

BOROUGH OF WEST CAPE MAY

Master Plan Reexamination
Report

October 2015

Prepared by
Heyer Gruel & Associates
236 Broad Street
Red Bank, NJ 07701

CREDITS

West Cape May Planning Board

Mayor Pamela Kaithern, Class I

Doris Jacobsen, Class II

Carol Sabo, Commissioner, Class III

Kevin O'Neill, Class IV

Paul Mulligan

Diane Rea

Art Joblin

Barbara Lamb

Mark Kulkowitz

Thomas J. Belasco, Alternate

Lisa Roselli, Alternate

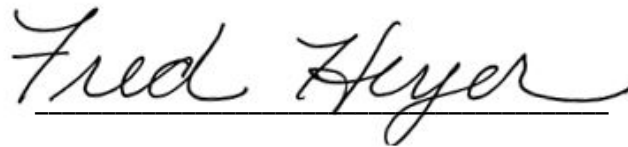
Heyer Gruel & Associates

Susan S. Gruel, PP

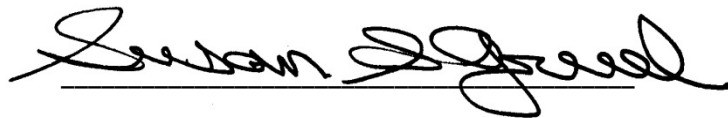
Fred Heyer, PP, AICP, LEED- AP ND, CNUa

Elena Gable

This document is signed and sealed in accordance with N.J.S.A. 45:14A-12

A handwritten signature in cursive script that reads "Fred Heyer". The signature is written in black ink and is positioned above a solid horizontal line.

Fred Heyer, PP #3581

A handwritten signature in cursive script that reads "Susan Gruel". The signature is written in black ink and is positioned above a solid horizontal line.

Susan Gruel, PP #1955

INTRODUCTION

This report constitutes the Master Plan Reexamination Report for the Borough of West Cape May as defined by the New Jersey Municipal Land Use Law (N.J.S.A. 40:55D-89). The purpose of the Reexamination Report is to review and evaluate the local Master Plan and Development Regulations on a periodic basis in order to determine the need for update and revisions. The Municipal Land Use Law (MLUL) requires that this review be conducted at least every ten years and requires that it be conducted by the Planning Board.

The Borough of West Cape May adopted its last Comprehensive Master Plan Update in 2005. The last Master Plan Reexamination Report was also adopted in 2005.

The Borough has undertaken the following Master Plan activities within the last ten years:

- The Borough adopted a Storm Water Management Plan as an element of the Master Plan in 2005.
- The Borough adopted a new Housing Element and Fair Share Plan as an element of the Master Plan in September 2008.

This report has been prepared in order to satisfy the 10-year review requirement of N.J.S.A. 40:55D-89. Section A of this report identifies the objectives which were established in the 2005 Reexamination Report and Master Plan Update. Sections B and C describe what changes have occurred in the Borough and the State since the adoption of the 2005 plan. Finally, Sections D and E discuss recommended actions to be addressed by the Borough in the future.

PERIODIC REEXAMINATION

The MLUL requires that reexamination reports address the following five criteria set forth in N.J.S.A. 40:55D-89:

- a. The major problems and objectives relating to land development in the municipality at the time of the adoption of the last reexamination report.
- b. The extent to which such problems and objectives have been reduced or have increased subsequent to such date.
- c. The extent to which there have been significant changes in the assumptions, policies, and objectives forming the basis for the master plan or development regulations as last revised, with particular regard to the density and distribution of population and land uses, housing conditions, circulation, conservation of natural resources, energy conservation, collection, disposition, and recycling of designated recyclable materials, and changes in State, county and municipal policies and objectives.
- d. The specific changes recommended for the master plan or development regulations, if any, including underlying objectives, policies and standards, or whether a new plan or regulations should be prepared.

- e. The recommendations of the planning board concerning the incorporation of redevelopment plans adopted pursuant to the "Local Redevelopment and Housing Law," P.L.1992, c.79 (C.40A:12A-1 et al.) into the land use plan element of the municipal master plan, and recommended changes, if any, in the local development regulations necessary to effectuate the redevelopment plans of the municipality.

MUNICIPAL SUMMARY

The Borough of West Cape May is a less than 1 square mile (636 acres) in the southern region of Cape May County. The Borough shares a boundary with Cape May City to the east and southeast and Lower Township to the south, west, and north.

According to the 2010 Census, the population of the Borough was 1,024, which represents a decrease of 71 people +/- (6.5%) from the 2000 population of 1,095.

West Cape May can be characterized as a small town that experiences significant seasonal resort activity. Limited vacant parcels and environmental constraints restrict future residential and commercial growth.

A. MAJOR PROBLEMS AND OBJECTIVES RELATED TO LAND DEVELOPMENT IN THE BOROUGH OF WEST CAPE MAY AT THE TIME OF THE ADOPTION OF THE LAST MASTER PLAN.

The following represent the Master Plan objectives which were identified in the 2005 Master Plan Reexamination and the 2005 Comprehensive Master Plan Update. Revisions to these objectives are discussed in Section D of this Reexamination Report.

- Infrastructure (water and sewer)
 - Provide adequate municipal sanitary sewer, storm sewer and water service throughout the Borough
 - Develop a strategy for expanding municipal sewer service to areas in the western portion of the Borough, which lie within the sewer service area but have no access to municipal sewer mains.
 - Continue to upgrade and extend the infrastructure network to service future residential development and to strengthen the economic future of the Borough
 - Identify a supplier of safe water
 - Explore the possibility of expanding the sewerable area boundary to include houses currently prohibited from connecting to the municipal sewer service
 - In areas not presently sewered, encourage innovative waste disposal systems
 - Encourage new growth within existing service capacity and characteristics of a growing resort economy
 - New development should be related to the capacity of existing services and a variety of services and facilities should be provided to serve existing and future residents.
- Environmental Preservation, Recreation and Open Space
 - Develop a program to preserve and protect marshes, dense forests, stream corridors, and other open space throughout West Cape May to maintain the Borough's quality of life and to protect both manmade and natural environments (especially where the land and water meet, which is home to the largest number of wild life species)
 - Encourage development of recreational facilities, parks and cluster housing in selected areas to ensure adequate open space, which should be distributed and designed to provide a variety of uses for both year-round and seasonal residents
 - Plan for parks and recreational areas as well as conservation for unforeseeable needs of the public in the future
 - Encourage the development of bike paths, walking paths and recreational areas for use by year-round and seasonal residents of the Borough

