



NEW JERSEY OFFICE FOR PLANNING ADVOCACY
CAPE MAY CITY RECOMMENDATION REPORT

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INTRODUCTION

The City of Cape May has requested Plan Endorsement from the State Planning Commission. This report contains findings and conclusions concerning consistency of the City's plans with the State Development and Redevelopment Plan (State Plan). The review of the petition is based on information submitted by the petitioner and information otherwise available to the Office for Planning Advocacy (OPA).

Cape May considers itself to be America's first resort community. Settlement occurred in the early nineteenth century, but few structures remain from that period. However, it is Cape May's extraordinary collection of late-nineteenth-century Victorian architecture that has led to the City's designation as a National Historic Landmark. This designation was bestowed on the City of Cape May by the U.S. Department of the Interior in 1976. Currently, the City has over 600 Victorian buildings which are in use as accommodations, offices, retail shops, restaurants, and private residences. Summer remains Cape May's busiest season, with vacationers being attracted by a combination of its historic ambiance and its beachfront location. Although most of the New Jersey coast is occupied by resort communities, Cape May receives the second largest number of visitors, after Atlantic City. Unlike many other beachfront towns, a wide-range of activities have led to Cape May's emergence as a year-round resort.

The City of Cape May is a 2.2 square mile community located at the southern end of New Jersey and Cape May County. All of Cape May City is located within the NJDEP Coastal Area Facilities Review Act area. Based on the State Plan Policy Planning Area Map, the city contains three different planning areas. The majority of the city (1,055 acres) is located within the Environmentally Sensitive PA5 area. The remaining area comprised of several park areas are designated State Park PA8 planning area and have a total area of 2.3 acres. The eastern end of the city is occupied by a U.S. Coast Guard base, which occupies approximately 20% of the land area in the City. The Coast Guard base is designated Federal Park PA7 and contains 408 acres. The City has requested the designation of one Town Center. Through this Plan endorsement process, the City seeks to reinstate the Town Center designation that was formerly adopted and later expired.

The expiration dates of designated centers set forth by the State Planning Commission were modified by operation of law by enactment of the Permit Extension Act of 2008. The changes accepted by the NJDEP reflect the expiration of those State Planning Commission designated centers and cores that consisted entirely of environmentally sensitive areas. The changes also reflect the expiration of those portions of other centers that are environmentally sensitive areas as defined by the Permit Extension Act. The NJDEP, for purposes of N.J.A.C. 7:7E-5B.3, is accepting the expiration of all or portions of these centers and the reversion of these areas to the underlying State Plan Planning Area designation. Accordingly, the Department has repealed all or portions of the CAFRA centers that correspond to these expired State Planning Commission centers. These areas have reverted to the Coastal Planning Area that corresponds to the underlying State Plan Planning Areas. In this case the former Cape May City CAFRA Town has reverted back to the Coastal Environmentally Sensitive Planning Area (PA5). This change has effectively hindered CAFRA type applications as coverage allowances have been drastically reduced by this change and it is not appropriate based on the current development characteristics and planning for the future.

BACKGROUND

Cape May City initiated the Plan Endorsement process with a pre-petition meeting on August 7th, 2008. The Plan Endorsement Advisory Committee was formed via resolution #102-05-2008. The Municipal Self Assessment was submitted on October 5th, 2010. The OPA staff supplied the Opportunities and Constraints Analysis on January 10th, 2011. Visioning took place in spring of 2011 and was submitted via resolution 131-06-2011. OPA provided the consistency review on November, 16th 2011. The Action Plan was sent on December 8th, 2011.

PUBLIC PARTICIPATION

In order to complete the Visioning Step of Plan Endorsement, Cape May City held three public sessions to discuss the vision for the future of the City. The first two sessions were workshop style sessions held on May 12, 2011 and May 19, 2011. Both sessions were well attended with residents and stakeholders including business owners in the City. The Taxpayer's Association mailed approximately 2,500 invites and surveys to individual property owners. County agencies were also invited. Representatives from several agencies invited did attend at least one of the two sessions. A third session which summarized the findings of both sessions was also held at which members of the public had an opportunity to comment on the findings of both sessions and provide feedback on a draft Vision Statement. The Draft Vision Statement was revised and adopted at the third session.

ANALYSIS OF CAPE MAY CITY DEMOGRAPHIC CHARACTERISTICS:

Total population for the municipality is 4,034 for the year 2000 which represents a reduction of 13.58% from the population of 4,668 in 1990. Cape May City's population shows a steady decrease which is most likely attributed to increased seasonal homeowner population and smaller preliminary population. Estimates as of July 1, 2009 have been released by the U.S. Census Bureau that indicates Cape May has a population of 3,699, which represents a loss of 9% from the 2000 population estimate. The New Jersey Department of Labor gathers data regarding the number of jobs covered by unemployment insurance. The number of covered jobs has decreased 17.8% between 1990 and 2000. Approximately 96% of Cape May City's labor force was employed in 2000.

