MU District only pursuant to the New Jersey Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1 et. seq. as amended.

This amendment shall amend the *Northeast Ventnor Redevelopment Plan* prepared by Schoor DePalma, dated July 26, 2001 and with revisions to November 15, 2007. Ordinance 2001-6 adopted the initial plan, and Ordinance 2007-14 adopted the revised plan. The amendments contained herein shall modify the adopted plans once adopted by the City Commission.

Area Description/Land Use

The Northeast Ventnor Redevelopment Area comprises approximately 47 acres of land and is bounded by the Inside Thorofare to the north, Little Rock Avenue to the west, the Atlantic City boundary at Jackson Avenue to the east, and Atlantic Avenue to the south. The area is a transitional area between the historic single-family residential neighborhood character of adjacent St. Leonard’s Tract to the west and the higher densities and traffic seen in Atlantic City to the east. Land use in the redevelopment area is predominantly residential, with one-to-four family residential properties comprising the majority of the land area and parcels. Vacant and commercial properties each account for about nine percent of the land area.

Table 1: Land Use in the Northeast Ventnor Redevelopment Area

| Land Use | No of Acres | Percent | # Parcels | Percent |
|------------------------|-------------|---------|------------|---------|
| Vacant | 2.4 | 9.0% | 35 | 7.9% |
| Residential (1-4 Unit) | 20.0 | 75.8% | 355 | 80.1% |
| Commercial | 2.4 | 9.0% | 30 | 6.8% |
| Industrial | 0.2 | 0.7% | 1 | 0.2% |
| Apartments | 1.1 | 4.2% | 18 | 4.1% |
| Exempt Public | 0.1 | 0.4% | 2 | 0.5% |
| Church/Charitable | 0.1 | 0.6% | 1 | 0.2% |
| Exempt Private | 0.06 | 0.3% | 1 | 0.2% |
| Total | 26.4 | | 443 | |

Source: MOD-IV

Housing typologies in the Northeast Ventnor Redevelopment Area are predominantly comprised of single-family detached dwelling units. Approximately eight percent of properties are multifamily buildings with two to four units. Note that this figure does not include residential units in mixed-use buildings.

Table 2: Housing Typologies in the Northeast Ventnor Redevelopment Area

| Building Class | No of Units | Percent |
|-------------------------------|--------------------|----------------|
| Single Family Detached | 289 | 81.4% |
| Semi-Detached | 25 | 7% |
| Row/Townhome | 12 | 3.3% |
| Multifamily | 29 | 8.1% |
| | 355 | |

Source: MOD-IV

Land use within the Ventnor Avenue - C/MU District is more mixed than that of the greater redevelopment area, with residential and commercial parcels comprising just over one-third each of parcels in the zone (with commercial taking up a slightly larger land area). Multifamily housing comprises about 11 percent of the neighborhood’s land area. The amount of developable land within the zone totals approximately five acres, with just over 14% of the area being vacant. Since the enactment of the redevelopment plan, several buildings with multi-family housing were demolished.

Table 3: Land Use in the Ventnor Avenue - C/MU District

| Classification | Acreage | Percent | Number of Parcels | Percent |
|-----------------------|----------------|----------------|--------------------------|----------------|
| Vacant | 0.7 | 15.5 % | 7 | 11.1% |
| Residential | 1.6 | 35.5% | 25 | 39.7% |
| Multi-Family | 0.5 | 11.1% | 10 | 15.8% |
| Commercial | 1.6 | 35.5% | 19 | 30.2% |
| Exempt Public | 0.1 | 2.2% | 1 | 1.5% |
| Exempt Private | 0.1 | 2.2% | 1 | 1.5% |
| Total | 4.5 | | 63 | |

Source: MOD-IV

The typology of residential buildings in the district is predominantly single-family. Four properties contained multiple units. Note that this figure does not include residential units in mixed-use buildings. In addition, the Ventnor Avenue - C/MU district contains at least 53 condominium units, in addition to several others located in the redevelopment area writ large. These units are not reflected in the parcel totals.

Table 4: Housing Typologies in the C/MU District

| Building Class | No. of Units | Percent |
|-------------------------------|---------------------|----------------|
| Single Family Detached | 21 | 42% |
| Semi-Detached | 1 | 2% |
| Multifamily/Condo | 10 | 20% |
| Mixed Use | 18 | 36% |
| Total | 50 | 100% |

Source: MOD-IV

Summary and Rationale for C/MU Zoning Revisions NE Ventnor Redevelopment Plan: Amendment 1 (C/MU Zones)

Note: Additions are underlined, objects to be deleted are ~~stricken~~. Page numbers reference the page of the 2001 Redevelopment Plan (rev. 2007).

Redevelopment Goals and Objectives

The 2001 Redevelopment Plan includes the following goals and objectives:

- ~~To reduce the overall residential density of the area;~~
- *To create incentives for reducing the number of dwelling units within structures originally constructed as single-family structures;*
- *To strengthen the community fabric of established residential neighborhoods;*
- *To create housing opportunities for senior citizens;*
- ~~To reduce the amount of building cover and impervious cover;~~
- *To increase the overall amount of air, light and open space in both residential and commercial areas;*
- *To increase the amount of air and light by devising creative design standards.*
- *To reestablish commercial businesses and uses that have fallen into disrepair and disuse;*
- *To revitalize the appearance of the area by rehabilitating structures that are in disrepair to vital, attractive buildings;*
- *To encourage streetscapes, building rehabilitation and infill that is sensitive to the early 20th Century design context of the area;*
- *To return the Redevelopment Area to economic productivity and enable the residents and taxpayers of the City of Ventnor to benefit from significant new revenue generated from tax payments and/or payments in lieu of taxes;*
- *To satisfy niche market demands within the commercial district.*
- *To create flexibility in land use and building requirements specific to the Redevelopment Area, while building in appropriate design controls to ensure the quality redevelopment of the area;*
- *To enable the Redevelopment Area to be redeveloped for land uses that will serve the residents of the City of Ventnor and its neighboring towns;*