- Explore the possibility of purchasing open space which could be designated as parklands within the Borough, including wetlands and areas along Cape Island Creek, Explore private and public funding for these purposes
- Emphasize limited (utilization)of open space with a strategy including conservation of Borough owned property- but not limited to such.
- Encourage dune and beach reconstruction south of Sunset Boulevard (possibly through joint municipal involvement)
- Develop a municipal natural resource inventory, a factual description of the environmental variables that affect or limit development in the Borough
- Ensure the monitoring of closed landfills in Lower Township
- Traffic Safety, Circulation and Parking
 - Develop a coordinated system for vehicular and pedestrian traffic and circulation that serves the needs of the community
 - Explore methods to decrease congestion along Broadway and other major arteries, especially during tourist season
 - Develop a strategy to reconstruct the poor surfaces of roads and streets. Encourage proper lighting in the commercial areas to enhance public safety
 - Pursue the reduction of traffic speeds on Sunset Boulevard, Broad, Stimson, Leaming, Central and Park Boulevard. Pursue a traffic light at the intersection of Stimson and Broadway. Enhance public safety by changing Pearl Avenue to a one-way, west to east.
 - Develop a strategy to provide parking for commercial establishments along Broadway and elsewhere as appropriate (e.g. satellite parking provided by the Borough; use of municipal property for public parking lots).
 - Promote public transit and revitalization of the rail service.
 - Explore the feasibility of paving Borough alleyways and permitting their use for local traffic and/or pedestrian and biking traffic.
- Economic Development & Growth
 - Encourage low-impact commercial development in the C-1 zone, including development of galleries, shops, restaurants and other development which encourages the growth of a resort economy; provides employment opportunities to the citizens of the Borough; enhances the tax structure of the Borough and generally helps to commercialize the Borough without disrupting the rural character of the community.

- Promote diversity in services and accommodations by maintaining a balance of small businesses, hotels and motels, guest homes and more creative accommodations and services along Sunset.
- Use Historic Preservation as a means by which small-scale, low impact commercial development can be promoted without disrupting the rural residential nature of the community
- Encourage expansion of commercial use oriented toward the re-use of valuable historic buildings that do not disrupt the tranquility of the area
- Create flexible development controls for the large vacant tracts so that the rural atmosphere can be encouraged.
- Study the feasibility of revising permitting uses in areas which presently prohibit commercial use
- Housing and Neighborhood Preservation
 - Develop a housing strategy which addresses the needs of both year-round and seasonal residents, providing density and choice of housing opportunities for all Borough residents
 - Encourage development and maintenance of affordable housing for all age groups, including manufactured homes and cluster housing
 - Preserve and protect existing neighborhoods and housing stock including existing older accommodations such as homes and guest homes whenever possible
 - Preserve existing land uses which are unique to the Borough, including farmlands and historic alleyways
 - Create incentives for such preservation without engendering excessive governmental regulation of such structures
 - Encourage the architectural design of new development to complement and relate to the existing scale and architecture of the area involved
 - Encourage a compatible mixture of residential and commercial development to maintain stability in property taxes
 - Permit home occupations and cottage industry in the residential zones with specific guidelines establishes.
 - Inventory the Borough's housing stock to determine exact use or uses
- Additional Uncategorized Items
 - Promote the use of municipal parking facilities during emergency situations (flooding, hurricanes, snowstorms, etc.)

- Pursue shared educational facilities
- Provide high level of service such as police protection, elderly support services, potable water, sewer and storm drain systems and improvements to educational facilities
- Actively support the fire department and rescue squad
- Explore the possibility of community health care with the cooperation of the County and/or surrounding communities
- Encourage state-of-the-art energy conservation in materials and workmanship
- Establish developmental boundaries of the Borough for purposes of the State Master Plan, to enhance and ensure fair treatment for the Borough in the implementation of State environmental laws/regulations
- Encourage citizen groups and designated committees to identify historic points of interest and to develop walking and biking tours of the Borough
- Use the Farmland Assessment Act to continue the economic viability of farming

B. THE EXTENT TO WHICH PROBLEMS AND OBJECTIVES HAVE BEEN REDUCED OR HAVE INCREASED

Some of the problems identified in the 2005 Comprehensive Master Plan Update and Reexamination Report in December 2005 have undergone changes in circumstances since that time.

Infrastructure Issues

Since 2005, inadequate sewer and water infrastructure has ceased to be a problem for West Cape May in terms of the limitations it places on land development. The sewer system was improved, but the provision of water and sewers throughout the entire Borough is no longer desirable because it would encourage sprawl-type development. It was determined that upgrades to the infrastructure network would continue to take place in order to service existing development, but the expansion of the infrastructure was undesirable. The USDA has approved the Borough's request for replacement of a portion of the Myrtle Street sanitary sewer and rehabilitation of the Broadway pump station.

The lack of a sewage system and other infrastructure, particularly in the western portion of the Borough, has served as a deterrent to undesirable growth in those areas. The Borough also participates in open space acquisition and farmland preservation programs to prevent greenfield development. This has not prevented the Borough from continuing to meet the infrastructure needs of existing residents and businesses. The collection, disposition, and recycling of designated recyclable materials continues to be a priority to Borough.

Environmental/Sustainability Issues

Salt intrusion into the aquifer was a serious concern for the community, despite the construction of the Cape May City desalinization plant and the expansion of municipal water service in the Borough, especially when the intrusion affects properties serviced by well water.

The Borough has experienced developmental pressures due to the charm of its rural character, which threatened the protection of the natural environment and the preservation of natural and man-made (recreational) open space.

The continuing effects of sea-level rise may be exacerbating the problem of salt intrusion. Saltwater contamination in the Cohansey aquifer, the main source of water supply for the area, is advancing inland at a rapid rate. Also, tidal activity is penetrating farther into the interior of Cape Island each year.

In terms of sustainability, an energy audit was performed on the municipal building several years ago and a solar rooftop system was installed. Natural gas facilities have been expanded and modernized. In 2009, the Borough adopted an ordinance establishing regulations for small wind and solar energy systems.

Growth Issues

The need was expressed to expand appropriate commercial land uses within the Borough, specifically tourist accommodations with supportive small-scale retail and other uses, to create a commercial district on Broadway that would support the tourist economy and provide employment and business opportunities to residents. The lack of a significant commercial base has resulted in an over-reliance on residential property taxes to fund municipal services and education.

The developmental pressures impacting the Borough's natural resources jeopardized undeveloped open space, including agricultural open space, as well. Accordingly, the protection and preservation of the agricultural lands remains a serious concern.

Preservation of the built environment, specifically the historic architecture, continues to be a concern. Many developers and property owners have been demolishing older, architecturally-significant buildings and replacing them with modern and/or multi-unit structures. These historic structures are a key component of the Borough's tourist economy, and their loss impacts the aesthetics and attractiveness of the community to visitors and residents.

The 2005 Plan recommends establishing a "strong" Historic Preservation Commission (HPC). The Borough adopted a HPC ordinance in 2007. This ordinance established a strong HPC and is currently functioning and reviewing development applications. The establishment of a "strong" Historic Preservation Commission (HPC) of the type has given the Borough greater control over the character of its historic core.