	Muni	County	New Jersey
Land area (sq mi)	2.29	259	7,417
Population	4,034 residents-45,000 tourists	102,326	8,414,350
Households	1,821	42,148	3,064,645
Average Household Size	2.02	2.36	2.68
Housing Units	4,064	91,047	3,310,275
Home Ownership Rate	56.8%	74%	66%
Vacancy Rate	55.2%	53%	7.4%
Median Household Income	\$33,462	\$41,591	\$55,146
Per Capita Income	\$29,902	\$24,172	\$27,006
Poverty Rate	9.1%	8.6%	8.5%
Unemployment Rate (NJDOL 2004)	5.2%	6.9%	4.8%

GOAL	POLICIES	INDICATORS
<p>Goal 1: Revitalize the State’s Cities and Towns</p> <p>STRATEGY: Protect, preserve and develop the valuable human and economic assets in cities, towns and other urban areas. Plan to improve their livability and sustainability by investing public resources in accordance with current plans which are consistent with the provisions of the State Plan. Leverage private investments in jobs and housing; provide comprehensive public services at lower costs and higher quality; and improve the natural and built environment. Incorporate ecological design through mechanisms such as solar access for heating and power generation. Level the playing field in such areas as financing services, infrastructure and regulation. Reduce the barriers which limit mobility and access of city residents, particularly the poor and minorities, to jobs, housing, services and open space within the region. Build on the assets of cities and towns such as their labor force, available land and buildings, strategic location and diverse populations.</p>	<p>Policy on Urban Revitalization - Prepare strategic revitalization plans, neighborhood empowerment plans and urban complex strategic revitalization plans that promote revitalization, economic development and infrastructure investments, coordinate revitalization planning among organizations and governments, support housing programs and adaptive reuse, improve access to waterfront areas, public open space and parks, and develop human resources with investments in public health, education, work force readiness and public safety in cities and towns.</p>	<p>Key Indicator 5. Progress in socioeconomic revitalization for the 68 municipalities eligible for Urban Coordinating Council assistance</p> <p>Indicator 6. Percent of jobs located in Urban Coordinating Council municipalities</p> <p>Indicator 22. Percent of building permits issued in Urban Coordinating Council municipalities</p> <p>Indicator 27. Number of Neighborhood Empowerment Plans approved by the Urban Coordinating Council</p>

The goal was furthered by the City’s petition. Cape May City has an urban format, though it is comprised of PA5. However, the criteria and indicators used to measure the success of Goal 1 are not applicable to Cape May City, as it is an affluent resort community.

GOAL	POLICIES	INDICATORS
<p>Goal 2: Conserve the State's Natural Resources and Systems</p> <p>STRATEGY: Conserve the state's natural resources and systems as capital assets of the public by promoting ecologically sound development and redevelopment in the Metropolitan and Suburban Planning Areas, accommodating environmentally designed development and redevelopment in Centers in the Fringe, Rural and Environmentally Sensitive Planning Areas, and by restoring the integrity of natural systems in areas where they have been degraded or damaged. Plan, design, invest in and manage the development and redevelopment of Centers and the use of land, water, soil, plant and animal resources to maintain biodiversity and the viability of ecological systems. Maximize the ability of natural systems to control runoff and flooding, and to improve air and water quality and supply.</p>	<p>Policy on Water Resources - Protect and enhance water resources through coordinated planning efforts aimed at reducing sources of pollution and other adverse effects of development, encouraging designs in hazard-free areas that will protect the natural function of stream and wetland systems, and optimizing sustainable resource use.</p> <p>Policy on Open Lands and Natural Systems - Protect biological diversity through preservation and restoration of contiguous open spaces and connecting corridors; manage public land and provide incentives for private land management to protect scenic qualities, forests and water resources; and manage the character and nature of development for the protection of wildlife habitat, critical slope areas, water resources, and for the provision of adequate public access to a variety of recreational opportunities.</p> <p>Policy on Coastal Resources - Acknowledge the statutory treatment of the coastal area under federal and state legislation, coordinate efforts to establish a comprehensive coastal management program with local planning efforts, undertake a regional capacity analysis, protect vital ecological areas and promote recreational opportunities.</p> <p>Policy on Special Resource Areas - Recognize an area or region with unique characteristics or resources of statewide importance and establish a receptive environment for regional planning efforts. The Highlands region has been recognized as the first Special Resource Area in New Jersey.</p>	<p>Key Indicator 2. The amount of land permanently dedicated to open space and farmland preservation</p> <p>Key Indicator 3. Percent of New Jersey's streams that support aquatic life</p> <p>Indicator 11. Conversion of wetlands for development</p> <p>Indicator 26. Percent of land in New Jersey covered by adopted watershed management plans</p>

Cape May has intertwined its long-range planning agenda with its long-term financial and capital planning programs to create a comprehensive and systematic sustainability approach for the City. Cape May attained Sustainable Jersey Program Silver Certification and the Sustainable Jersey Champion Award in the fall of 2011. Few communities have achieved this level and this accomplishment recognizes the many educational and practical projects spearheaded by the City in the past few years. Cape May was awarded over \$100,000 in grant funds in 2011 for energy efficiency upgrades to City Hall, the Public Works Complex, the Fire House, and the Franklin Street School. These improvements are projected to save \$17,000 off the City's electric bill annually. In addition, the City received a \$26,000 grant to complete an energy audit of a dozen City-owned buildings. The City's Green Team has recently been awarded a \$10,000 grant by Wal-Mart as part of the Sustainable Jersey program for a demonstration project at Cape May Elementary School to install a small wind turbine to reduce energy costs of the school, provide a new educational component for the School's growing sustainability curriculum, and extend the City's use of alternative energy.

The low-lying barrier island is located almost entirely in the 100 year floodplain. It is susceptible to flooding from the Atlantic Ocean, Cape Island Creek and the Cape May Canal. Zoning regulations require that the lowest floor level of any building be not less than ten and one-half feet above mean sea level to minimize property damage. The Cape May Environmental Commission has advocated a proactive policy regarding wetlands. Wetlands occur throughout all sections of the city and limit development on vacant lands, particularly near Cape May Harbor in the east end and bordering Cape Island Creek on the north end. Cape May continues to rely on state regulations governing wetlands for establishment of appropriate wetland buffers.

