

**Ventnor Plaza Redevelopment Plan**  
**City of Ventnor**

**Draft 10/25/19**

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## Ventnor Plaza Redevelopment Plan

### 1.0 Introduction

This Redevelopment Plan has been prepared for the City of Ventnor (City) for property known as the Ventnor Plaza Redevelopment Area and includes the existing strip shopping center containing approximately 206,000 square feet of building on 15.4 acres of land. Ventnor Plaza is located on the southern side of Wellington Avenue between Little Rock Avenue (partially improved street) and an unnamed and unimproved street. A total of 735 parking spaces currently exist. The property has a street address of 5000 Wellington Avenue and is designated on the City tax map as Block 304, Lot 1. To the east of Ventnor Plaza is the Dollar General Store, to the south are undeveloped marsh lands, to the west is a paper street named Little Rock Avenue and to the north across Wellington Avenue are undeveloped marsh land and the Discount Liquor store. Figure 1 depicts the redevelopment area.

**Figure 1 – Ventnor Plaza Redevelopment Area**



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

The Ventnor Plaza Redevelopment Plan has been prepared pursuant to N.J.S.A. 40A:12A-7 and must be adopted by ordinance by the City Council. The redevelopment plan must include the following components.

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

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

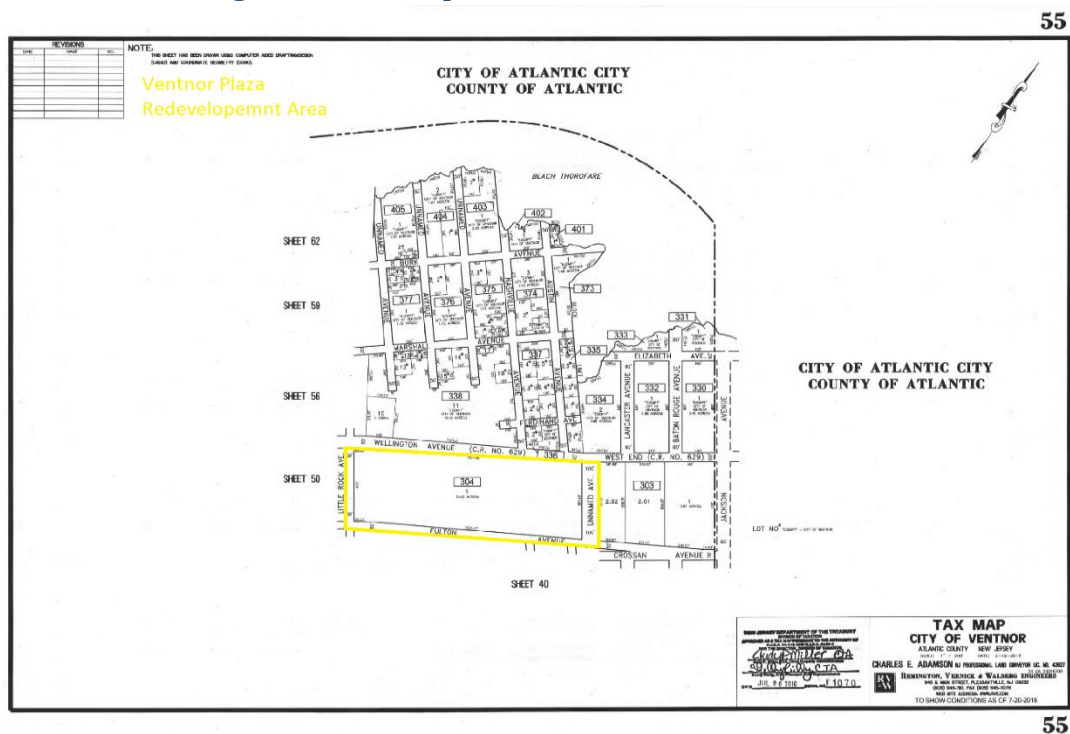
## 2.0 Goals and Objectives of the Redevelopment Plan

The goal of the Redevelopment Plan is to help revitalize, replace and/or redevelop the existing strip shopping center. Shopping centers, in general, have been adversely impacted by internet-based shopping. Creative approaches are necessary to revitalize existing centers. The objective for the redevelopment plan is to encourage redevelopment of the site into a more attractive center providing a mixed-use development with new retail/restaurant pad sites and residential uses above commercial and office uses. The plan will also provide for improvements to on-site circulation, signage and create a new entry gateway by requiring an attractive streetscape along Wellington Avenue. Redevelopment of this site will be compatible with the surrounding uses.