In terms of the business district, the Borough hired the urban design firm Rhodeside Harwell through a Smart Growth grant to evaluate the business district. A Business Urban Design Plan was developed to direct the creation of a thriving commercial district.

The Borough's stance against building new infrastructure in agricultural areas and participation in the County Farmland Preservation Program have strengthened the protection for existing agricultural uses and prevented additional sprawl.

Traffic & Circulation Issues

Traffic congestion and poor circulation, especially during the tourist season, raise safety concerns in the Borough because of the area's increasing popularity as a tourist destination and a residential community, and a need was expressed to address this issue. Improving Borough sidewalks for pedestrians remains a priority. A Task Force on Alternative Transportation Modes was formed just prior to the 2005 Plan to address, in part, bicycle paths, walking paths, and congestion-related issues. The shortage of on-street and off-street parking is a longstanding concern and is expected to increase. The Land Development Ordinance and the Borough's attitude toward parking variances are expected to impact this issue in the future.

Providing additional access to the downtown center near Wilbraham Park is still a priority. In addition to making the area easier to reach by alternative means of transportation, additional

parking would be one potential response to this need. A new parking lot has been constructed on Sunset, and there are other large parking lots available for customers of CVS/pharmacy, and the Park Boulevard shops. However, other area destinations are not sufficiently served by the current quantity of on-street and off-street parking. Ordinance 428-09 calls for a Dedicated Parking Fund which can be used by the Borough to acquire, lease, and maintain off-street parking in areas where privately-provided parking is insufficient. Non-residential landowners may satisfy their minimum parking requirements by contributing to this fund if they are unable to provide sufficient parking on their own.

The Borough of West Cape May Local Bicycle and Pedestrian Assistance Study was completed and shared with the public in 2008. The Borough already has implemented some of the recommendations contained in the study, but the bicycle and pedestrian networks remain fragmented through most of the Borough except for Broadway. Further sidewalk construction is recommended in the study to create a more continuously walkable Borough. Striped crosswalks and other amenities have been added. Several blocks of Park Boulevard near Wilbraham Park have been restriped to include a bike lane, but no lane is provided farther north. A collaborative effort between the West Cape May, Cape May, Cape May Point and Lower Township Environmental Commission is to improve and expand bicycle and alternative transportation modes throughout Cape Island is underway. The design of a modern roundabout is underway for the West Perry, Myrtle Avenue, and Park Boulevard intersection and is seen as a top priority.

Open Space & Recreation Issues

Conservation of natural resources remains a concern. While providing adequate recreation facilities is a priority, it is acknowledged that the Borough is dependent on grant funding for the improvements required.

The preservation of existing farmlands is viewed as a significant tool to preserve open space. The creation of recreational uses as a tool for preserving open space is also favored, but the funding for land acquisition impeded the maximization of this tool. Similarly, funding for new, multi-use open space in targeted locations remains an issue.

The Borough also recognizes the need for recreational facilities as a means of preserving open space.

The most logical recreation planning option for the Borough is Open Space Acquisition and/or Farmland Preservation. A Greenway Plan and Eco-Park were conceptualized to meet the recreation and conservation needs and objectives for West Cape May. Additional areas were also identified to be considered for passive recreation. These concepts are discussed further in section D.

- Greenway: Ocean-to-Bay network of paths connecting the Delaware Bay to the Atlantic Ocean via the Central Wetlands Corridor. This would entail acquisition of privately-owned undeveloped lands, and financing was anticipated from Farmland Preservation funding, Green Acres funding, private endowment grants, and other

means. One of the things that has strengthened the Greenway is the acquisition of the Burton parcel of roughly 3 acres by the NJDEP, which will be managed as part of the Higbees Beach Wildlife Management Area.

- **Eco-Park:** Recreational area in the eastern portion of the municipality that would contain active and/or passive recreation facilities, interpretive stations, eco-tourism opportunities and related uses. No funding mechanisms were identified, but it was noted that one of the State's primary policies is the remediation of landfills and other impacted properties, especially in environmentally-sensitive areas. In light of the Garret Family preserve purchase along Cape Island Creek, the eco-park remains a priority.

The Borough created a Recreation Plan Subcommittee to develop strategies to implement these recommendations.

The Borough has had success in maintaining its greenfields by not extending infrastructure to locations that it deems inappropriate for growth. The Borough works with several other organizations, including The Nature Conservancy and the NJDEP's Bureau of Land Management and Parks and Forestry divisions, to manage the protected areas that border it. These include the Higbee Beach Wildlife Management Area and the Cape May Meadows.

Wilbraham Park is the borough's primary recreational area. Smaller parks exist in the yards next to the school and behind the Municipal Building. Large events such as the Lima Bean Festival are usually held in Wilbraham Park and on a closed Myrtle Avenue. The Borough contracts with neighboring municipalities and with the County to provide its residents with additional opportunities for active recreation.

The Borough's participation in the County Farmland Preservation Program has thus far led to the preservation of 129 acres of farmland. Funding for this program is coordinated with the State Agriculture Development Committee's (SADC) County Planning Incentive Grant (PIG) Program.

Affordable Housing

The Borough of West Cape May adopted a Round 3 Housing Element/Fair Share Plan in 2008 and subsequently submitted the Plan to the Superior Court for review and approval. In 2010, the Court issued the Borough a Round 3 Judgement of Compliance and Repose (JOR), subject to satisfying several long term conditions. In April 2012, a First Amendment to the Round 3 JOR was entered by the Court, which indicated that the Borough had satisfied all of the long term conditions of the JOR, and granted the Borough a stay from having to further implement its already successful Accessory Apartment program unless the Borough was assigned a Round 3 number in the future that was greater than five units.

On March 10, 2015, the New Jersey Supreme Court issued In the Matter of the Adoption of N.J.A.C. 5:96 and 5:97 by the New Jersey Council on Affordable Housing, 221 N.J. 1 (2015), which held that the Council on Affordable Housing ("COAH") was no longer functioning as originally intended under the Fair Housing Act ("FHA"). As a result, the Court held that trial courts, not COAH, will determine whether municipalities have met their constitutional affordable housing obligations. In response to the Supreme Court decision, the Borough filed a declaratory

judgment action along with a motion for temporary immunity in court to insure that immunity from all Mount Laurel lawsuits remains in place while the Borough prepares an amended Round 3 Housing Element and Fair Share Plan.