- *To establish community facilities and services that will enhance the overall quality of life of Ventnor residents and its neighboring areas;*
- *To attract a private developer to key redevelopment parcels through the use of economic development tools under the Local Redevelopment and Housing Law;*

Principal Uses (p. 15)

Existing: * *Rehabilitation of residential portions of Mixed Use or Residential Multifamily buildings to apartment/condominium units provided that the Planning Board determines that there is an appropriate reduction in existing dwelling unit density.*

Proposed: * Rehabilitation of residential portions of Mixed Use or Residential Multifamily buildings to apartment/condominium units.

Rationale: Mandatory reductions in dwelling unit density may dis-incentivize rehabilitations due to loss of leasable/saleable units. Under certain conditions, income generated from the residential portion of a mixed-use building can cross-subsidize rents for the commercial use, thereby attracting new and innovative businesses to ground floor commercial areas with below market rents.

Existing: * *Construction of new multifamily residential structures provided that the density does not exceed 100 dwelling units per acre.*

Proposed: * Construction of new multifamily residential and mixed-use structures provided that the density of the resulting development does not exceed 100 dwelling units per acre.

Rationale: The proposed language will clarify that the 100-unit/acre density requirement is limited to the proposed development, and not a one-acre area surrounding the development. The language will also clarify that new mixed-use structures are permitted in the C/MU district.

Existing: * *Surface-level off-street parking areas owned, operated, or leased by the City of Ventnor*

Proposed: * Surface-level off-street parking areas.

Rationale: The proposed language will remove the requirement that surface-level off-street parking principal permitted uses need to be owned, operated, or leased by the City to allow for private development of off-street parking areas.

Accessory Uses (p. 16)

Existing: *Dwelling units over ground floor commercial within new or rehabilitated buildings at a density not greater than 1 unit per 1,750 sf of lot area.*

Proposed: The density requirement shall be a floor-area ratio (FAR) of no greater than four. The density of residential development shall be based on the cumulative buildable floor area rather than lot area. There shall be no limitation on unit size or number provided that all other standards (including parking requirements) are satisfied.

Rationale: The one unit per 1,750 square feet of lot area standard drastically reduces the number of units that can be built on a given lot in the commercial/mixed use area because the majority of lots in the C/MU zone do not have a lot area large enough to support more than one unit. For example, a building located on the largest of existing lots located between Ventnor Avenue and Callender Avenue in the zone would be limited to three units. Market research from RentCafe.com shows that the average American apartment size is 504 square feet for a studio, 752 square feet for a one-bedroom apartment, and 1,126 square feet for a two-bedroom apartment (<https://www.rentcafe.com/blog/rental-market/us-average-apartment-size-trends-downward>). For rentals/condominiums, smaller permitted densities may be more economical. This clarified requirement will allow greater flexibility in unit types and sizes while ensuring that all other standards are met.

Bulk Requirements (p. 17)

Existing: *3,500 square foot minimum lot size, minimum 40-foot lot width, minimum 90-foot lot depth.*

Proposed: 2,200 square foot minimum lot size, 28-foot lot width, minimum 74-foot lot depth

Rationale: Lot sizes vary considerably throughout the C/MU district. Out of the 67 tax parcels located in the C/MU district, only 18 meet the minimum lot size requirement for redevelopment and only 19 meet the minimum lot area. For the 43 lots less than 3,500 square feet in size, the average lot size is 2,508 square feet. The requirement to amass 3,500 square feet of lot area with the required dimensions (or request a variance) for redevelopment may dis-incentivize redevelopment efforts, with redevelopment of most of lots contingent on ownership or control of adjacent lots. The standard will be modified to allow for the redevelopment of heretofore undersized lots in the C/MU zone.

Existing: *60 percent maximum building coverage, 80 percent maximum lot coverage.*

Proposed: 80 percent maximum building coverage, 90 percent maximum lot coverage.

Rationale: Owing to the existing smaller lot sizes and walkable, small-town feel of the redevelopment area, higher lot coverage allowances will allow the neighborhood to retain its existing streetscape as well as allow potential redevelopers and property owners flexibility in site design. For comparable development standards, the Breakers Development (located on Dune Drive in Avalon) pictured below should be considered. The property, which includes eight units atop retail and parking (as well as rear yard parking) has a lot coverage of approximately 97 percent and building coverage of approximately 62 percent.



Existing: *10 feet minimum side yard setback, except where “the side yard setback may be reduced by the Planning Board along any portion of a side lot line where a building on an adjacent lot is already built with a zero-foot setback to the same side lot line. Either the required 10-foot minimum side yard requirement or the reduction to zero feet shall be permitted. The remaining side yard shall meet the side yard setback requirement set forth for the Commercial/Mixed Use District.”*

Proposed: Zero-foot side yard minimum

Rationale: Owing to the amount of undersized lots and the existing character of structures and the streetscape in the redevelopment area, the requirement to have a ten-foot setback or a zero-foot setback (with a ten-foot setback on the opposite side) may be too onerous to support redevelopment. This side yard setback is rare or non-existent in the redevelopment area and may result in building distances that are currently out of character for the neighborhood.