A Conservation Element of the Master Plan was added for the first time at the 2009 reexamination. Environmental protection and conservation policies, recommendations and goals were adopted that include preservation of the sensitive lands in East Cape May where the Sewell Point development has been proposed, protection of natural resources including continued beach replenishment, and water conservation techniques including continued use of the reverse osmosis desalination plant.

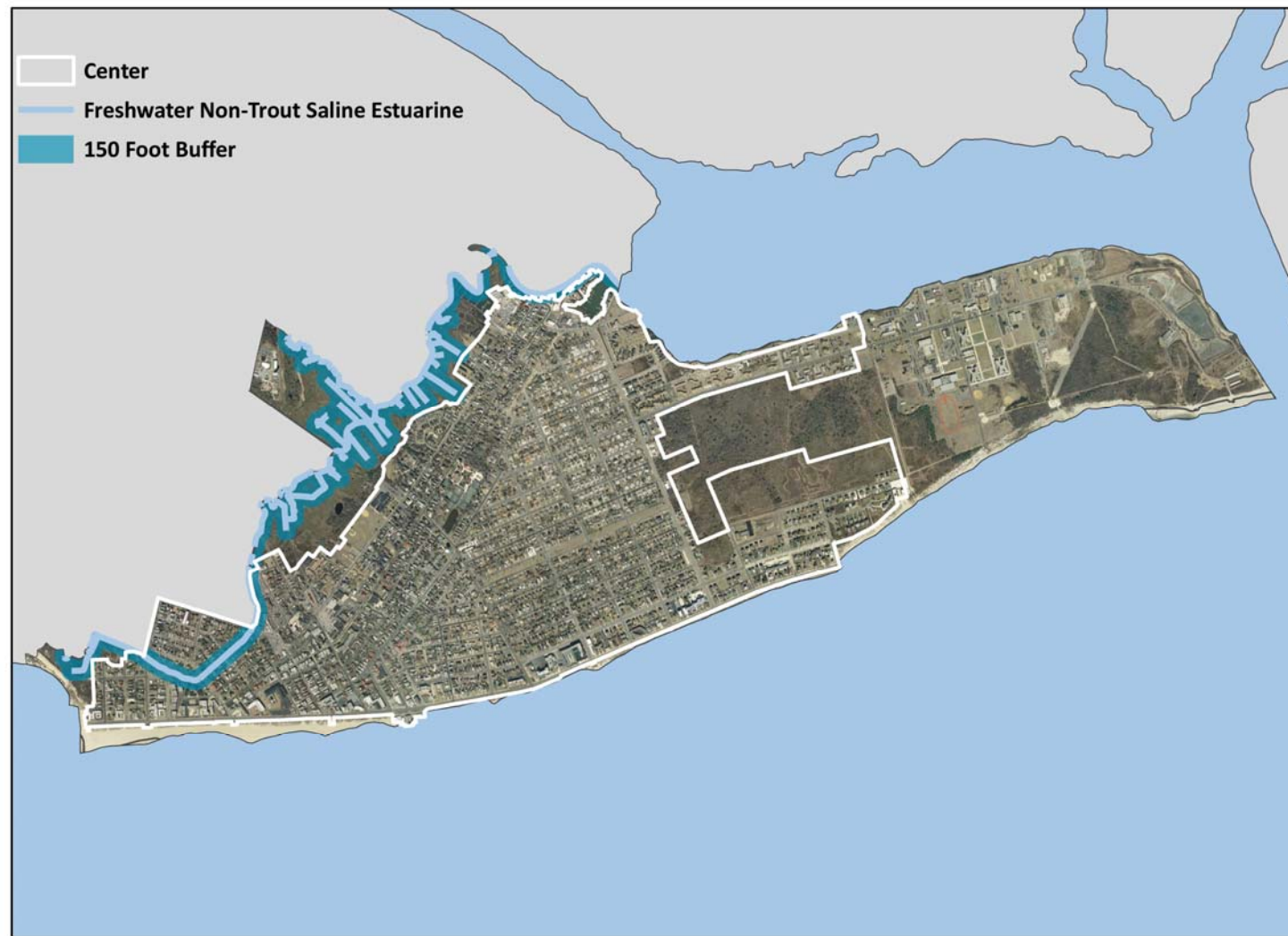
The City of Cape May has adopted and promotes awareness of the City's "Required Water Conservation Ordinance" No. 1025-94. The primary components of this ordinance provide for conservation of water resources.

The Action Plan required the adoption of a Riparian ordinance which requires a 150 foot wide buffer along the Cape Island Creek, which is designated Freshwater Two, Non-Trout, Saline Estuarine.

During 2011, the Shade Tree Commission received a special State award for maintaining Cape May as a "Tree City U.S.A." for 30 consecutive years. The City has a tree replacement ordinance in place. It states that all existing trees outside a building footprint having a three-inch diameter trunk shall remain if said trees are in excess of six feet from the outside of the exterior wall of the structure. If an applicant wishes to remove a tree or trees, they will be required to plant two trees for each tree removed.

Cape May City's Nature Center promotes the pristine environs of the community. With over 400 bird species having been recorded in this area and hundreds of local birders, Cape May is arguably the top bird-watching area in the entire Northeastern United States. While the City maintains a generous amount of open space, the City is in the process of acquiring and preserving 78 acres of pristine environmental wetlands in East Cape May as a wildlife sanctuary. Under a settlement agreement, the City of Cape May will become an owner and managing partner of the 78-acre wildlife sanctuary at a cost of \$4.4 million that will be covered totally by grants.