C. THE EXTENT TO WHICH THERE HAVE BEEN SIGNIFICANT CHANGES IN THE ASSUMPTIONS, POLICIES, AND OBJECTIVES FORMING THE BASIS FOR THE MASTER PLAN OR DEVELOPMENT REGULATIONS AS LAST REVISED WITH PARTICULAR REGARD TO THE DENSITY AND DISTRIBUTION OF POPULATION AND LAND USES, HOUSING CONDITIONS, CIRCULATION, CONSERVATION OF NATURAL RESOURCES, ENERGY CONSERVATION, COLLECTION, DISPOSAL, AND RECYCLING OF DESIGNATED RECYCLABLE MATERIAL AND CHANGES IN STATE, COUNTY, AND MUNICIPAL POLICIES AND OBJECTIVES.

Demographics

Though the population of West Cape May decreased significantly from 1930 through 1950, it has remained relatively consistent between 1960 and 2010. The population trends experienced in West Cape May, Cape May County and New Jersey are shown below. There were 1,024 residents in West Cape May in 2010, which was a decrease of 71 people from the 2000 population. This bears similarity with the County which experienced a decrease of 5,061 residents between 2000 and 2010 while the State of New Jersey experienced a 4.5% growth between the same time period.

Population Trends									
Year	West Cape May			Cape May County			New Jersey		
	Population	Change		Population	Change		Population	Change	
		Number	%		Number	%		Number	%
1930	1,048	-	-	29,486	-	-	4,041,334	-	-
1940	934	-114	-10.9%	28,919	-567	-1.9%	4,160,165	118,831	2.9%
1950	897	-37	-4.0%	37,131	8,212	28.4%	4,835,329	675,164	16.2%
1960	1,030	133	14.8%	48,555	11,424	30.8%	6,066,782	1,231,453	25.5%
1970	1,005	-25	-2.4%	59,544	10,989	22.6%	7,171,112	1,104,330	18.2%
1980	1,091	86	8.6%	82,266	22,722	38.2%	7,365,011	193,899	2.7%
1990	1,026	-65	-6.0%	95,089	12,823	15.6%	7,730,188	365,177	5.0%
2000	1,095	69	6.7%	102,326	7,237	7.6%	8,414,350	684,162	8.9%
2010	1,024	-71	-6.5%	97,265	-5,061	-4.9%	8,791,894	377,544	4.5%

Source: U.S. Census Bureau

Population Composition by Age

There were fewer young people and more adults in the Borough according to the 2010 Census. Most of the cohorts experienced a decrease in population with the exception of the 15 to 24, 55 to 64, and 64 and over cohorts. The cohort which experienced the largest decrease occurred in the 5 to 14 years cohort (79 children or -54.4%). The 25 to 34 and the 35 to 44 age cohorts also experienced decreases of 45 (or -42.9%) and 77 (or -49.7%) people respectively. The age cohort of 55 to 64 experienced growth of 96 people (or 76.8%). The 15 to 24 cohort also experienced growth of 29 people (or 9.4%). The median age of the Borough was 55 years.

Population by Age 2000 and 2010, Borough of West Cape May						
Population	2000		2010		Change, 2000 to 2010	
	Number	Percentage	Number	Percentage	Number	Percentage
Total population	1,095	100.0%	1,024	100.0%	-71	-6.5%
Under 5 years	37	3.4%	26	2.5%	-11	-29.7%
5 to 14	145	13.2%	66	6.4%	-79	-54.5%
15 to 24	72	6.6%	101	9.9%	29	40.3%
25 to 34	105	9.6%	60	5.9%	-45	-42.9%
35 to 44	155	14.2%	78	7.6%	-77	-49.7%
45 to 54	189	17.3%	180	17.6%	-9	-4.8%
55 to 64	125	11.4%	221	21.6%	96	76.8%
65 and over	267	24.4%	292	28.5%	25	9.4%

Source: US Census Bureau

Cape May County also experienced shifts in the age make-up of its population. Between 2000 and 2010, the 35 to 44 cohort decreased by 5,279 persons (or 33.8%) as did the 5 to 14 age cohort which decreased of 3,626 (or 26.6%) both of which are also trends in the Borough's population. The County experienced significant growth in the 55 to 64 year cohort which increased by 3,493 people or 29.6%.

Population by Age 2000 and 2010, Cape May County						
Population	2000		2010		Change, 2000 to 2010	
	Number	Percentage	Number	Percentage	Number	Percentage
Total population	102,326	100.0%	97,265	100.0%	-5,061	-4.9%
Under 5 years	5,244	5.1%	4,547	4.7%	-697	-13.3%
5 to 14	13,644	13.3%	10,018	10.3%	-3,626	-26.6%
15 to 24	10,532	10.3%	11,520	11.8%	988	9.4%
25 to 34	10,473	10.2%	9,188	9.4%	-1,285	-12.3%
35 to 44	15,606	15.3%	10,327	10.6%	-5,279	-33.8%
45 to 54	14,354	14.0%	15,403	15.8%	1,049	7.3%
55 to 64	11,792	11.5%	15,285	15.7%	3,493	29.6%
65 and over	20,681	20.2%	20,977	21.6%	296	1.4%

Source: US Census Bureau

Households

A household is defined as one or more persons, either related or not, living together in a housing unit, which includes rental apartments, condominiums, houses, etc. In 2010, there were a total of 493 households in West Cape May. A majority (78.5%) were occupied by two-persons or less. The average number of persons per household in the Borough was 2.08, lower than the County average of 2.32. Both the Borough's and the County's largest percentage of households consisted of two-persons. The next most common household size for both the Township and the County was one-person.

Household Size- Occupied Housing Units				
Borough of West Cape May and Cape May County				
	Borough		County	
	Number	Percent	Number	Percent
Total Households	493	100.0%	40812	100.0%
1-person household	179	36.3%	12723	31.2%
2-person household	208	42.2%	14977	36.7%
3-person household	47	9.5%	5660	13.9%
4-person household	32	6.5%	4311	10.6%
5-person household	13	2.6%	1945	4.8%
6-person household	7	1.4%	755	1.8%
7-or-more-person household	7	1.4%	411	1.0%
Average Household Size	2.08		2.32	
Source: US Census Bureau				

Family households are defined as two or more persons living in the same households, related by blood, marriage or adoption. More than half (59.6%) of the households in the Borough were family households. The average family size was 2.66 persons. The majority of family households were married couple families (77.2%), most of which did not have children under the 18 years. Of the one-person households, the majority were female householders (62.6%) and the remaining were male (37.4%).

In providing more detail of American Households, the 2010 Census included sub-groups of non-traditional households: 'Other family' and 'Nonfamily' households. 'Other family' households made up 22.8% of all family households. Non-family households are defined as households that consist of a householder living alone or sharing the home exclusively with people with whom he/she is not related. Nonfamily households comprised 36.3% of all households in the Borough.