Existing: *Maximum building height of four stories and 45 feet*

Proposed: Maximum building height of 48 feet

Rationale: Ventnor has recently adopted stricter floodplain management standards that require the elevation of the first habitable floor of residential space to three feet above the base elevation, and flood-proofing of non-residential spaces to three feet above the base flood elevation. These freeboard standards resulted in residential spaces that are considerably higher off the ground than historic construction patterns, and ground-floor living spaces in new and substantially improved structures in Ventnor are no longer permitted. Because much of Ventnor Avenue in the redevelopment area has a ground area of approximately seven feet (NAVD88) and the corridor has a Base Flood Elevation of nine feet (according to preliminary data), new residential spaces will need to be located at least five feet above grade and non-residential areas will need to be flood-proofed to at least five feet off grade. The potential loss of developable/usable building area may result in taller buildings, and the development standards for the C/MU zone in the redevelopment area should match those found in other mixed-use districts in the City. Additionally, an incentive for a secondary higher sidewalk should be provided to accommodate various methods of floodproofing available for non-residential portions of buildings. This could include higher ceilings, and building height measured from potential floor elevation and not actual.

Parking Requirements (p. 17)

Existing: *Two off-street parking spaces for each 1,000 square feet of new/expanded floor area for new/expanded non-residential development. Rehabilitated mixed use without existing off-street parking is exempted. Rehabilitated multifamily without commercial shall provide one off-street parking space per apartment/townhouse/condominium unit. New residential multifamily units must provide parking in accordance with RSIS through spaces onsite, required spaces on other properties (owned/under perpetual control of developer/HOA or City) or within five hundred feet of the developed site, or both. Each space not provided on-site will require a commensurate capital improvement fund contribution towards the construction of public parking facilities in the Redevelopment Area. This fee shall be calculated by the City Engineer.*

Proposed: Remove non-residential parking requirements for developments if enough spaces for residential uses are provided in the development pursuant to Residential Site Improvement Standards (as recommended in the Master Plan). For proposed redevelopment projects with exceptional size/development constraints, consideration should be given to the City's existing mass transportation and bicycle options and whether the lack of on-site parking can be mitigated through bicycle lockers, developer-provided car-share subscriptions, or similar methods.

Rationale: Parking has historically been a concern for residents and visitors to Ventnor. In busy summer months, on-street parking in business districts is difficult to find. However, the provision of on-site parking spaces is difficult due to the density of existing development, much of which precedes the time where car ownership and use was ubiquitous. Ventnor's existing streetscape and landscape would not have been possible based on today's development standards. To preserve and enhance this streetscape, more parking must be provided or the need for parking be ameliorated through other means. For small-scale projects on interior lots (such as a single apartment above a retail use or restaurant, the provision of off-street parking may not be feasible because it would require a curb cut. Instead, a developer could provide a tenant/owner with a bus pass or offer a subscription rental car service through a partnership. Larger development projects should be required to provide on-site parking utilizing existing curb cuts. For properties located between Ventnor Avenue and Callender Avenue, redevelopment properties could have ground-level parking accessed through curb cuts on Callender Avenue, allowing for limited ground-floor retail or facilities space fronting Ventnor Avenue. Increased lot coverage requirements (discussed in the preceding section) could allow for more on-site parking.

Site Design Standards (p. 19)

Existing: Maximum setbacks of 10 feet Ventnor Avenue rights-of-way are permitted.

Proposed: Front yard setbacks larger than zero feet along Ventnor Avenue shall result in a public or semi-public space (e.g. outdoor seating, rain garden, courtyard) and cannot be used for parking or storage. Setbacks should incorporate secondary sidewalk space for higher, ground-level commercial floors not located at grade. Curb cuts shall be prohibited on Ventnor Avenue.

Rationale: Many of the buildings in the redevelopment area are built to the sidewalk line. The potential for 10-foot setbacks in new buildings could result in disruption to the streetscape unless the setback area serves a public purpose or promotes interaction with the public and semi-public space between the building and sidewalk line. In addition, prohibiting curb cuts on Ventnor Avenue will reduce the potential for pedestrian/vehicle conflicts and promote the continuity of the pedestrian streetscape.

Vehicular Access, Parking, and Loading

Existing: Curb cuts are discouraged; minimum width of entry/exit drives is 18' for one-way and 24' for two-way.

Proposed: Off-street, on-site parking access shall be provided through adjoining side streets for all properties whose rear property lines is not the Callender Avenue right-

of-way. For developments in the district located between the Callender Avenue and Ventnor Avenue rights-of-way, off-street, on-site parking access shall be through curb cuts on Callender Avenue. Driveway widths should also be narrower owing to their low traffic and potential effects on side street parking areas. Off-street, on-site parking shall be permitted at ground level. For redevelopment on parcels that face a street right-of-way on one side, the City will encourage the establishment of access easements across adjacent properties utilizing existing driveways/curb cuts with the intent that redevelopment spurs additional redevelopment. Should an interior lot undertake rehabilitation/redevelopment of a pre-existing building that does not increase the total number of individual units for commercial/residential/institutional uses or results in an appreciable size increase of the same, the City reserves the right to waive the parking requirement.

Rationale: Parking is a major concern for Ventnor City residents and its governing body due to the concentration of businesses and residents in the district, as well as the overall lack of structured parking or land available for surface parking. To the greatest extent possible, parking should be located on-site. However, this should not come at the cost to decreased parking supply on side streets. The intent of the proposed parking standards is to preserve the streetscape in the business and residential districts while maximizing parking availability for new uses. To this extent, the existing supply of on-street parking spaces should be preserved to minimize disruption to existing residents and businesses.