CAPE MAY CITY CENTER BOUNDARY



Source:
NJ Department of State
Office for Planning Advocacy
August 2012

0 0.25 0.5 1 Miles





Source:
NJ Department of State
Office for Planning Advocacy
August 2012

0 500 1,000 2,000 3,000Feet



GOAL	POLICIES	INDICATORS
<p>Goal 3: Promote Beneficial Economic Growth, Development and Renewal for All Residents of New Jersey</p> <p>STRATEGY: Promote socially and ecologically beneficial economic growth, development and renewal and improve both the quality of life and the standard of living of New Jersey residents, particularly the poor and minorities, through partnerships and collaborative planning with the private sector. Capitalize on the state's strengths—its entrepreneurship, skilled labor, cultural diversity, diversified economy and environment, strategic location and logistical excellence—and make the state more competitive through infrastructure and public services cost savings and regulatory streamlining resulting from comprehensive and coordinated planning. Retain and expand businesses, and encourage new, environmentally sustainable businesses in Centers and areas with infrastructure. Encourage economic growth in locations and ways that are both fiscally and environmentally sound. Promote the food and agricultural industry throughout New Jersey through coordinated planning, regulations, investments and incentive programs—both in Centers to retain and encourage new businesses and in the Environs to preserve large contiguous areas of farmland.</p>	<p>Policy on Economic Development - Promote beneficial economic growth and improve the quality of life and standard of living for New Jersey residents by building upon strategic economic and geographic positions, targeting areas of critical capital spending to retain and expand existing businesses, fostering modern techniques to enhance the existing economic base, encouraging the development of new enterprises, advancing the growth of green businesses, elevating work force skills, and encouraging sustainable economic growth in locations and ways that are fiscally and ecologically sound.</p> <p>Policy on Agriculture - Promote and preserve the agricultural industry and retain farmland by coordinating planning and innovative land conservation techniques to protect agricultural viability while accommodating beneficial development and economic growth necessary to enhance agricultural vitality and by educating residents on the benefits and the special needs of agriculture.</p> <p>Policy on Equity - It is the position of the State Planning Commission that the State Plan should neither be used in a manner that places an inequitable burden on any one group of citizens nor should it be used as a justification for public actions that have the effect of diminishing equity. It is also the position of the Commission that the achievement, protection and maintenance of equity be a major objective in public policy decisions as public and private sector agencies at all levels adopt plans and policies aimed at becoming consistent with the State Plan.</p>	<p>Key Indicator 1. New development, population and employment located in the Metropolitan and Suburban Planning Areas or within Centers in the Fringe, Rural and Environmentally Sensitive Planning Areas</p> <p>Indicator 1. Average annual disposable income among New Jerseyans</p> <p>Indicator 2. Unemployment</p> <p>Indicator 3. Conversion of farmland for development</p> <p>Indicator 5. Agricultural output</p> <p>Indicator 7. Economic output per unit of energy consumed</p> <p>Indicator 21. Municipalities with median household incomes of less than \$30,000 per year (in 1990 dollars)</p> <p>Indicator 22. Number of census tracts with more than 40% of the population living under the poverty level</p>

In the mid 18th century Philadelphians began vacationing in Cape May and became increasingly popular over time. In the late 1870's a fire destroyed a large part of the town center. The replacement homes that were built were mostly Victorian. These homes comprise the largest collection of Victorian homes on the East Coast and the 2nd largest collection in the United States. (San Francisco has a larger collection.) In 1976, the entire city of Cape May was officially designated a National Historic Landmark as the Cape May Historic District, making Cape May the only city in the United States wholly designated as such. This unique historic district and the beaches make Cape May City a one of a kind destination on the east coast. The economy is tourist based and many of the strategies described below focus on the tourism industry.

The City established a Tourism Commission pursuant to N.J.S.A. 40:54C-1 to promote tourism within the City of Cape May. It is funded through an additional assessment imposed on mercantile licenses as well as from permitted sources in accordance with N.J.S.A. 40:54C-7. The Commission disburses funds from the assessments for the purpose of publicizing and promoting the City of Cape May to attract tourism.

Cape May City has encouraged economic development by encouraging the establishment of the Business Improvement District (BID) – Washington Street Mall Management Company Inc (WSMMC). Business owners in the Washington Street Mall choose to be assessed a fee, which is collected on their behalf by the City of Cape May, for use in promoting and improving the business area. The WSMMC was formed in 2008 by passage of Cape May City Ordinance 165-2008. The WSMMC is comprised of 96 self-assessed businesses. All members have businesses or offices within the three blocks (300-500) of the pedestrian concourse known as the Washington Street Mall. In Cape May, BIDs work closely with elected officials and city staff to voice collective concerns, monitor business regulations and obtain funding and support for their business development projects.

The City has developed a model program of a public-private partnership that has helped the City to grow its economy into a 10 months season, as opposed to the standard 12- week season in most seashore resorts. In this arrangement, City-owned properties are leased on a long-term basis for one dollar per year with eight non-profit organizations responsible for the renovations, operations, and maintenance. These non-profit organizations provide valuable services and jobs for the community such as the tourism and marketing efforts offered at the City owned Physick Estate and the Cape May Mid-Atlantic Center for the Arts (MAC). In some communities the services provided by these non-profits are fulfilled by public employees. In this way, valuable services are sustained and jobs are maintained at little cost to the City.

Planning the development of the new Convention Hall has been made with the recognition that this facility should serve a dual role as both a Convention Hall and Community Center. The City of Cape May also recognizes the importance of the convention hall facility's role in providing comprehensive services not only for residents, part time residents and tourists, but also for business and civic groups, musicians, theatre and community groups, and non-profit entities. A consensus building approach was implemented to recognize the needs of the entire community and establish design criteria for replacing the 1964 structure, identified in the 2003 Master Plan as being in need of replacement.