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

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

**Figure 2 – Tax Map for Ventnor Plaza Site**



### 3.0 Land Use Plan for the Ventnor Plaza Redevelopment Area

Figure 3 is an aerial photo of the study area and depicts the Redevelopment Area. This aerial photograph clearly shows surrounding uses which include commercial uses to the east of the site, the surrounding marshlands to the north and south and the residential neighborhoods on Victoria and Surrey Avenues to the west of Ventnor Plaza.

Based upon the variety, density and intensity of uses in the surrounding area additional commercial and a limited amount of residential uses are compatible with the surrounding development. The Redevelopment Plan may include new retail pad sites (maximum for each pad site is 10,000 square feet) to provide additional space for new uses, make better utilization of the site, improve circulation, and increase landscaping opportunities. Residential units will be permitted above ground floor retail or office uses.

**Figure 3 - Aerial of Ventnor Plaza Site**



Figure 4 depicts the existing conditions at the Ventnor Plaza Shopping Center.





The Redevelopment Plan contemplates redevelopment to occur in phases. Phase 1 proposes to permit self-storage facilities with outdoor storage as well as additional landscaping along Wellington Avenue (limited to grasses and evergreen shrubbery), construction of a ramp and canopy at the southwest corner of the existing building as well as other minor site improvements to accommodate the self-storage facility. Figure 5 depicts these proposed improvements.

Figures 6, 7 and 8 represent various concept ideas for future development in the Redevelopment Area. These concepts may be developed in any order and at such time as market conditions warrant. The concepts shown on Figures 6, 7 and 8 (plans C-4, C-5 and C-6) are not meant to be final designs of the site arrangement or uses and may be modified at the time of site plan review subject to Planning Board approval.

The final phase of redevelopment may include residential development on top of nonresidential development. A concept plan for this final phase has not been developed and the Redeveloper must present a concept plan to both the City and the Planning Board for their approval prior to submitting a site plan for any residential development.

**Figure 6 – Concept Plan for Additional Development (sheet C-4)**

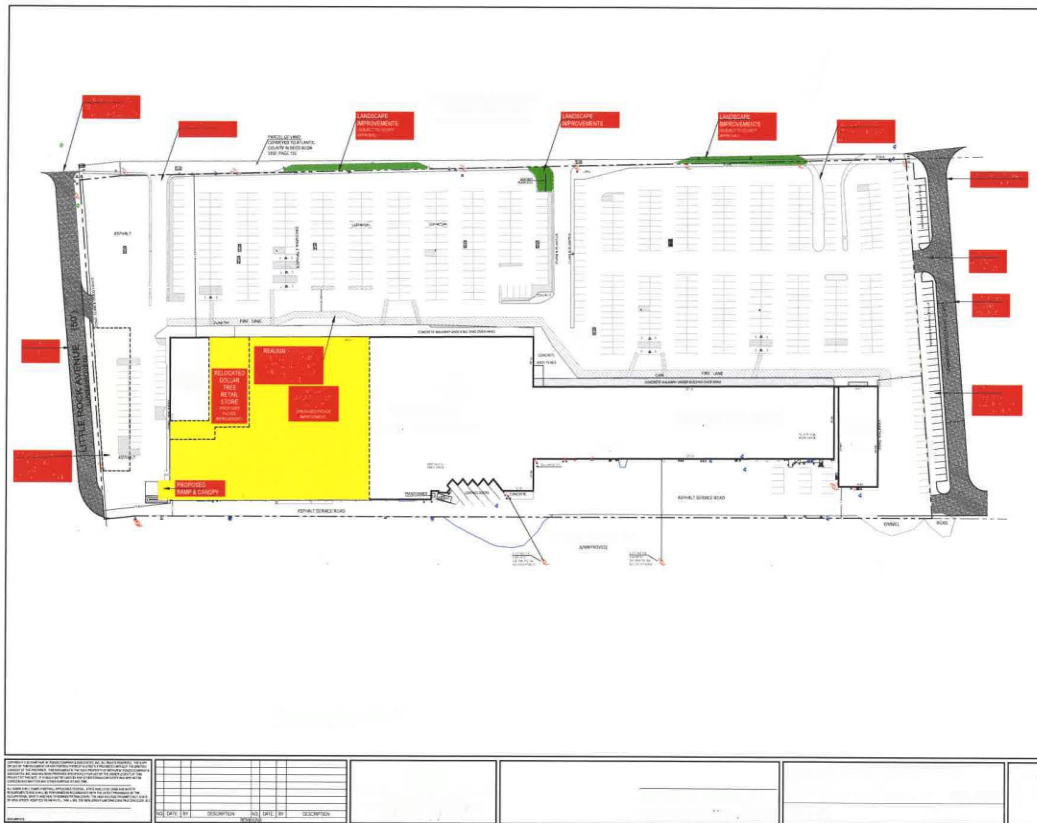


Figure 7 - Concept Plan for Additional Development (sheet C-5)