Landscaping

Existing: *All uses, other than single family detached and two (2) family detached dwellings, shall provide eight (8 feet) foot wide landscaped buffer areas along all side and rear property lines which abut RR-1 and RR-2 Districts. Said buffer area shall consist of a combination of evergreen and deciduous plantings to provide a suitable visual buffer for adjoining residential uses.*

Proposed: The buffer width shall be five feet.

Rationale: The eight-foot wide landscaped buffer requirement may be onerous considering the small lot sizes and dimensions present in the redevelopment area. Many of the existing developed areas adjacent to the C/MU zone share similar building densities/setbacks as existing buildings on Ventnor Avenue, indicating that such a large buffer may not be necessary.

Lighting (p.24)

Existing: *A tract with 40 feet or greater of street frontage shall provide new street lampposts.*

Proposed: The developer should install traditional, ornamental lampposts in consultation with the City that are shorter in height (e.g. less than 15 feet) and direct lighting toward the sidewalk and street and minimize light shining through second-story windows. Lighting guidelines/standards should be themed appropriate to the desired streetscape. A payment-in-lieu contribution towards a streetlight fund should be considered for redevelopment of smaller lots.

Rationale: Many of the lots in the C/MU District do not have the minimum street frontage to trigger the installation of new street lampposts. To enhance the street's lighting, an alternate method of replacing and installing streetlights should be undertaken. Once a style is chosen by the City and the community, the City should then work proactively with individual property owners and developers to install streetlights.

Existing: *No standards for unconventional decorative lighting, such as tree lights, string, and popcorn-style lights.*

Proposed: Standards should be set for the installation and operation of string and popcorn lights that are strung in an aesthetically pleasing, non-disruptive fashion. These decorative lighting styles can be particularly attractive and pronounced at night. The standards should address high efficiency, environmentally-friendly lighting with set hours during which the lights can be lit.

Rationale: Though there are standards for interior/exterior building lights and ornamental streetlights in the redevelopment plan, innovative and interactive lighting styles are not mentioned. New standards will allow for guidance and control over other types of attractive lighting features that can serve the placemaking effort in Ventnor.

On-site Outdoor Dining Standards

Existing: No standards.

Proposed: On-site outdoor dining that is contiguous to a legally established restaurant or other eating or drinking establishment, which provides full menu food services is permitted in the redevelopment area. Outdoor dining areas of less than 200 sf may be approved and shall not require additional parking. Temporary, mobile or freestanding food service providers or vendors are not eligible.

The elevation of the outdoor dining area shall be at sidewalk level; and only semi-permanent barriers shall be permitted. The dining area should promote a visual relationship to the street and the restaurant establishment to which it is ancillary.

Restaurant management is responsible for running and operating the outdoor dining area. Outdoor dining patios are for sit-down food and beverage service only; no stand up service is permitted. Unruly behavior is not permitted in the outdoor dining area. At the end of the business day establishments are required to clean (sweep and mop) the area in and around the outdoor dining area. The hours of operation of an outdoor dining area may not exceed the hours of operation of the associated food service establishment. All plans and permits for the outdoor dining area approved by the City must be kept on the premises for inspection at all times the establishment is open for business.

Architectural Design Standards (p. 26)

Massing

Existing: *A building fronting on Ventnor Avenue shall not be permitted to have a total measurement greater than 100 feet in length along any wall, roof or footprint plane.*

Proposed: The length limitation for a structure along Ventnor Avenue shall be removed. A full-block width shall be permitted provided that horizontal relief is provided with step backs.

Rationale: The length cap for the building massing appears intended to prevent super-sized buildings from dominating the streetscape. However, modifying architectural standards can allow for significant variation and offsets in buildings longer than 100 feet, such as the Breakers building in Avalon shown below (which is 200 feet in length). Enabling buildings of such a size to Ventnor may be attractive to redevelopers because the building can have several ground floor commercial spaces and sufficient room to meet minimum accessory housing unit sizes.



Roof

Existing: Flat roofs are permitted on two-story buildings under certain conditions.

Proposed: Flat roofs shall not be permitted.

Rationale: To provide architectural consistency, address aesthetic concerns, and mitigate issues associated with flat roofs in coastal communities, flat roofs shall not be permitted in the C/MU district.

Physical Plant

Existing: All air-conditioning units, HVAC systems, exhaust pipes or stacks and elevator housing shall be shielded from view for a minimum distance of 500 feet from the site.

Proposed: The revised standard shall remove the reference of 500 feet and clarify that the physical plant be shielded from view from Ventnor Avenue to the greatest extent practicable. Satellite dishes and related appurtenant structures for telecommunications shall be shielded from view from the rights-of-way of Ventnor Avenue. Roof-mounted solar panels shall also be shielded from view from the rights-of-way of Ventnor Avenue at street level. Shielding shall not interfere with code and manufacturing requirements for equipment.

Rationale: The existing standard is vague and difficult to comply with given existing bulk standards. A proposed standard should clarify from what view the physical plant should be shielded, with attachments such as solar panels and telecommunication devices shielded from the streetscape.

Repetition of Building Design

Existing: *The same building design not be utilized on more than two adjacent lots nor within 200 feet of another building of the same design. Building designs shall vary in terms of footprint, architectural elevations, fenestration, type of roof, height, entrance and garage locations, architectural style, materials, colors and details.*

Proposed: Standard should be removed.

Rationale: This standard is vague and may be problematic in its enforcement. Moreover, having adjacent or nearby buildings of similar styles may enhance the streetscape by providing visual interest and variation in color and other minor architectural details.