Household Size and Type		
Borough of West Cape May		
	Total	Percent
Total Households	493	100.0%
1 person household	179	36.3%
Male householder	67	37.4%
Female householder	112	62.6%
2 or more person household	314	63.7%
Family households	294	59.6%
Married Couple Family	227	77.2%
With own children under 18 years	46	20.3%
No own children under 18 years	181	79.7%
Other Family	67	22.8%
Male householder, no wife present	16	23.9%
With own children under 18 years	1	6.3%
No own children under 18 year	15	93.8%
Female householder, no husband present	51	76.1%
With own children under 18 years	22	43.1%
No own children under 18 year	29	56.9%
Nonfamily Households	179	36.3%
Male householder	80	44.7%
Female householder	119	66.5%
Average Family Size	2.66	
Source: US Census Bureau		

Income

Households in the Borough tended to earn lower median incomes compared to both Cape May County and the State of New Jersey. In 2013, the median income in West Cape May was \$44,833, a total of \$11,661 less than that County and \$27,096 less than the State's median income.

Per Capita and Household Income		
	2013 Per Capita Income	2013 Medium Household Income
West Cape May	\$34,436	\$44,833
Cape May County	\$35,948	\$56,494
New Jersey	\$36,027	\$71,929
Source: 2009-2013 American Community Survey 5-year Estimates		

In 2013, approximately half (50.2%) of the households in the Borough earned between \$25,000 and \$74,999 annually. Only 19.6% of the households earned more than \$100,000. In addition, 21.1% of all Borough households earned less than \$25,000. The most common income bracket in the Borough was the \$35,000 to \$49,999 bracket with approximately 17.7% of the Borough's

population earning that much. The largest income bracket in the County was the \$50,000 to \$74,999 bracket with 18.6% of the County's population earning that much.

Household Income in 2013				
	West Cape May		Cape May County	
	Number	Percentage	Number	Percentage
Total Households	464	100.0%	42,312	100.0%
Less than \$10,000	18	3.9%	2,113	5.0%
\$10,000 to \$14,999	32	6.9%	1,979	4.7%
\$15,000 to \$24,999	48	10.3%	4,166	9.8%
\$25,000 to \$34,999	70	15.1%	4,244	10.0%
\$35,000 to \$49,999	82	17.7%	5,898	13.9%
\$50,000 to \$74,999	81	17.5%	7,855	18.6%
\$75,000 to \$99,999	42	9.1%	5,531	13.1%
\$100,000 to \$149,999	31	6.7%	6,396	15.1%
\$150,000 to \$199,999	43	9.3%	2,264	5.4%
\$200,000 or more	17	3.7%	1,866	4.4%
Median Household Income	\$44,833		\$56,494	

Source: 2009-2013 American Community Survey 5-year Estimates

Poverty Status

According to the 2009-2013 American Community Survey 5-Year Estimates, approximately 9.9% of the residents in the Borough live in poverty. Of those in poverty, the majority were in the 18 to 64 age cohort (67.1%), while 21.2% were under the age of 18.

Poverty Status 2013				
	West Cape May		Cape May County	
	Number	Percentage	Number	Percentage
Total persons	856	-	94,546	-
Total persons below poverty level	85	9.9%	9,561	10.1%
Under 18	18	21.2%	2,684	28.1%
18 to 64	57	67.1%	5,529	57.8%
65 and over	10	11.8%	1,348	14.1%

Source: 2009-2013 American Community Survey 5-Year Estimate

Household Costs

The tables below show the expenditures for housing for those who owned and rented in West Cape May in 2010. Nearly half (46.0%) of owner-occupied units spent 30 percent or more of their household income on housing. Generally affordability standards set a bar at spending 30 percent of gross income for housing costs.

Selected Monthly Owner Costs as a Percentage of Household Income West Cape May 2013		
	Number	Percentage
Total Owner-Occupied Housing Units	337	100.0%
Less than 15%	76	22.6%
15 to 19%	40	11.9%
20 to 24%	28	8.3%
25 to 29%	38	11.3%
30 to 34%	27	8.0%
35% or more	128	38.0%
Not computed	0	0.0%
Source: 2009-2013 American Community 5-Year Estimates		

Gross Rent as a Percentage of Household Income West Cape May 2013		
	Number	Percentage
Total Renter-Occupied Housing Units	127	100.0%
Less than 15%	23	18.1%
15 to 19%	26	20.5%
20 to 24%	3	2.4%
25 to 29%	0	0.0%
30 to 34%	4	3.1%
35% or more	59	46.5%
Not computed	12	9.4%
Source: 2009-2013 American Community 5-Year Estimates		

Housing Unit Data

According to the 2010 Census, the Borough had a total of 1,043 housing units, an increase of 39 units from 2000. A majority of the occupied units (79.1%) were owner occupied, while 20.9% were renter occupied. In addition, a majority of the vacant housing units in the Borough are for seasonal, recreational or occasional use (86.2%), further implying that the Borough of West Cape May is a seasonal/resort municipality. Housing construction has been dropping since the 1970's, before which nearly two-thirds of the units were built. The median year of construction for the housing stock in the Borough is 1961.

Housing Data		
Borough of West Cape May		
	Number	Percentage
Total Housing Units	1,043	100.0%
Occupied Housing Units	493	47.3%
Owner Occupied	390	79.1%
Renter Occupied	103	20.9%
Source: 2010 Census		

Year Structure Built		
	Number	Percentage
Built 1939 or earlier	307	30.2%
Built 1940 to 1949	75	7.4%
Built 1950 to 1959	100	9.8%
Built 1960 to 1969	189	18.6%
Built 1970 to 1979	77	7.6%
Built 1980 to 1989	92	9.0%
Built 1990 to 1999	104	10.2%
Built 2000 to 2009	70	6.9%
Built 2010 or later	4	0.4%
Total	1,018	100.0%
Median Year Structure Built	1961	
Source: 2009-2013 American Community Survey 5-Year Estimates		

Housing Type and Size

A majority of the housing stock in the Borough consists of single-family, detached housing and most structures have at least 5 rooms. In 2013, there were 791 single-family, detached houses representing 77.7% of the housing stock. The second largest type, with only 7.5% were structures with two units (such as a duplex) and the third largest type, with 7.4% were single-family attached structures. There are no structures with greater than 5 units. The Borough's housing stock had a median number of rooms of 5.9.

Housing Type and Size		
Units in Structure	Total	Percentage
Total	1,018	100.0%
1, detached	791	77.7%
1, attached	75	7.4%
2	76	7.5%
3 or 4	39	3.8%
5 or greater	0	0.0%
Mobile home	37	3.6%
Boat, RV, van, etc.	0	0.0%

Rooms	Total	Percentage
1 room	24	2.4%
2 rooms	16	1.6%
3 rooms	38	3.7%
4 rooms	120	11.8%
5 rooms	223	21.9%
6 rooms	243	23.9%
7 rooms	162	15.9%
8 rooms	116	11.4%
9 or more rooms	76	7.5%
Source: 2009-2013 American Community Survey 5-Year Estimates		

Occupancy

According to the 2010 Census, out of the 1,043 units in the Borough, 493 were occupied while 550 (or 52.7%) were vacant. Of those units that were vacant, most were used for seasonal, recreational or occasional use (86.2%). Other uses included houses for rent/rented not occupied (4.9%), for sale (4.2), or other vacant (4.4%).