Figure 8 - Concept Plan for Additional Development Sheet C-6)



#### **4.0 Redevelopment Provisions and its Relationship to the Land Use Code of the City of Ventnor.**

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

#### **5.0 Ventnor Plaza Redevelopment Plan Development Regulations**

##### **5.1 General Requirements**

The Redevelopment Plan is intended to enable a private developer to revitalize, replace, redevelop and enlarge the existing Ventnor Plaza Shopping Center and bring the potential to institute new uses on the property. The Plan will potentially provide opportunities for expansion, better site circulation, improvements to parking, landscaping, signage and lighting as well as introduce new uses such as residential uses and self-storage facilities to the site.

##### **5.2 Definitions**

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

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

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

**Apartment House** - A detached building containing three or more separate housekeeping units and used as a residence by three or more families. Apartment houses shall only be permitted above the first floor of retail or office uses.

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

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



### 5.3 Use Regulations

Principal Permitted Uses. The following principal uses and structures shall be permitted. Multiple principal uses shall be permitted.

- Bank including drive thru or standalone ATM
- Breweries
- Car service center
- Car wash, automatic and full-service
- Churches and houses of worship
- Convenience stores with or without gasoline service
- Data call centers
- Daycare and childcare center
- Farming and garden centers
- Full-service restaurant with or without drive-thru, and take out and fast food with or without drive-thru and take out
- General business offices
- Gym – fitness center
- Hotels
- Medical uses including physician office, dental, urgent care, surgery center, dialysis center, physical therapy, but excluding addiction treatment facilities
- Movie theaters
- Optometry
- Professional offices
- Residential over first floor commercial
- Retail sales
- Schools, commercial and/or trade
- Schools, including charter schools, adult education schools, certification training schools, tutoring and test preparation centers and elementary and/or secondary schools
- Self-storage facility – including outdoor storage for vehicles and boats
- Senior and/or assisted living
- Service businesses including insurance sales and real estate sales
- Shopping center – an intergraded shopping development with multiple stores, services and uses on a parcel of 10 acres or more; each individual use is permitted in a shopping center
- Sports/recreation facility, which may include any or all of the following or similar uses: batting cages, indoor training, virtual golf, miniature golf, laser tag, trampoline, amusements, arcades, tennis and swimming
- Veterinarian office
- Warehousing and distribution

- Wholesale sales or wholesale club, with or without incidental retail or bulk sales
- Physical therapy offices and treatment areas
- Artisan and craft shops including assemble, storage and sales of such craft or art

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

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

#### 5.4 Area, Yard, Height, Coverage and other requirements

##### A. General Regulations

Minimum lot area	10 acres <sup>1</sup>
Minimum lot depth	150 feet
Minimum lot frontage	500 feet
Minimum front yard	20 feet
Minimum Rear yard	20 feet
Minimum Side Yard	20 feet
Maximum residential building height (measured from BFE + to the bottom of the lowest floor support)	60 feet
Maximum residential building number of stories	5 stories
Maximum nonresidential building height (measured from BFE + to the bottom of the lowest floor support)	30 feet
Maximum number of nonresidential stories	2 stories
Maximum building coverage	50 percent
Maximum impervious coverage	90 percent
Maximum floor area ratio	45 percent (301,870 sf)
Number of Parking Spaces - nonresidential	1 space per 350 sf <sup>2</sup>

<sup>1</sup> Which may be comprised of 1 or more lots.

<sup>2</sup> Excluding storage areas.

Number of Parking Spaces – self storage	1 space per 5,000 sf
Number of Parking Spaces - residential	RSIS
Number of principal structures	6
<b>B. <u>Accessory Buildings</u></b>	
Front, side, and rear yard setbacks	20 feet
Maximum height of accessory buildings	15 feet

## 5.5 Additional Requirements and Exceptions

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

## 5.6 Signs

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

Shopping Center Signage:

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

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

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

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

- C. Pad site uses.
  - a. A pad site uses shall be permitted a ground sign, provided that:
    - 1. the height shall not exceed 6 feet from grade; and
    - 2. shall not exceed 24 square feet per side.
  - b. Each façade of a pad site may have up to two (2) wall signs per façade, provided that:
    - 1. the combined maximum size shall not exceed 15 percent of the façade; and
    - 2. not project more than 10 inches from the wall.