Signs (p. 32)

Existing: *No font requirements.*

Proposed: Decide upon a list of compatible fonts and font families (e.g. serif, sans-serif fonts) that are compatible with the desired look and feel of the redevelopment area.

Rationale: Font types on building signs are important visual aspects that contribute to the look and feel of a place. Requiring signs in the redevelopment area to have consistent and similar-looking font types can lead to a more cohesive streetscape when in concert with other streetscape standards.

Existing: *Limitations on wall sign locations*

Proposed: Re-examine sign locations and types.

Rationale: The redevelopment area currently has several standards in place regarding appropriate locations for wall-mounted signs. Generally, signs cannot be placed on the first floor unless they are adjacent to building entrances or in pedestrian-level windows along a storefront if they do not exceed 20 percent of the total window area. A change to this may be necessitated by floodplain management standards regarding floodproofing. The potential for an increase in non-habitable ground floor space or elevated first-floor commercial space may result in more enclosures on the ground level in lieu of commercial space. To maintain a visually interesting streetscape, signs or public art (e.g. murals) should be considered for these ground floor enclosures.

Existing: Standards for projecting signs: Maximum horizontal projection from building wall shall not exceed 3 ½ feet. No portion of such sign shall project or extend over any portion of a public right-of-way, except for such signs located in the B-1 or B-2 Business Districts, where such may project over a public sidewalk only.

Proposed: Permit the horizontal projection of signs over public sidewalks subject to existing standards and be licensed by the city or subject to a restrictive covenant. Reference to B-1/B-2 Business Districts shall be removed.

Rationale: Signs projecting perpendicularly over a building – when sized appropriately – can provide visible and aesthetically cohesive recognition for street side businesses. Currently projected signs are only allowed on buildings that are setback from the street. Mounted wall signs have less visibility for passers-by on all modes of transportation. Unless a sign is on an awning, a pedestrian walking down the street cannot read a wall sign until after he or she has passed or is very close to the sign. A projected sign – when tightly regulated – can have a very desirable effect upon the streetscape. In addition, the B-1/B-2 business district references a zoning district that is no longer extant.



Source: expresssigncompany.co.uk, downtownchapelhill.com

Existing: Standards for freestanding signs

Proposed: Prohibit new freestanding signs except for signage for surface-level off-street parking where such parking is the principal use. Such signs shall be subject to existing standards and be licensed by the city or subject to a restrictive covenant.

Rationale: As proposed, freestanding signs are tightly regulated, with standards allowing only one sign per commercial establishment, not to exceed 16 square feet in

area, and being limited to being placed on private property without projection and not within a sight triangle or within five feet of a lot line. Currently, one freestanding, likely nonconforming sign is in place at the Wawa. Future signs of this type should be limited because they are contextually inappropriate for walkable downtowns and primarily serve passing vehicle traffic.

Existing: *Lighting. Signs may be internally illuminated or illuminated by indirectly illuminated by attached or ground fixtures. Internally illuminated signs shall incorporate light lettering with a darker sign face to reduce glare.*

Proposed: Lighting. Signs may be internally illuminated or illuminated by indirectly illumination by attached or ground fixtures. Internally illuminated signs shall incorporate light lettering with a darker sign face to reduce glare. Electronic lettering, flashing, and scrolling signs shall be prohibited.

Rationale: This change will correct two typos in the existing standard while prohibiting distracting lighting techniques such as electronic lettering, scrolling, and flashing.

3.6 Miscellaneous Provisions

Density

Existing: *A tool for further reducing residential density in the area is to provide incentives for establishing seasonal dwelling units as an alternative to year-round occupancy. This will assist in alleviating parking demand, and will reduce pressures on the local school system, The NVRP provides for the establishment of seasonal dwelling units as accessory uses to principal single-family dwelling units, provided minimum lot dimension requirements are met. Incentives such as perpetual deed restrictions and PILOTs for converting two-family and multifamily dwellings to single-family dwellings with accessory seasonal apartments can be provided by the City.*

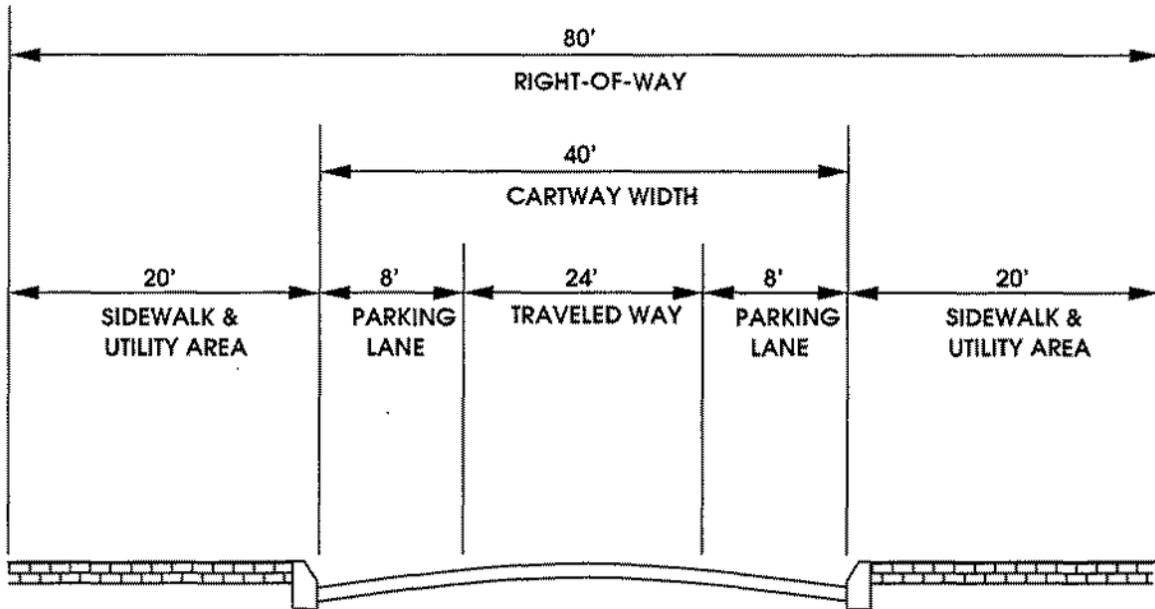
Proposed: The provision for incentives for seasonal dwelling units shall be removed.