Finally, mixed use development zoning was adopted many years ago and continues to be encouraged by the municipal zoning code to provide opportunities for development to move the City towards a sustainable future. Apartments over commercial uses are permitted in the C-1 and C-2 primary commercial districts. Multifamily dwellings and accessory residential apartments are permitted within the other commercial zones to ensure a walkable City for residents. The City has an adopted COAH housing ordinance which also compliments these regulations.

CAPE MAY CITY CENTER CONVENTION CENTER AERIAL



Source:
NJ Department of State
Office for Planning Advocacy
August 2012

0 100 200 Feet



GOAL	POLICIES	INDICATORS
<p>Goal 4: Protect the Environment, Prevent and Clean Up Pollution</p> <p>STRATEGY: Develop standards of performance and create incentives to prevent and reduce pollution and toxic emissions at the source, in order to conserve resources and protect public health. Promote the development of businesses that provide goods and services that eliminate pollution and toxic emissions or reduce resource depletion. Actively pursue public/private partnerships, the latest technology and strict enforcement to prevent toxic emissions and clean up polluted air, land and water without shifting pollutants from one medium to another; from one geographic location to another; or from one generation to another. Promote ecologically designed development and redevelopment in the Metropolitan and Suburban Planning Areas and accommodate ecologically designed development in Centers in the Fringe, Rural and Environmentally Sensitive Planning Areas, to reduce automobile usage; land, water and energy consumption; and to minimize impacts on public health and biological systems, water and air quality. Plant and maintain trees and native vegetation. Reduce waste and reuse and recycle materials through demanufacturing and remanufacturing</p>	<p>Policy on Air Resources - Reduce air pollution by promoting development patterns that reduce both mobile and stationary sources of pollution, promoting the use of alternative modes of transportation, and supporting clean, renewable fuels and efficient transportation systems.</p> <p>Policy on Energy Resources - Ensure adequate energy resources through conservation, facility modernization, renewable energy and cogeneration; to continue economic growth while protecting the environment; and to modify energy consumption patterns to capitalize on renewable, domestic energy supplies rather than virgin extraction and imports.</p> <p>Policy Waste Management, Recycling and Brownfields- Promote recycling and source reduction through product design and materials management and by coordinating and supporting legislative, planning and facility development efforts regarding solid and hazardous waste treatment, storage and disposal. Capitalize on opportunities provided by brownfield sites through coordinated planning, strategic marketing and priority redevelopment of these sites.</p>	<p>Indicator 4. Percent of brownfield sites redeveloped</p> <p>Indicator 7. Economic output per unit of energy consumed</p> <p>Indicator 8. The generation of solid waste on a per capita and per job basis</p> <p>Indicator 9. Number of unhealthful days annually caused by ground-level ozone, particulate matter and carbon monoxide</p> <p>Indicator 10. Greenhouse gas emissions</p> <p>Indicator 13. Changes in toxic chemical use and waste generation (non-product output or NPO) by New Jersey's manufacturing sector</p> <p>Indicator 15. Vehicle miles traveled per capita</p>

Reduction in air pollution is achieved by extensive planning and implementation of recommendations in the Traffic Plan contained within the Master Plan Reexamination. Examples include promoting the use of alternative vehicles by completing bicycle and pedestrian path projects.

The Recycling and Solid Waste Element of the Master Plan was recently updated during the 2009. The City strives to comply with the New Jersey Statewide Mandatory Separation and Recycling Act. The City maintains a central recycling facility at 830 Canning House Lane to encourage recycling and facilitate higher recycling rates. The recycling plan is also compliant with the County recycling plan.

The Lafayette Street Open Space Project which is located at the JCP&L gasification site is also an example of the City's approach to capitalization on opportunities provided by brownfield sites through coordinated planning, strategic marketing and priority redevelopment of sites. The Green Acres Acquisition of this project would result in the ability to acquire these lands after remediation and allow for development of recreational open space that has been planned and designed in the "Cape May Coastal City: Planning and Designing a Cultural Landscape Network by Temple University School of Environmental Design Cape May Coastal City: Planning & Designing a Cultural Landscape Network, Fall 2009- Spring 2010".

GOAL	POLICIES	INDICATORS
<p>Goal 5: Provide Adequate Public Facilities and Services at a Reasonable Cost</p> <p>STRATEGY: Provide infrastructure and related services more efficiently by supporting investments based on comprehensive planning and by providing financial incentives for jurisdictions that cooperate in supplying public infrastructure and shared services. Encourage the use of infrastructure needs assessments and life-cycle costing. Reduce demands for infrastructure investment by using public and private markets to manage peak demands, applying alternative management and financing approaches, using resource conserving technologies and information systems to provide and manage public facilities and services, and purchasing land and easements to prevent development, protect flood plains and sustain agriculture where appropriate.</p>	<p>Policy on Infrastructure Investments - Provide infrastructure and related services more efficiently by investing in infrastructure to guide growth, manage demand and supply, restore systems in distressed areas, maintain existing infrastructure investments, design multi-use school facilities to serve as centers of community, create more compact settlement patterns in appropriate locations in suburban and rural areas, and time and sequence the maintenance of capital facilities service levels with development throughout the state.</p> <p>Policy on Transportation - Improve transportation systems by coordinating transportation and land-use planning; integrating transportation systems; developing and enhancing alternative modes of transportation; improving management structures and techniques; and utilizing transportation as an economic development tool.</p>	<p>Key Indicator 4. Meet present and prospective needs for public infrastructure systems</p> <p>Indicator 14. The percent of all trips to work made by carpool, public transportation, bicycle, walking or working at home</p> <p>Indicator 16. Number of pedestrian fatalities in vehicular accidents on state roads</p> <p>Indicator 17. Increase in transit ridership</p> <p>Indicator 18. Percent of potable water supplies that meet all standards</p> <p>Indicator 19. Percent of development on individual septic systems</p>

Both Route 9 and the Garden State Parkway terminate in Lower Township, near the Schellenger's Landing Bridge, which provides the main route for vehicular traffic approaching Cape May. A secondary street access is available via Seashore Road, through West Cape May. The Cape May-Lewes Ferry, which provides service between the southern end of New Jersey and Lewes, Delaware, is located at the western end of the Cape May Canal. Buses connect the ferry with Cape May's Transportation Center, which is located near the City's main shopping district, the Washington Street Mall. The Transportation Center is also serviced by the Cape May Seashore Railroad, which provides service between the City and Cape May Court House, via the historic Cold Spring Village. In addition, the Transportation Center is also serviced by frequent daily bus service by New Jersey Transit on a year round basis. This bus service connects with Atlantic City, Philadelphia, North Jersey destinations, New York City, as well as coastal resort destinations.