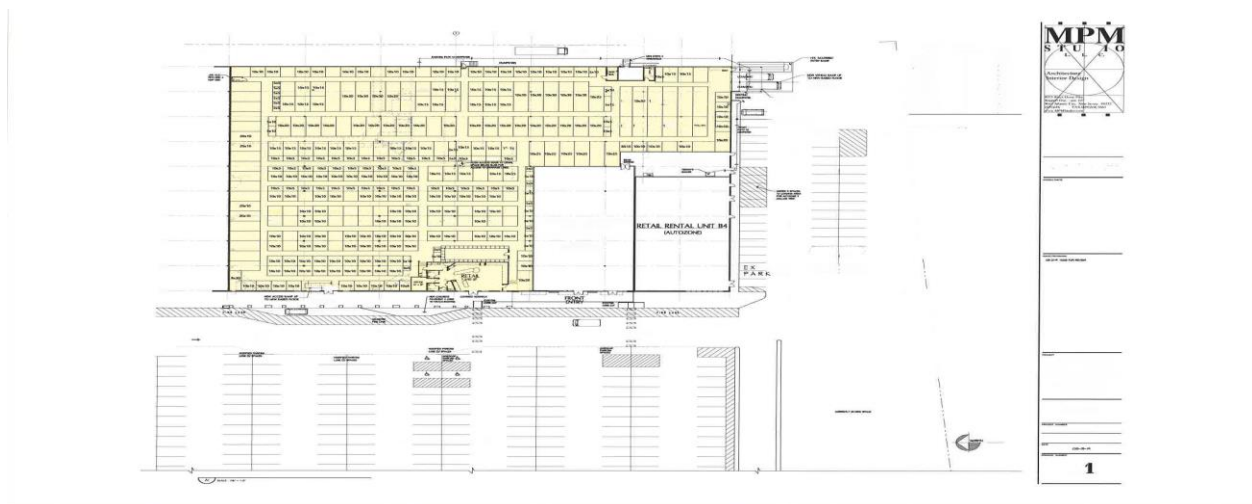
Such signs may be internally or externally illuminated, and 50 percent may be multiple message boards.

### 6.0 Site Planning and Design Standards

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

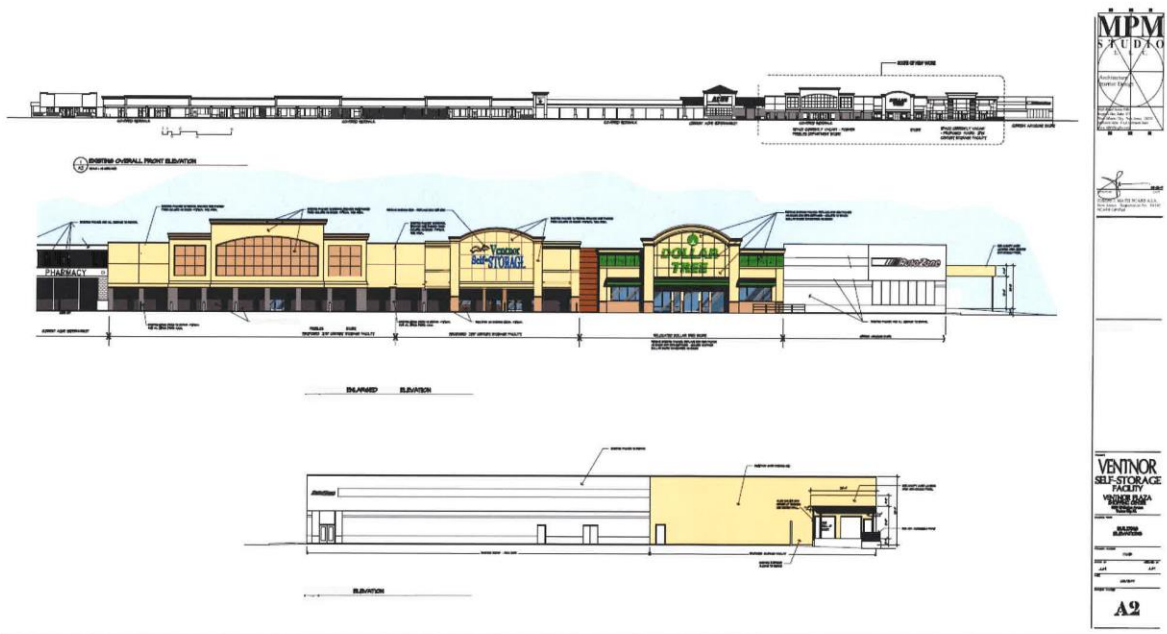
The Phase 1 plan (see exhibits Figure 5, A1, A2 and L1 below) is deemed to be in compliance with this Redevelopment Plan and thus is a “by-right” phase. No additional improvements are proposed for Phase 1 and the existing lighting, parking lot design, grading, drainage and other site plan standards shall be deemed compliant.