Rationale: The 2016 Master Plan broached the concern that changing demographics and economic conditions in the City may have alleviated the need to require seasonal dwelling units in lieu of year-round units.

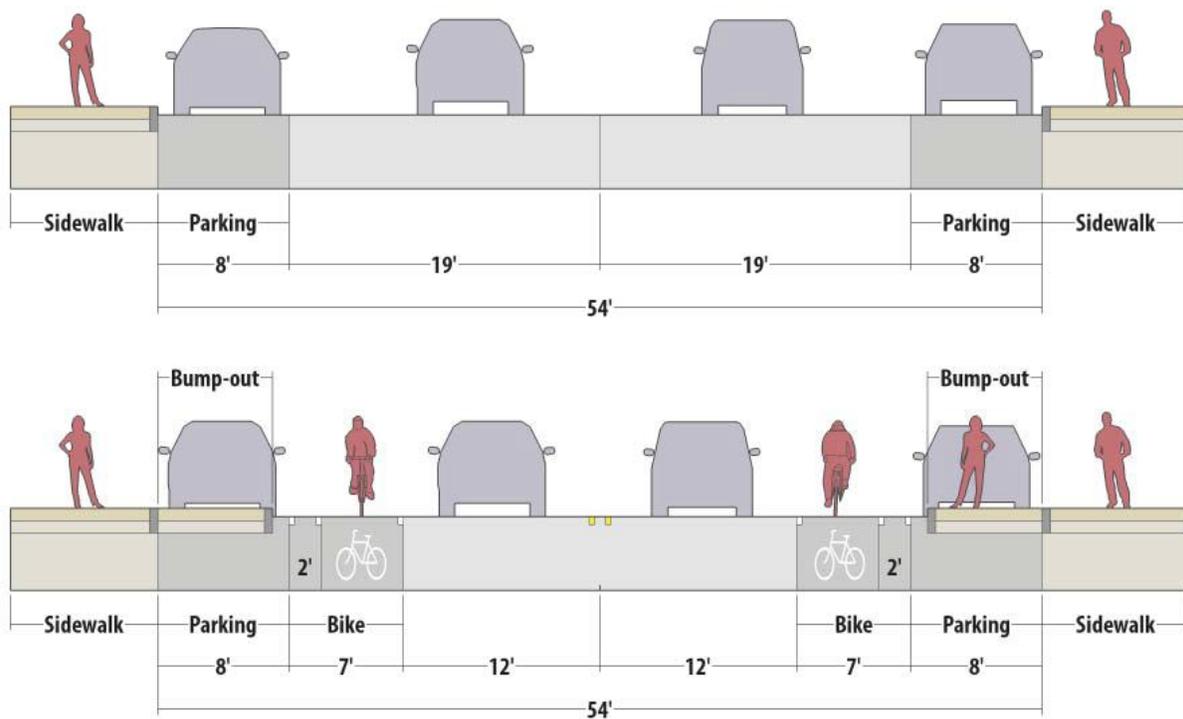
Ventnor Avenue Street Layout (p. 37)

Existing: *Ventnor City maintains an 80 feet right-of-way along the portion of Ventnor Avenue that traverses the NVRA. In the interest of traffic calming and pedestrian safety, the cartway width within the right of way should be reduced to 40 feet. The reduced cartway will extend along Ventnor Avenue between Little Rock Avenue and Jackson Avenue. An attendant increase in sidewalk widths up to 20' is also recommended. An 8 feet wide parking lane shall be*

maintained within the cartway to allow for on-street parallel parking. All improvements within the right of way should be completed in accordance with the design standards contained herein.



Proposed: As proposed, the 24 feet cartway shall remain. However, 7 feet bike lanes (inclusive of a 2-foot buffer) shall be located between the cartway and an 8 feet parking area, as seen in the following image. The total cartway width shall be 54 feet instead of 40 feet, with 13 feet sidewalks instead of 20 feet. Allowances shall be made for secondary higher sidewalks for building floodproofing requirements.



Source: Urban Engineers

Rationale: In 2016, Urban Engineers prepared a Ventnor-Margate Bicycle and Pedestrian Plan with the consultation of the New Jersey Department of Transportation and local representatives. This plan resulted in a comprehensive approach for Ventnor and Margate’s roadway, pedestrian, and bicycle network to better connect the communities to each other and their robust offering of amenities. The findings and recommendations of the report came after over a year of detailed study and should reflect the updated priorities of both cities.

The proposed streetscape cross-section shown previously provides ample room for cars with safe passage for bicycles and pedestrians.