Occupancy Status		
	Total	Percentage
Total Housing Units	1043	100%
Occupied	493	47.30%
Vacant Housing Units	550	52.7%
For Rent/Rented Not Occupied	27	4.9%
For Sale Only	23	4.2%
For Seasonal, Recreational or Occasional Use	474	86.2%
Other Vacant	24	4.4%
Source: 2010 Census		

Housing Values and Contract Rents

Housing values for owner-occupied housing units are listed in the table below along with mortgage status data. Almost 45% of owner-occupied housing units were valued at \$500,000 and greater. Another 31.2% were valued between \$300,000 and \$499,999. The remaining 24.3% were valued at less than \$300,000. The median value of a housing unit was \$467,000. Less than half (45.7%) of all units were covered by a mortgage, while a significant number (54.3%) had no mortgage at all.

Value for Owner-Occupied Housing Units		
	Number	Percentage
Total	337	100.0%
Less than \$50,000	15	4.5%
\$50,000 to \$99,999	10	3.0%
\$100,000 to \$149,999	11	3.3%
\$150,000 to \$199,999	9	2.7%
\$200,000 to \$299,999	37	11.0%
\$300,000 to \$399,999	52	15.4%
\$400,000 to \$499,999	53	15.7%
\$500,000 and greater	150	44.5%
Median Value	\$467,000	
Mortgage Status		
Housing units with a mortgage, contract to purchase, or similar debt:	154	45.7%
With either a second mortgage or home equity loan, but not both:	43	12.8%
Second mortgage only	0	0.0%
Home equity loan only	43	12.8%
Both second mortgage and home equity loan	3	0.9%
No second mortgage and no home equity loan	108	32.0%
Housing units without a mortgage	183	54.3%
Source: 2009-2013 American Community Survey 5-Year Estimates		

Of the renter-occupied units in the Borough, most units cost between \$900 and \$1,499 per month. The median contract rent for the Borough was \$1,055. The largest percent had a contract rent between \$1,000 and \$1,499.

Contract Rent		
	Number	Percentage
Total Renter Occupied Units	127	100.0%
Less than \$200	0	0.0%
\$200 to \$499	4	3.1%
\$500 to \$699	26	20.5%
\$700 to \$899	6	4.7%
\$900 to \$999	16	12.6%
\$1,000 to \$1,499	63	49.6%
\$1,500 to \$1,999	0	0.0%
\$2,000 or more	0	0.0%
No cash rent	12	9.4%
Median Contract Rent	\$1,055	
Source: 2009-2013 American Community Survey 5-Year Estimates		

Housing Conditions

The table below details the condition of housing within the Borough of West Cape May. These factors are utilized in determining housing deficiency. Two housing units (or 0.4%) did not use house heating fuel. Only five owner-occupied units experienced overcrowding while no renter occupied units were overcrowded. Three units lacked complete plumbing facilities and two units lacked complete kitchen facilities, which is less than 1% of the total housing units in the Borough. Six occupied housing units or 1.3% had no telephone service.

Housing Conditions		
	Number	Percentage
House Heating Fuel-Occupied Housing Units		
Total	464	100.0%
Utility gas	309	66.6%
Bottled, tank, or LP gas	33	7.1%
Electricity	67	14.4%
Fuel oil, kerosene, etc.	41	8.8%
Coal or coke	0	0.0%
Wood	12	2.6%
Solar energy	0	0.0%
Other fuel	0	0.0%
No fuel used	2	0.4%
Occupants per Room- Occupied Housing Units		
Total	464	100.0%
Owner-Occupied Persons per Room over 1.0	5	1.1%
Renter-Occupied Persons per Room over 1.0	0	0.0%
Facilities-Total Units		
Total	1,018	100.0%
Lacking complete plumbing facilities	3	0.3%
Lacking complete kitchen facilities	2	0.2%
Telephone Service- Occupied Housing Units		
Total	464	100.0%
No Service	6	1.3%
Source: 2009-2013 American Community Survey 5-Year Estimates		

Employment Data

The following tables detail changes in employment characteristics from 2003 to 2014 for the Borough of West Cape May, Cape May County, and New Jersey. As the table shows, employment and the resident labor force in West Cape May has risen slowly since 2003 until the Borough experienced a significant drop in labor force between 2009 and 2010. There was also a

significant decrease in the employment. The unemployment rate also increased from 12.7% in 2009 to 16.8% in 2010. In 2011, the unemployment rate peaked at 19.5% for the Borough. The County also experienced a similar trend in 2009, 2010, 2011 and 2012. However, the State of New Jersey unemployment rate peaked in 2010 at 9.5% and has since decreased to 6.6% in 2014.

Employment and Residential Labor Force-- West Cape May Borough				
Year	Labor Force	Employment	Unemployment	Unemployment Rate
2003	623	566	57	9.1%
2004	636	587	49	7.7%
2005	644	595	49	7.6%
2006	643	592	51	7.9%
2007	630	583	47	7.5%
2008	632	575	57	9.0%
2009	651	568	83	12.7%
2010	469	390	79	16.8%
2011	429	346	84	19.5%
2012	529	453	76	14.4%
2013	514	454	60	11.7%
2014	518	464	54	10.4%

Source: NJ Dept. of Labor & Workforce Development Labor Force Estimates

Employment and Residential Labor Force-- Cape May County				
Year	Labor Force	Employment	Unemployment	Unemployment Rate
2003	55,722	51,250	4,472	8.0%
2004	57,017	53,150	3,867	6.8%
2005	57,700	53,895	3,805	6.6%
2006	57,588	53,574	4,014	7.0%
2007	56,472	52,765	3,707	6.6%
2008	56,560	52,091	4,469	7.9%
2009	57,950	51,453	6,497	11.2%
2010	50,031	43,005	7,026	14.0%
2011	49,350	42,088	7,262	14.7%
2012	49,664	42,080	7,584	15.3%
2013	48,961	42,088	6,873	14.0%
2014	48,961	43,068	5,893	12.0%

Source: NJ Dept. of Labor & Workforce Development Labor Force Estimates

Employment and Resident Labor Force-- New Jersey				
Year	Labor Force	Employment	Unemployment	Unemployment Rate
2003	4,347,200	4,093,700	253,500	5.8%
2004	4,349,200	4,138,800	210,300	4.8%
2005	4,391,600	4,194,900	196,700	4.5%
2006	4,445,900	4,236,500	209,400	4.7%
2007	4,441,800	4,251,800	190,000	4.3%
2008	4,504,400	4,264,000	240,500	5.3%
2009	4,550,600	4,138,600	412,100	9.1%
2010	4,555,300	4,121,500	433,900	9.5%
2011	4,565,700	4,140,500	425,300	9.3%
2012	4,588,100	4,162,100	426,000	9.3%
2013	4,534,400	4,164,400	370,000	8.2%
2014	4,518,700	4,218,400	300,300	6.6%

Source: NJ Dept. of Labor & Workforce Development Labor Force Estimates

Class of Worker and Occupation

Most workers (78.0%) living in the Borough were part of the private wage and salary worker group, which includes people who worked for wages, salary, commission, tips, etc., for a private for profit or a private not-for-profit, tax-exempt, or charitable organization. The second largest category was government worker (12.7%) followed by those who were self-employed (8.8%).