**Exhibit A1**

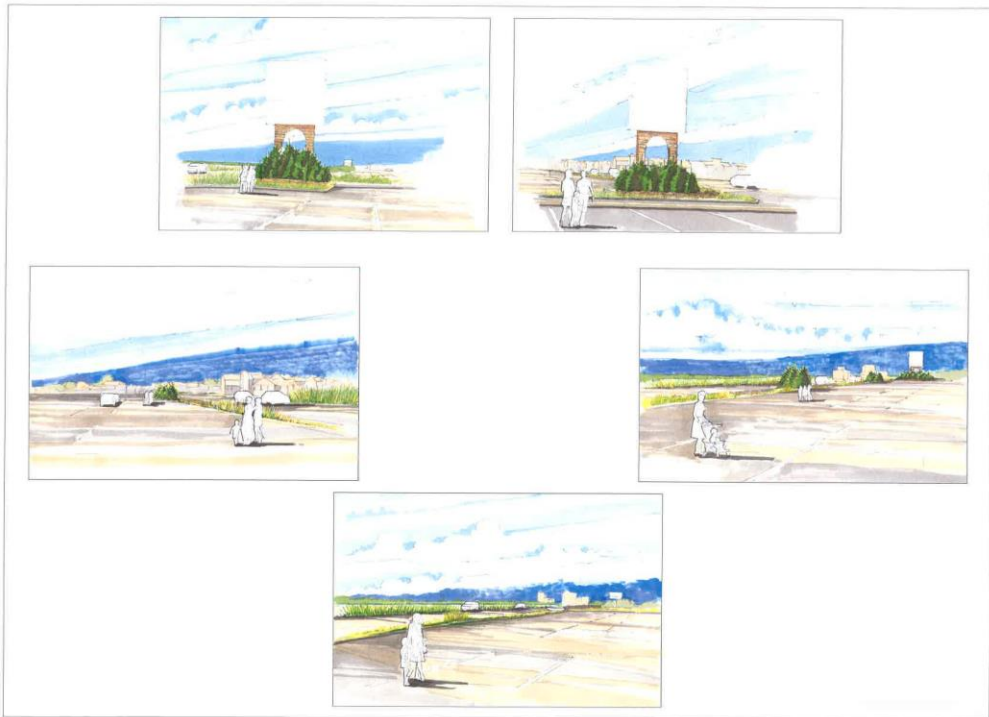


**Exhibit A2**





**Exhibit L1**



A fully engineered site plan shall be submitted to the Planning Board in accordance with this redevelopment plan for Phase 1. This submission shall include a detailed landscape plan, restriping

plan for the parking area affected by the new drop off area, building elevations showing the new store front, proposed signage for the storage facility as well as details on the proposed canopy and ramp at the southwest corner of the building. All future phases shall comply with the submission requirements of this redevelopment plan and the City's Development Regulations.

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

- a) Architectural features that provide variety and visual interest.
- b) Primary building facades shall be articulated by façade offsets and the use of vertical and horizontal elements to provide shadow lines, breaks and banding.
- c) New buildings within the Redevelopment Area should be considered an integral part of the overall site design and developed with appropriate consideration for both proposed and existing buildings with respect to height, mass, siting, location, materials, orientation, signs, lighting and use. New buildings should be of materials, scale and colors to harmonize with the general look and feel desired for the particular location in the Redevelopment Area.
- d) To the extent practicable, new buildings resulting in an increase in the square footage of the shopping center shall face a public street and be integrated into the surrounding streetscape.
- e) Doorways, windows and other openings in the façade of new buildings resulting in an increase in the square footage of the shopping center should be proportioned to reflect a pedestrian scale and encourage interest at the ground level.
- f) Building materials permitted for new construction resulting in an increase in the square footage of the shopping center shall be typical for this type construction and use. Accent materials may include metal tile, stucco, stone and cultured stone.
- g) To the extent reasonable, building materials for new construction resulting in an increase in the square footage of the shopping center should harmonize with surrounding development.
- h) Awnings are permitted.
- i) Garage doors shall be compatible with the overall architectural features and theme of the existing shopping center to the extent reasonable.
- j) To the extent practicable for new construction resulting in an increase in the square footage of the shopping center, solar photovoltaic systems on new roofs and parking decks shall be provided.
- k) Outdoor cafes associated with restaurants located in the redevelopment area are permitted. Outdoor cafes shall be delineated from the public way, parking area and service drives by planters and metal fencing with no more than two entrances to the cafe seating area. A clear width of at least four feet shall be maintained between any outward portion of the cafe and any sidewalk or pathway.
- l) The architectural treatment of the front facade of any new building resulting in an increase in the square footage of the shopping center shall be continued in its major

features around all visibly exposed sides of a building (rear excluded). All sides of a building shall be architecturally designed to be consistent with regard to style, materials, colors and details (rear excluded). Blank wall or service area treatment of side walls visible from public view shall be avoided.