7.0 Developer’s Agreement and Completion Certificate

Existing: *This Plan may be amended from time to time in accordance with the procedures of the Redevelopment and Housing Law, except that amendments affecting a redevelopment parcel addressed in an agreement, duly executed by a redeveloper and the City of Ventnor’s redevelopment entity, shall be contingent on the written approval of such redeveloper.*

Proposed: **This Plan may be amended from time to time in accordance with the procedures of the Redevelopment and Housing Law, except that amendments**

affecting a redevelopment parcel addressed in an agreement, duly executed by a redeveloper and the City of Ventnor's redevelopment entity, shall be contingent on the written approval of such redeveloper.

The City of Ventnor may enter into an agreement with a designated redeveloper and provide an abatement of property taxes for a period of up to thirty (30) years commencing at the issuance of a certificate of occupancy by the City's Code Enforcement office. The abatement and the terms of the payment-in-lieu-of-taxes shall be specified in the developer's agreement.

Rationale: Provision of a tax abatement will enable the City to provide development incentives in the form of foregone property taxes for approved developments completed pursuant to the Developer's Agreement.

Planning Consistency

Zoning

The amendments contained herein will not modify the relationship of the Redevelopment Plan to the zoning ordinance.

Master Plan

Ventnor completed a comprehensive master plan re-examination in 2016. This re-examination continued the goals and objectives of the 2006 re-examination and included new goals of enabling the development and redevelopment of sustainable housing stock in the character of existing neighborhoods and using zoning to promote the establishment of businesses and the revitalization of Ventnor's business districts. The master plan also included several zoning regulation changes, including the need to develop design standards and signage recommendations for non-residential use zones along Ventnor Avenue. The intent would be to "promote attractive neighborhoods and business areas [...] compatible building designs in terms of building massing, material, and character should be required." In this respect, the amendments are consistent with the goals and objectives of the master plan and its elements.

Bike Plan

In 2016, Ventnor and Margate collaborated on a joint bicycle and pedestrian plan that aimed to enhance the communities' bicycle and pedestrian connectivity. The plan called for road diets to be installed in the redevelopment area's major roadways: Ventnor Avenue and Atlantic Avenue. In addition, the suite of recommendations pertinent to Ventnor Avenue in the C/MU Zone have been adopted and included in the amendments contained herein. The Redevelopment Plan and Amendment shall be consistent with the Ventnor-Margate Bicycle and Pedestrian Plan.

Atlantic County Master Plan

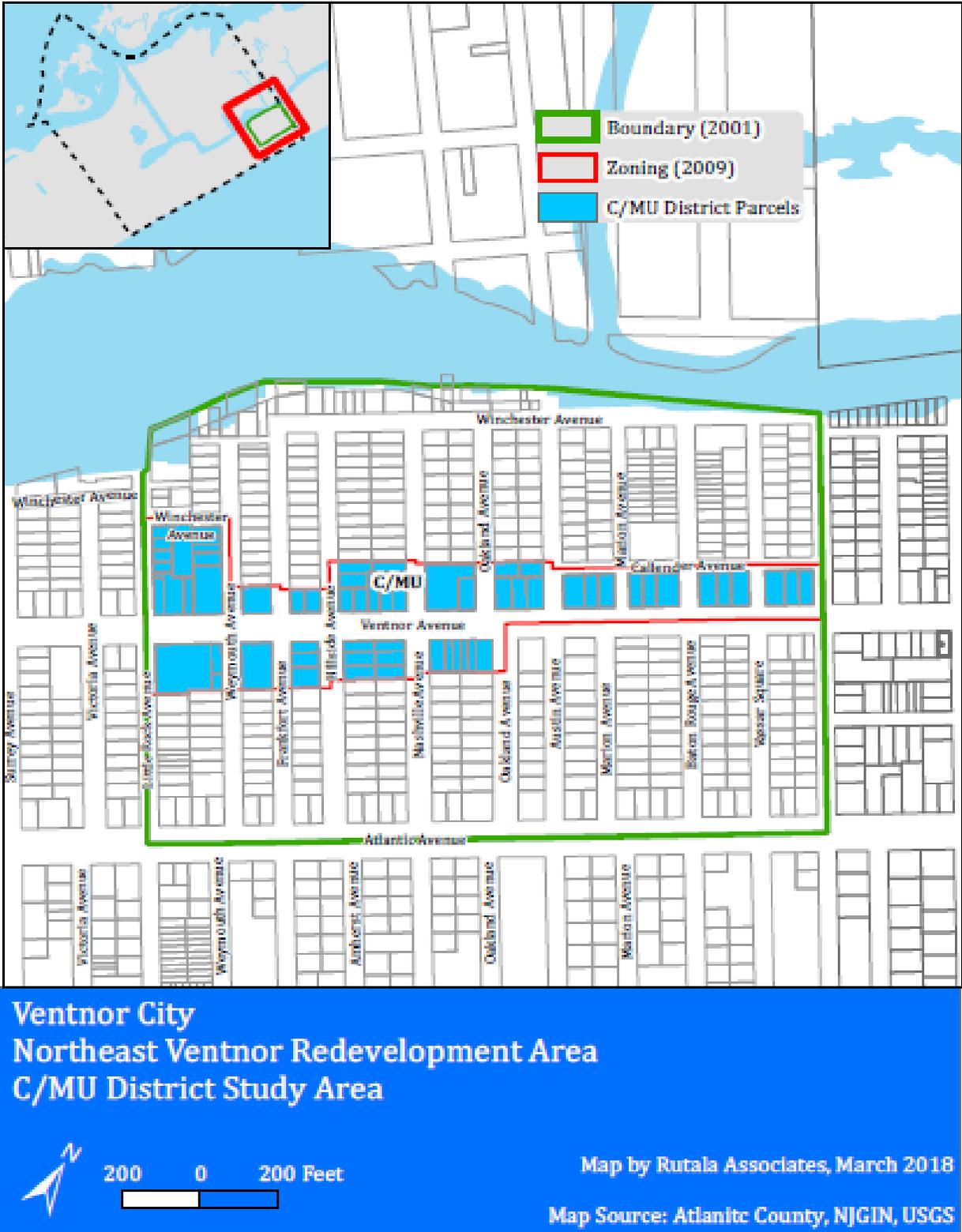
Atlantic County released a draft Master Plan in 2017. The Land Use Element of the Master Plan contained several region-specific goals and objectives for the Barrier Island communities, which include Ventnor. Among these goals include:

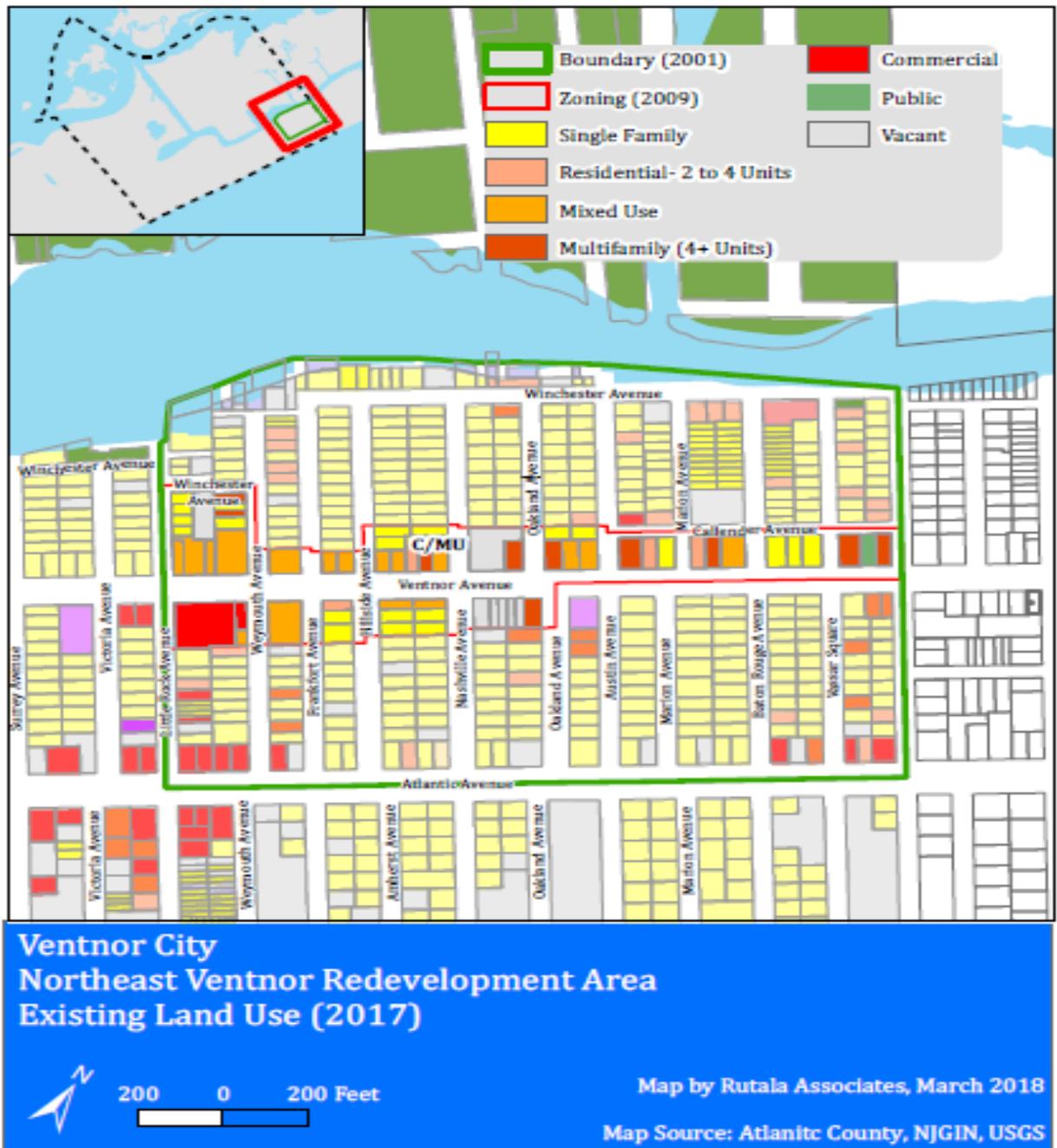
- Ensure that all rehabilitation and new construction occurs in a sustainable and resilient manner that accounts for sea level rise, nuisance flooding, and potential flooding and storm events
- Promote redevelopment and repurposing of underutilized or obsolete buildings, sites, and infrastructure
- Attempt to diversify the economic base of the area while continuing to promote and redefine the tourism, convention, and casino based economy that exists

The amendment will support redevelopment of a long-underutilized neighborhood in Ventnor and the incorporation of various smart growth and pedestrian/bike friendly features that will help to reinvigorate the neighborhood and the regional economy. To this extent, the amendment is consistent with the County's goals and objectives.

State of New Jersey Planning Initiatives

The amendments contained herein are not anticipated to change the relationship of the Redevelopment Plan to the State Development and Redevelopment Plan or the Coastal Area Facilities Review Act.





Note: Buildings with condominium units inside may appear as “vacant” on this map.