Class of Worker, 2013		
	Number	Percentage
Total	386	100.0%
Private Wage and Salary Worker	301	78.0%
Government Worker	49	12.7%
Self-Employed Worker	34	8.8%
Unpaid Family Worker	2	0.5%

Source: 2009-2013 American Community Survey 5-Year Estimates

Those that worked within the private wage field were concentrated in the management, business, science and arts occupations (38.9%) and the service occupations (23.1%) together totaling over 61.9% of all employees. Other important occupations include sales and office occupations (17.6%), Natural resources, construction and maintenance occupations (15.3%), and production transportation and material moving occupations (5.2%).

Occupations, 2013		
	Number	Percentage
Employed Civilian population 16 years and over	386	100.0%
Management, business, science and arts occupations	150	38.9%
Service occupations	89	23.1%
Sales and office occupations	68	17.6%
Natural resources, construction and maintenance occupations	59	15.3%
Production Transportation and material moving occupations	20	5.2%
Source: 2009-2013 American Community Survey 5-Year Estimates		

Commuting to Work

According to the 2009-2013 American Community Survey 5-year Estimates, 81.7% of the commuters traveled less than 30 minutes to work. The mean travel time of those who lived in the Borough was approximately 20 minutes. Very few commuters (6.6%) travelled over an hour to work.

Travel Time to Work, 2013		
	Number	Percentage
Workers who did not work at home	350	100.0%
Less than 10 minutes	57	16.3%
10 to 14 minutes	82	23.4%
15 to 19 minutes	98	28.0%
20 to 24 minutes	49	14.0%
25 to 29 minutes	15	4.3%
30 to 34 minutes	3	0.9%
35 to 44 minutes	9	2.6%
45 to 59 minutes	14	4.0%
60 to 89 minutes	10	2.9%
90 or more minutes	13	3.7%
Mean travel time to work (minutes)	20.2	
Source: 2009-2013 American Community Survey 5-Year Estimates		

Of all commuters, 77.8% drove to work. A majority (75.1%) drove alone, while only 2.7% carpooled. In addition, 12.6% used other means of transportation to commute which includes taxicab, motorcycle, bicycle, etc. Less than 2% of the commuters used public transportation.

Means of Commute, 2013		
	Number	Percentage
Workers 16 years and over	365	100.0%
Car, truck, van- Drove Alone	274	75.1%
Car, truck, van- Carpooled	10	2.7%
Public Transportation	6	1.6%
Walked	14	3.8%
Other Means	46	12.6%
Worked at home	15	4.1%
Source: 2009-2013 American Community Survey 5-Year Estimates		

Covered Employment

There is currently limited information available on actual job opportunities within municipalities. The Department of Labor collects information on covered employment, which is employment and wage data for employers covered by unemployment insurance. The tables below provide a snapshot of private employers located within West Cape May. The first table reflects the number of jobs covered by private unemployment insurance from 2003 to 2013. The second table reflects the disbursement of jobs by industry and salaries in 2013.

According to data from the New Jersey Department of Labor and Workforce Development, private wage covered employment steadily decreased between 2003 through 2009. In 2010, 31 private wage covered jobs were created. By 2013, there were a total 213 private wage covered jobs.

Private Wage Covered Employment 2003-2013			
Year	Number of Jobs	# Change	% Change
2003	233	-	-
2004	232	-1	-0.4%
2005	202	-30	-12.9%
2006	196	-6	-3.0%
2007	167	-29	-14.8%
2008	-	-	-
2009	159	-	-
2010	190	31	19.5%
2011	173	-17	-8.9%
2012	176	3	1.7%
2013	213	37	21.0%
Source: NJ Dept. of Labor & Workforce Development Labor Force Estimates			

The most dominant industry was the accommodations/food industry, which provided 97 jobs and also paid the lowest annual wages of all the industries. The retail trade industry was ranked second in employment and the highest in terms of wages, averaging an annual salary for \$21,567.

Private Employment and Wages, 2013							
Industry	Employment					Wages	
	March	June	Sept	Dec	Average	Weekly	Annual
Construction
Manufacturing
Retail Trade	35	56	52	36	45	\$415	\$21,567
Real Estate	8	14	17	12	14	\$398	\$20,675
Professional/Technical
Admin/Waste Remediation
Arts/Entertainment
Accommodations/Food	50	148	124	86	97	\$335	\$17,424
Other Services
Private Sector Totals	143	283	262	190	213	\$386	\$20,047
Local Government Totals	50	46	45	47	43	\$495	\$25,765
Source: NJ Dept. of Labor & Workforce Development Labor Force Estimates							

Sewers

Cape May County updated its Wastewater Management Plan within the past several years. The Plan primarily relies up the CAFRA planning areas for West Cape May (Coastal Rural Planning Area and Coastal Environmentally Sensitive Planning Area) in addition to environmentally sensitive areas which limit the sewer service boundaries. This wastewater approach is consistent with Borough infrastructure policy.

State Plan

The Borough received Plan endorsement from the State Office of Smart Growth in 2009.

D. THE SPECIFIC CHANGES RECOMMENDED FOR THE MASTER PLAN OR DEVELOPMENT REGULATIONS, IF ANY, INCLUDING UNDERLYING OBJECTIVES, POLICIES, STANDARDS, OR WHETHER A NEW PLAN OR REGULATIONS SHOULD BE PREPARED.

2005 Objectives

The following revisions are made to the 2005 objectives due to changed conditions and Borough policy.

Infrastructure

Expanding water and sewer infrastructure to support future development is no longer a desired objective; therefore all of the 2005 infrastructure objectives should be deleted and replaced with the following:

- Continue to provide upgrades to the infrastructure system to service existing development.
- Expansion of infrastructure beyond existing sewer service area or into environmentally sensitive areas should not occur.
- The collection disposal and recycling of designated recyclable materials is encouraged and remains a priority.