The Transportation Plan Element of the Master Plan Reexamination was implemented to coordinate transportation and land-use planning. Developing and enhancing alternative modes of transportation has been implemented in the plan and bicycle path projects have been completed. Recognition that transportation should be utilized as an economic development tool is demonstrated as the recommendations for efficient parking and circulation are necessary for sustainability of business within the City.

Existing & Planned Infrastructure:

Cape May City is serviced by Citywide public sewer and public water systems operated by Cape May City Sewer and Water Department. Public infrastructure services all existing development and has excess capacity to service all anticipated growth within the City. Cape May City has been proactive in dealing with potable water availability issues and also operates the first desalination water plant within New Jersey. The City completed the Reverse Osmosis (RO) Water treatment Facility in 1998. The treatment of removing salt from the City's water wells to produce potable drinking water to our customers and surrounding neighbors has been a very successful endeavor. The City has the first facility in our State and surrounding region achieves this service and infrastructure.

Cape May Elementary School is utilized not only as a school, but as a community center. The school houses a branch of the County library, serves as a meeting place for large municipal meetings as well as for small groups and many community programs are held at the facility. The Recreation Department's year-round programs include youth sports, youth dance, adult softball leagues, youth soccer, aerobics, a swim team and an independent Little League program. Direct Users (individuals in unstructured programs) include those who avail themselves of open programs in the Elementary and Franklin School gymnasiums, and with swimming programs at the pool at the Elementary School and on the Coast Guard Base for children, families, and senior citizens. An expanded program is offered to seasonal users. These activities are geared toward families and include a summer day camp and the children's playhouse.

There are numerous parks within the city including, Rotary Park, Lafayette Street Playground, Physick Estate Park, Fisherman's Memorial and Harborview Park. A recreation and open space inventory has been provided in the appendix for a complete listing. Park facilities are discussed in detail in the following section "Community Facilities"

Over a three-year cycle, Cape May has successfully attained \$1.2 million in New Jersey Small Cities CDBG grant funds to ensure compliance with ADA requirements. The primary focus, which implements many of the principles of the Complete Streets Program promoted by Sustainable Jersey and the New Jersey Department of Transportation, has been on providing full access and related amenities on the Promenade and beaches for the local and visiting disabled and elderly citizens.

CAPE MAY CITY PROPOSED SEWER SERVICE AREA AND SEWELL TRACT



Source:
NJ Department of State
Office for Planning Advocacy
August 2012

0 0.25 0.5 Miles



GOAL	POLICIES	INDICATORS
<p>GOAL 6: Provide Adequate Housing at a Reasonable Cost</p> <p>STRATEGY: Provide adequate housing at a reasonable cost through public/private partnerships that create and maintain a broad choice of attractive, affordable, ecologically designed housing, particularly for those most in need. Create and maintain housing in the Metropolitan and Suburban Planning Areas and in Centers in the Fringe, Rural and Environmentally Sensitive Planning Areas, at densities which support transit and reduce commuting time and costs, and at locations easily accessible, preferably on foot, to employment, retail, services, cultural, civic and recreational opportunities. Support regional and community-based housing initiatives and remove unnecessary regulatory and financial barriers to the delivery of housing at appropriate locations.</p>	<p>Policy on Housing - Preserve and expand the supply of safe, decent and reasonably priced housing by balancing land uses, housing types and housing costs and by improving access between jobs and housing. Promote low- and moderate-income and affordable housing through code enforcement, housing subsidies, community-wide housing approaches and coordinated efforts with the New Jersey Council on Affordable Housing.</p> <p>Policy on Design - Mix uses and activities as closely and as thoroughly as possible; develop, adopt and implement design guidelines; create spatially defined, visually appealing and functionally efficient places in ways that establish an identity; design circulation systems to promote connectivity; maintain an appropriate scale in the built environment; and redesign areas of sprawl.</p>	<p>Indicator 20. Percent of New Jersey households paying more than 30% of their pre-tax household income towards housing</p> <p>Indicator 24. Annual production of affordable housing units</p>

The City has made a concerted effort to provide adequate housing at a reasonable cost within the City. In March 2009, the City of Cape May adopted its Housing Element & Fair Share Plan. Substantive Certification was approved by the Council on Affordable Housing on October 14, 2009. Council has since adopted all necessary ordinances to implement the Housing and Fair Share Plan and incorporate these provisions into the zoning Code.

Cape May has demonstrated that providing low and moderate income housing within the City through various planning and zoning techniques remains a priority. Affordable housing is planned proximal to business districts which provide job opportunities. Promotion and development of a pedestrian friendly City enhances this objective and provides cultural, civic and recreational opportunities near planned affordable housing.

The City has been involved in negotiations involving a new 85 unit development located at a site known as the Sewell Tract in East Cape May that includes 71 market rate units and 14 affordable units. This development will have a 20% set-aside.