- m) The exteriors of all new buildings in the development, including any permitted accessory buildings, shall be architecturally compatible and be constructed of complementary materials to the extent reasonable.

## **6.2. Streetscape and Landscaping - These standards shall apply to any new construction in the redevelopment area as appropriate.**

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

- a) For Phase 1, landscaping shall be as shown in Figure 5. Additional landscaping shall be developed between the developer and the City in connection with future phases. For other improvements to the shopping center not contemplated by Phase 1 additional landscaping may be required.
- b) At the time a site plan is submitted for the westerly pad site shown, a ten (10) feet wide buffer area shall be provided along Little Rock Avenue. Within the buffer area a four-foot-wide sidewalk shall be provided from Wellington Avenue along the shopping center's access drive connecting to the sidewalk system in front of the stores located in the primary building. Street trees, shrubs, grasses or hardscape may be used in the buffer area as approved by the Planning Board.
- c) At the time a site plan is submitted for the easterly pad site, a ten (10) feet wide buffer area shall be provided along the unnamed street. Within the buffer area a four-foot-wide sidewalk shall be provided from Wellington Avenue along the shopping center's access drive connecting to the sidewalk system in front of the stores located in the primary building. Street trees, shrubs, grasses or hardscape may be used in the buffer area as approved by the Planning Board.
- d) A streetscape plan for Wellington Avenue shall be required as part of any site plan after Phase 1. The Wellington Avenue streetscape plan shall include a ten (10) feet in width landscape area. Within the buffer area or within the right-of-way a four-foot-wide sidewalk shall be provided along the redevelopment areas frontage. Street trees, shrubs, grasses or hardscape may be used in the buffer area as approved by the Planning Board.
- e) All landscaped areas shall be maintained regularly and replaced as needed. A schedule for maintenance, including specifications, methods and procedures to be utilized, shall be included with the landscaping plan submitted as a condition of site plan approval.
- f) Landscaping materials should conform to the Plant Species List - Appendix A19 to the maximum extent practicable, included as an attachment to the Ventnor Development Ordinance or as determined most feasible by the developer.
- g) Deciduous street trees shall have a caliper of at least three inches and be 10 feet to 12 feet in height at planting. Evergreen trees shall be at least six feet tall unless otherwise specified. All

trees shall be balled and burlapped and be of specimen quality as established by the American Association of Nurserymen. Plantings should be consistent with the “Tree Plan for Ventnor City”, dated August 2014.

- h) Any landscaping which, within two years of planting, dies for any reason shall be replaced by the developer(s) or by the current owner at their sole expense.
- i) Native vegetation shall be utilized where possible due to its natural resistance to drought and disease. Use locally sourced material where possible.
- j) Vegetative ground cover is encouraged. Stone, mulch or brick pavers may be used in landscaping beds.
- k) Evergreen planting or other suitable material should be considered wherever the shopping center abuts existing residential development.
- l) Street furnishings that serve the anticipated occupants or users of all exterior spaces, including, but not limited to benches, gazebos, trash and recycling receptacles, bicycle racks, drinking fountains, kiosks, sculptural elements, bollards, decorative fences, seat walls, and pedestrian-scale lighting shall be provided. A palette of compatible site furnishings should be developed for the entire redevelopment zone.
- m) The following design principles shall be considered in any landscape design:
  - 1. Landscaping shall be located to provide for climate control.
  - 2. Landscaping shall be used to accent and complement buildings.
  - 3. Landscaping shall be provided in public areas, recreation sites and adjacent to buildings.
  - 4. Vines and climbing plants may be considered for large expanses of wall.
  - 5. Ground cover shall be used to prevent erosion.
  - 6. A variety and mixture of landscaping shall be provided. Consideration shall be given to susceptibility to disease, colors, season, textures, shapes, blossom and foliage in selecting species.
  - 7. Local soil conditions and water availability shall be considered in the choice of landscaping.
  - 8. Existing trees located within 10 feet of any street right-of-way shall be maintained unless shown to be removed as part of an approved plan. The existing grade within that space shall not be disturbed without such approval.
  - 9. The impact of any proposed landscaping plan at various time intervals shall be considered. Shrubs may grow and eventually block sight distances. Foundation plants may block out buildings.
  - 10. Existing large trees (more than six-inch caliper) shall be saved by not varying the grade around the trees by more than six to 12 inches, by construction of tree wells and by erecting protective fences.