Environmental Preservation, Recreation and Open Space

The 2005 objectives continue to remain valid today and if anything play a greater role in the future of the Borough due to its natural environment and the fact that its natural resources serve as the basis of the Borough's economy. The elevated importance of sustainability and resiliency particularly the impact of the sea level was highlighted and addressed in the 2009 West Cape May Sustainability Plan prepared by the graduate Comprehensive Planning Studio through the Edward J. Bloustein School of Planning and Public Policy at Rutgers University.

Sustainability

It is recommended that a new major goal called Sustainability be added. The following objectives which were recommended in the 2009 Sustainability Plan should be identified under the new sustainability goal.

- Become involved in local coastal and bayshore management
- Encourage sustainable agriculture
 - Pursue Farmland Preservation
 - Promote environmental stewardship
- Conserve environmentally sensitive and non-buildable land
 - Create a Borough Open Space, Farmland and Historic Preservation Trust Fund
 - Pursue passive recreation open space opportunities
 - Support an environmentally sensitive approach to future development

- Extend the existing route of the Cape May shuttle/trolley
 - Connect the east end of Cape May to the Borough
- Encourage naturally functioning ecosystems
 - Plant native vegetation
 - Encourage sustainable landscaping
 - Encourage the Removal of Non-native Invasive Vegetation
- Minimize or eliminate the unnecessary use of potable water
 - Educate and encourage residents to use rain barrels for outdoor water use to eliminate potable water use for landscape irrigation.
 - Improve water efficiency by encouraging indoor water reduction.
- Recharge groundwater supply and prevent surface runoff
 - Develop and implement initiatives to use alternative pavement forms to assist in both groundwater and stormwater management.
 - Implement the usage of bioswales on a municipal level.
- Reduce contamination of water sources by individual landowners.
 - Eliminate the application of excessive fertilizer through soil testing.
- Pursue a regional approach to manage salinization problems.
- Decrease carbon footprint of West Cape May by 20%.
 - Maintain high carbon sequestering land uses.
 - Convert Borough's vehicle fleet to biodiesel fuel, natural gas or electric, as appropriate
 - Weatherize municipal buildings.
 - Encourage the use of energy efficient appliances and practices.
- Implement an energy conservation outreach program.
 - Continue to educate the community through displays at local fairs showing cost and energy savings.
 - Partner with local schools and nonprofit organizations to promote energy efficiency.
 - Solicit donations from local and national organizations.
- Reduce reliance on electrical energy.
 - Promote small solar panel installations
 - Encourage small wind systems.
 - Promote biomass conversion.
- Reduce overall waste and recycle as much municipal, business and household waste as possible.
 - Promote recycling.
 - Recycle a wider range of materials.
 - Prioritize source reduction.
 - Educate residents about smart consumption and waste reduction.
- Encourage composting.
 - Increase contribution of non-traditional materials to MUA composting efforts.
 - Promote development of independent borough and regional compost centers.
- Enforce the construction and demolition recycling ordinance.
- Encourage green building practices within new developments as well as renovations.
- Maximize Broadway corridor as a commercial hub while retaining its historic character and encouraging green building practices.

- Make enhancements to current historic business establishments.
- Establish proper maintenance procedures.
- Design effective streetscape.
- Use Form Based Code to regulate building and design layout practices.
- Blend historical elements with the green building practices.
- Establish regulations that require durable coastal construction for new development and renovations.
- Provide access to local produce.
 - Continue to promote local farmers selling produce directly to the local community.
 - Promote and expand West Cape May's community garden.
 - Encourage community supported agriculture.
- Improve visibility of local produce.
 - Encourage local food suppliers and restaurants to use and label local produce.
 - Continue to support local food festivals.
- Support sustainable agriculture.
 - Support organic and other products with certified growing and production methods.
- Improve communication capabilities with residents and visitors.
- Improve collaboration with neighboring municipalities.
- Enhance preparedness against coastal risks.
- Reduce municipal expenditures.
 - Encourage Open Space Preservation.
- Encourage reduction of residential and commercial expenditures.
 - Energy conservation and home energy production.
 - Water conservation.
 - Home and community gardening.
 - Ridesharing forums.
 - Using “wastes” as resources.
- Foster economic development along key corridors.
 - Create a formal gateway.
 - Strengthen Broadway historic commercial district.
 - Redevelop the municipal complex.
 - Strengthen the Park Boulevard commercial district.
 - Explore establishing an Eco-Park
 - Incentivize context-sensitive development around Broadway and Sunset intersection.
 - Devise and implement a wayfinding signage system

Some of the previous objectives are identified in other functional category goals and objectives. It is important however to identify these objectives under the overarching sustainability goal. It should be noted that these objectives complement the recommendation of the Business Task Force detailed in the next subsection.

Traffic Safety, Circulation and Parking

These objectives still remain valid today. Many of the recommendations contained in the May 2015 Business Task Force Report relate to these objectives.

Economic Development and Growth

These objectives remain valid and a number are addressed in the May 2015 Business Task Force Report.

2015 Task Force Report

Recommendations were generated from the Community Business Task Force in their May 2015 Report. According to the Task Force Report, the recommendations were developed with the primary goal of "encouraging responsible growth in the commercial districts while preserving and enhancing the small town character of West Cape May." The recommendations emphasize beautification, walkability, improving visual impact, and encouraging more tourist traffic in the commercial districts. Recommendations included: aesthetic improvements and design standards to make the commercial districts more cohesive; revising parking requirements to encourage business growth; altering sign regulations to include preferred styles and include incentives to improve signs borough-wide. This report is available in the office of the Borough Clerk.

Dark Sky

In order to address light pollution and spillover, it is recommended that the Borough adopt a "dark sky" ordinance which will mitigate "light pollution".

FEMA

The ordinance should be reviewed to determine whether or not revisions are necessary in response to the new FEMA flood maps and rules.

E. THE RECOMMENDATIONS OF THE PLANNING BOARD CONCERNING INCORPORATION OF REDEVELOPMENT PLANS ADOPTED PURSUANT TO THE "LOCAL REDEVELOPMENT AND HOUSING LAW," P.L.1992, C.79 (C.40A:12A-1 ET SEQ.) INTO THE LAND USE PLAN ELEMENT OF THE MUNICIPAL MASTER PLAN, AND RECOMMENDED CHANGES, IF ANY, IN THE LOCAL DEVELOPMENT REGULATIONS NECESSARY TO EFFECTUATE THE REDEVELOPMENT PLANS OF THE MUNICIPALITY.

There have been no redevelopment areas identified or designated nor have any potential redevelopment areas been identified.

Given the age of the Borough's housing stock, the Borough may want to consider designation of all or part of the Borough as an area in need of rehabilitation. Rehabilitation is a form of redevelopment that does not permit the use of eminent domain. It may be a useful tool for the Borough's historic preservation and economic development efforts.