GOAL	POLICIES	INDICATORS
<p>Goal 7: Preserve and Enhance Areas with Historic, Cultural, Scenic, Open Space and Recreational Value</p> <p>STRATEGY: Enhance, preserve and use historic, cultural, scenic, open space and recreational assets by collaborative planning, design, investment and management techniques. Locate and design development and redevelopment and supporting infrastructure to improve access to and protect these sites. Support the important role of the arts in contributing to community life and civic beauty.</p>	<p>Policy on Historic, Cultural and Scenic Resources</p> <ul style="list-style-type: none"> - Protect, enhance, and where appropriate rehabilitate historic, cultural and scenic resources by identifying, evaluating and registering significant historic, cultural and scenic landscapes, districts, structures, buildings, objects and sites and ensuring that new growth and development is compatible with historic, cultural and scenic values 	<p>Key Indicator 2. The amount of land permanently dedicated to open space and farmland preservation</p> <p>Indicator 12. Conversion of land per person</p>

Cape May has a history of promoting the preservation of historic, cultural, scenic, open space and recreational spaces. These efforts include the creation of the Historic Preservation Commission, establishment of the Historic District, Certification, creation of HPC Design Standards and continued survey documentation of historic structures.

Scenic Resource and open space preservation has been established by the beach replenishment program, continued Environmental Resource Inventory Mapping, procurement of grants for land preservation that includes Sewell Point, and the numerous planning programs undertaken that include the aforementioned Partnership agreement with the Temple University School of Environmental Design.

The City has implemented its own open space preservation tax of 1% since 2002. The City recognizes that these efforts protect and enhance the City's beach, waterfront, open space and other scenic assets and thus promote the tourism industry in which is essential to its commercial base. The inventory of open space provided in the appendix demonstrates the City of Cape May has been proactive in preserving and maintaining its valuable open space. Utilization of these public lands with the public-private partnerships also demonstrates the City's efforts to meet the stated State Plan goal

Through the long-range planning process and coordinated capital planning, the City has now coordinated funding through a grant and the City's capital fund for phased upgrades and improvements to Rotary Park, which is adjacent to the three-block long Washington Street Pedestrian Mall in the downtown historic area. The focus is on transforming Rotary Park into an even more attractive, diversified park, and accommodating to host a wider array of community-oriented cultural, artistic, historical, recreational, and social events. The Rotary Park and Lafayette Street Open Space projects have been planned by community members of all ages during open public meetings as part of the City's partnership agreement with the Temple University School of Environmental Design during the past two years.

PROPOSED CENTER

Center	Land Use			Population		Economy		Infrastructure
Function		Land area (square miles)	Housing	Number of people	Density (population per square mile)	Job Base	Jobs-housing ratio	Capacity (general)
Town	Mixed-use core and diverse housing.	< 2	500 to 4,000	1,000-10,000	>5,000	>500 to 10,000	1:1 to 4:1	Sufficient existing or planned infrastructure
Cape May City		1.44	4,064 or 4.4 units per acre	4,034	<2,801	1,158	<1:3.5	Sufficient existing or planned infrastructure

Center

The land included in the center includes already developed land with access to water and sewer. The Sewell tract is a new 85 unit development located on vacant land known as the Sewell Tract in East Cape May that includes 71 market rate units and 14 affordable units. This development will have a 20% set-aside. The center has been snapped to parcel boundaries where possible and follows environmental features in some instances. All bathrooms and public amenities along the beach have been included but where possible dunes have been excluded. The coast guard base was excluded, but portions of the base have been included in the sewer service area and a planning area change is being proposed for the base.

WEST CAPE MAY

LOWER TOWNSHIP

CAPE MAY CITY

Center

0 1,750 3,500 Feet



Coast Guard Base Planning Area Change

The Coast Guard base which is located at the northeasterly portion of the City nearest the Cape May Harbor is designated Federal Park PA7 and contains 408 acres. The Coast Guard Base contains the Coast Guard TRACEN Cape May Facility and some undeveloped environmentally sensitive areas. Presently the Coast Guard Base is designated as Park and Natural Area in the State Plan. The intent listed for Military Installations in the State Plan is that these are lands under federal jurisdiction and are not subject to the State Plan. The base falls under the jurisdiction of the Coast Guard and Department of Homeland Security, and is more appropriate to be designated as a military base.

OPA Staff Proposed Planning Area Change



Source:
NJ Department of State
Office for Planning Advocacy
August 2012

0 0.25 0.5 Miles



PLANNING & IMPLEMENTATION AGREEMENT

Intended to help forge a lasting partnership between the Commission and the City, Plan Endorsement is a two-way commitment, embodied in the PIA. Additional planning and design work will still be required on the part of the City, and these efforts need to be carefully monitored by the Commission and the state agencies. From the efforts made so far to reach the present consensus, it is evident that the desire of the City to succeed is real and the Commission should support these planning efforts.