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

To the extent commercially and economically feasible:

- a) Energy Efficiency



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

b) Water Conservation

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

c) Building Material

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

#### 6.4 New Outdoor Lighting Standards

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

5) Pad sites shall meet the requirements of this section 6.4.

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

- a) New mechanical equipment located on building roofs shall be screened so as not to be visible from the ground level from adjacent developments and from public streets and spaces. Screening material shall be compatible with the primary building.
- b) New mechanical equipment at ground level shall be screened and located toward the rear of the site to the extent practicable. Screening material shall be compatible with the primary building. The use of evergreen plantings to screen ground level mechanical equipment shall be considered.
- c) All trash enclosures shall be screened and or enclosed. Trash enclosures shall use construction material compatible with the primary building closest to it.
- d) Trash enclosures shall be suitable sized to provide adequate space for waste and recyclables.

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

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

**6.7 Circulation/Parking.**

- a) Any new circulation improvements which occur within the public right of ways of Little Rock Avenue and the unnamed paper street shall be constructed and maintained by the Redeveloper. These improvements shall provide for unrestricted vehicular and pedestrian access for adjoining properties.
- b) At the time a site plan is submitted for the westerly pad site shown in Figures 6, 7, and 8 the circulation improvements shown along Little Rock Avenue and within the site shall be required unless varied by the Planning Board.
- c) At the time a site plan is submitted for the easterly pad site shown in Figures 6, 7, and 8 the circulation improvements shown along the unnamed street and within the site shall be required unless varied by the Planning Board. A future vehicle and pedestrian connection from the redevelopment site to adjoining Block 303, Lot 2.01 and Lot 2.02 shall be included in any design for the access drive on the unnamed paper street. A shared maintenance agreement for this easterly drive with the adjoining property owner is contemplated.
- d) Shared Parking – Applicants proposing to use shared parking as a means of satisfying off-street parking requirements for residential development shall submit a shared parking analysis to the Board that clearly demonstrates the feasibility of shared parking. The shared parking analysis should address, at a minimum, the size and type of the proposed

development, the anticipated rate of parking turnover, the anticipated peak parking and traffic loads for all uses that will be sharing off-street parking spaces, and the times at which anticipated peak parking and traffic loads for all uses will occur.

## **6.8 Special Standards for Outdoor Storage of Vehicles and/or Boats - These standards shall only apply if outdoor storage is proposed for any use.**

- a) Outdoor storage of cars and boats only shall be limited to areas behind the main shopping center structure and an area west or east of the shopping center structure as approved by the Planning Board. No pods are permitted. The use of this area for abandoned cars and/or boats is strictly prohibited and the City shall have the authority to remove them at the expense of the record owner.
- b) Storage shall be limited to one level. The use of a racking system that permits multi-level storage is only permitted if the Planning Board finds that the storage will not have a negative impact on the surrounding uses.
- c) Outdoor storage areas not screened by the existing shopping center shall be screened and or enclosed on four sides. Screening may be either walls, wood fencing, vinyl fencing, vinyl coated chain link fence, and or evergreen plantings. Walls, fences or enclosures shall be constructed of material similar or architecturally and reasonably compatible with the primary building nearest it.
- d) Additional Screening requirements.
  1. Solid wood fencing shall be a minimum of eight feet in height.
  2. Wall Screens or other type enclosures shall be constructed to a minimum height of eight feet.
  3. Access points to the storage area shall be controlled by a solid movable gate.
  4. Evergreen plantings, if proposed, shall be eight feet in height at time of planting.
  5. If chain link fencing is proposed it shall be vinyl covered with an evergreen planting ten feet in height at time of planting on all four sides.

## **6.9 Street Vacation/Licenses**

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

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

### **7.1 City of Ventnor Master Plan**

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

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

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

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

## **2006 Reexamination**

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

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

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

## **2016 Reexamination**

Since the 2006 Master Plan Reexamination Report the City has identified the Wellington Avenue Redevelopment area as an area in transition and an area that will need changes and or encouragement if it is to continue to be a successful commercial node. While the 2006 Reexamination



indicted a concern for the City's eroding commercial base due in part to the aggressive residential development and the closing of casinos in Atlantic City, the 2016 Reexamination went further and noted that "The challenges presented by this economic contraction have brought renewed urgency to economic development goals in Ventnor. The City seeks to continue expanding its commercial offering to strengthen its taxable base and commercial amenities." (2016 Reexamination Report, Page 13). Redevelopment of the study area would further the goals and policies of the 2006 and 2016 Reexaminations relating to commercial development.