Cape May City PIA: Exhibit B

No.	Subject	Action Item	City of Cape May Status
1	Master Plan update	Review goals and priorities of the Master Plan for relevance with the City's current needs given changes in economic and environmental conditions.	
2	ERI Update	The City shall update is Environmental Resources Inventory into a comprehensive single document that addresses the environmental resources within the City as well as discussing the regional relationship of the resources. DEP to provide assistance.	
3	Follow up on Wastewater Management Plan	Upon adoption of the Cape May County Wastewater Management Plan, Cape May shall take any actions necessary to ensure consistency with that plan, including the adoption of necessary ordinances.	
4	TMDL	Appropriate measures to address TMDL	
5	Municipal Public Access Plan	With assistance from the DEP, the City shall develop and adopt, as part of their Master Plan, a Municipal Public Access Plan.	
6	ADA Beach Access Program	The City intends to apply for funding on a competitive basis for proposed annual improvements, potentially through the DCA Small Cities Grants or any other appropriate funding source. The NJDEP will be working with the City to develop the public access plan. DEP will coordinate with the appropriate permitting department.	
7	Green Buildings and Environmental Sustainability municipal master plan element	Cape May should consider developing and adopting a Green Buildings and Environmental Sustainability municipal master plan element and/or should continue to incorporate sustainability into all elements of the master plan. DEP will provide technical assistance.	
8	Recycling	DEP recommends that Cape May consider many of the recycling recommendations within the Master Plan to reduce waste and increase recycling within Cape May. DEP will provide technical support toward these efforts.	
9	Conservation Element and Open Space and Recreation Element	The City of Cape May should use their Environmental Resources Inventory as the basis for developing a new Conservation Element and Open Space and Recreation Plan Element for their Master Plan.	

10	Lafayette Street Open Space	The City intends to apply for funding on a competitive basis for financial and technical assistance for permitting for the future Lafayette Street Open Space Project. For all Open Space funding requested from the NJDEP Green Acres Program, competitive process and CMC should review all guidance documents and observe deadlines.	
11	Rotary Park	The Rotary Park project is targeted for improvement through completed planning efforts. The City intends to apply for funding on a competitive basis for proposed improvements. Funding is given on a competitive basis, observe all requirements and deadlines.	
12	Harborview Park	The Harborview Park located at Cape May Harbor identified above is targeted for improvement through completed planning efforts. The City intends to apply for funding on a competitive basis for proposed improvements. Funding is given on a competitive basis, observe all requirements and deadlines.	
13	Beach Theater Property	This site is directly opposite of the Convention Hall project and redevelopment is necessary for a comprehensive planning of the beachfront in accordance with the Master Plan Re-examination. A boutique hotel may be developed at the site. Technical assistance is requested for CAFRA permitting with the NJDEP's office of permit coordination.	
14	Tourism (Convention Hall)	Promotion and advertising future events at the convention center.	
15	Historic Preservation Commission	DCA recommends that the City of Cape May work towards promoting their historic resources through heritage tourism linkages. The City intends to apply for funding on a competitive basis from the New Jersey Historic Trust. DEP recommends that Cape May continue working through its Historic Preservation Commission on innovative historic preservation planning and incentive programs.	
16	Historic Preservation	The City intends to apply for funding on a competitive basis to prepare historic surveys, provide public information and identification of historic structures and other historic preservation activities. As a Certified Local Government (CLG), Cap May City may seek funding from the NJDEP – SHPO CLG program. Funding may also be sought through the New Jersey Historic Trust's funding programs.	
17	Historic City Hall	Improvements to rehabilitate and preserve the Historic City Hall building are sought. The City intends to apply for funding on a competitive basisproposed improvements through the New Jersey Historic Trust's funding programs & SHPO. The SHPO program does have funding for historic surveys, but not construction activities. Funding is available for the preparation of a Historic Structures Report that would guide decision-making, and/or the preparation of plans, etc.	
18	Ongoing Beach Replenishment (1990-2040)	Technical assistance is requested for permitting with the NJDEP and Army Corps of Engineers. Three years after the adoption of the new Public Access rules (Nov 2012), only those municipalities with MPAPs will be eligible for Beach Maintenance General Permits.	
19	Rehabilitation of Columbia Avenue Water Tower	The City intends to apply for funding on a competitive basis for proposed improvements from the State or USDA Rural Development. Technical assistance is requested for permitting with the New Jersey Department of Environmental Protection for allocation and delivery of potable	

		water.	
20	Fire Department Support Equipment & Expansion of the Fire House	The City intends to apply for funding on a competitive basis for proposed fire house expansion and fire fighting support equipment through any appropriate funding source.	
21	Annual Municipal Road Aid	The City intends to apply for funding on a competitive basis for proposed roadway and pedestrian improvements from any available State or Federal funding sources.	
22	Installation of Additional Bike Paths	The City intends to apply for funding on a competitive basis for proposed roadway and pedestrian improvements from any available State or Federal funding sources.	
23	Mass transportation aid to supplement City and local business funding	The City intends to apply for funding on a competitive basis to supplement the City and local business support of the City's trolley system.	
24	Traffic and Parking improvements	The City intends to apply for funding on a competitive basis for proposed traffic, parking and pedestrian improvements from any available State or Federal funding sources. Improvements include circulation improvements and capital parking projects that include feasibility study and development of a new parking garage.	
25	Traffic safety and pedestrian friendly projects	The City intends to apply for funding on a competitive basis for proposed traffic, parking and pedestrian improvements from any available State or Federal funding sources. Improvements include pedestrian friendly projects that include drop zones, signalization and crosswalks in center city, Lafayette Street and Beach Avenue	
26	Circulation	Circulation Element should further explore shared parking options, in addition to a section on goods movement. Cape May's Vision Statement calls for the enhancement of public transportation, but the City could benefit from a specific analysis of how to maximize the benefit of transit services and foster increased bus transit ridership, for both vacationing tourists and residents prior to requesting public transportation investments.	
27	Completion of Washington Street Mall Renovation	The Washington Street Mall is a five block area. Walkable, pedestrian friendly and safety improvements are proposed. The City intends to apply for funding on a competitive basis.	

STAFF RECOMMENDATION

The City of Cape May's vision is consistent with the State Plan. Therefore, staff recommends Plan Endorsement for the City, including the designation of the aforementioned Center. This recommendation recognizes the efforts made by the City, which has demonstrated commitment and leadership towards improving its plans, through the fulfillment of the Action plan phase. We look forward to working with the City to further its plans via refinement and implementation.