### **2016 Land Use Element**

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

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

Additionally, the 2016 Land Use Element notes that due to the increase in land values and underutilization of certain commercial areas, the consideration of planned multifamily residential could be considered provided there is adequate infrastructure to support development. The Land Use Plan also recommends the City revisit and revise existing zoning standards for the City's commercial districts, ensure that bulk requirements support flood-proofing measures for the City's commercial districts and institute streetscape and landscaping requirements (2016 Land Use Element, pages 2-3). The Redevelopment Plan further these goals, policies and provides a mechanism to implement this specific recommendation.

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

### **2016 Economic Development Element**

The 2016 Economic Development Element recommends that the continuation of commercial business areas should be encouraged, and new types of businesses examined for their potential community contribution. Low impact commercial development will be encouraged. The Redevelopment Plan further the goals and policies of the 2016 Economic Development Element of

the Master Plan by encouraging new development to locate in the redevelopment area, stabilize existing uses, and create new design standards.

## **7.2 Surrounding Municipalities Master Plans**

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

## **7.3 Atlantic County Master Plan**

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

- Incorporate principles of sustainability and resiliency into all aspects of County planning and policy development.
- Acknowledge the risks associated with climate change, sea level rise, and severe weather events, by applying lessons learned in the aftermath of Hurricane Irene, the Derecho of 2012, and Superstorm Sandy.
- Promote targeted growth and development in areas served by existing infrastructure outside flood prone areas, and encourage redevelopment of under-utilized urban, suburban, and rural sites.
- Coordinate County planning efforts with other entities including municipalities, improvement authorities, economic development agencies, and state agencies.
- Encourage the diversification of the County's economy and job creation by supporting business attraction and development initiatives.
- Promote the location of research and development businesses for mutual benefit of industry; job searchers and the colleges in Atlantic County.
- Capitalize on the Federal Aviation Administration (FAA) William J. Hughes Technical Center and its continued expansion as an asset for industry and job attraction.
- Support the County's status as a tourist destination with a wide array of natural amenities and communities of interest.

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

## **7.4 State Development and Redevelopment Plan**

The State Development and Redevelopment Plan (State Plan) is adopted by the State Planning Commission and is used to guide state agencies and municipalities in planning efforts across multiple

jurisdictions. The purpose of the State Plan is to *coordinate planning activities and establish Statewide planning objectives in the following areas: land use, housing, economic development, transportation, natural resource conservation, agriculture and farmland retention, recreation, urban and suburban redevelopment, historic preservation, public facilities and services, and intergovernmental coordination.*

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

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

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

## **8.0 General Provisions of the Redevelopment Plan**

### **8.1 Redevelopment Authority**

The governing body shall act as the Redevelopment Authority pursuant to the Redevelopment Law for purposes of implementing this Redevelopment Plan and carrying out redevelopment projects. The governing body shall review and approve a redevelopment concept plan and project description of the proposal.

### **8.2 Redevelopment Agreement**

The Redevelopment Authority shall enter into a redevelopment agreement with the redeveloper that comports with the requirements of the Redevelopment Law.

In addition, the redevelopment agreement may contain the following additional provisions.

1. Interim and final redeveloper designations.
2. Terms for dispute resolution.
3. Allowance for changes in the agreement should a “force majeure” or “casualty” event occur.
4. A guarantee of performance by the redeveloper to ensure improvements are completed as required by the MLUL.
5. Any sharing of costs between the public and private entities.
6. Default termination clauses and their remedies for failure to perform by the redeveloper.
7. Provisions that specify allowed deviations from the development regulations, excepting use regulations.

8. Provisions to permit payment in lieu of taxes or other tax abatement and impact mitigation provisions.
9. Transfer of development and other rights of the redeveloper.
10. Development proforma.
11. The Redeveloper shall be responsible for typical site plan requirements including but not limited to site sidewalks, curbing, landscaping, internal drives, drainage both on-site and offsite, as required to meet City stormwater regulations.
12. Any other clauses deemed necessary to effectuate the Redevelopment Plan by the Redevelopment Authority.

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

### **8.3 Effect of Redevelopment Agreement**

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

### **8.4 Development Plan Review and Approval**

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

### **8.5 Escrow Fee**

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

### **8.6 Application for Development**

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

1. A sustainable design assessment.
2. An architectural elevation of each façade.



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

### **8.7 Redevelopment Authority Approval**

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

### **8.8 Planning Board Review**

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

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

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

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

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

### **8.9 Project Phasing**

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

### **8.10 Approval by Other Agencies**

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

### **8.11 Duration of Plan**

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

### **8.12 Non-Discrimination Provisions**

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