APPENDIX C

Planning Board Presentation
October 6, 2007

City of Sea Isle City

Master Plan Re-examination

October 6, 2007

karabashian
eddington planning gr

What is a Master Plan?

- Local development decisions affect quality of life in many ways, including: a healthy environment, clean and plentiful water, safe roadways, compatible land uses, adequate public facilities, and impacts to property values and taxes
- A Master Plan is the blue print for a municipality that depicts current land uses, and guides decisions for both growth and conservation
- A Master Plan can provide a cohesive focus by outlining development goals and objectives for a community
- Master Plans identify suitable districts for commercial or housing developments; open space, recreational areas, environmental resources; historic and cultural resources; and transportation corridors and utilities

The Sea Isle City Master Plan

- Initially prepared in 1988 by Norman Day Associates
- Re-examined in 1994 and 2002
- Currently being re-examed by KEPG (2006/07)
- The current re-examination process :
  - Identifies recent problems and changes of land development in the City
  - Identifies changes in the assumptions (demographics, zoning and build-out), policies, regulations and
  - Incorporates recommendations that support current planning goals and objectives

Master Plan Re-exam Components

- Housing
- Land Use & Zoning
- Parking & Circulation
- Parks & Recreation
- Economic Development, Policy & Administration

HOUSING Issues & Opportunities

- Analysis of density in both residential and commercial zones
- Council On Affordable Housing (COAH) analysis
- Examination of SIC infrastructure and existing zoning to determine appropriate housing build-out capacity

Preliminary HOUSING Recommendations

- Limit housing conversion in commercial zones
- Increase residential density in commercial zones (for upper floor residential)
- Design guidelines and recommendations for improved residential lot layouts
- Fair Share/Growth Plan to meet State requirements for COAH

LAND USE & ZONING Issues & Opportunities

- Downtown zoning not consistent with existing land use
- Consider consolidation of residential zoning districts (R1 and R2)
- Limit first-floor residential use in downtown commercial zones
- Encourage mixed-use development in downtown

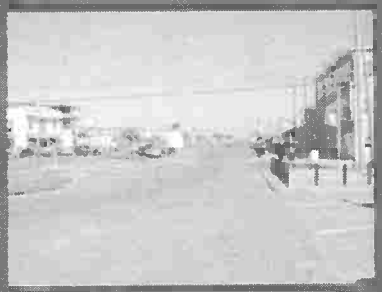
Preliminary LAND USE & ZONING Recommendations

- Northern boundary of the C1 (General Business District) zone restricted to 35th Street (as opposed to 32nd Street)
- Combine R1 (Single Family Residential) District and R2 (Two Family Residential) District into R (Residential District)
- Limit residential development in commercial zones to upper levels at 1 unit per 1,250 SF

- Develop comprehensive design guidelines addressing public spaces, site/ landscape design, building architecture and signage
- Improve design and use of existing neighborhood commercial centers
- Assess consolidation/relocation of public facilities/properties facilities in the Downtown area to other locations

CIRCULATION & PARKING Issues & Opportunities

- Inadequate downtown and residential parking
- Absence of public parking for campground visitors to SIC beach
- Need for multi-modal transportation options to alleviate traffic congestion
- Need for a new municipal parking lot/facility



Preliminary CIRCULATION & PARKING Recommendations

- Use of and/or creation of parking facility on 48th Street land
- Intercept parking lot on the mainland (e.g. Dennis Township) with use of trolley system to transport visitors to SIC
- If a variance is obtained for parking relief, property owner must pay a one-time payment of $20,000 per parking space deficiency

- Creation of parking facility along the back bay on publicly owned land
- Consider resident street parking by parking permits in residential zones
- Provide a trolley to connect businesses, destinations & parking
- Improved downtown streetscape & on-street parking

PARKS & RECREATION Issues & Opportunities

- Vacant landfill site at north end
- Promenade and beach beautification
- Inadequate library resources and space

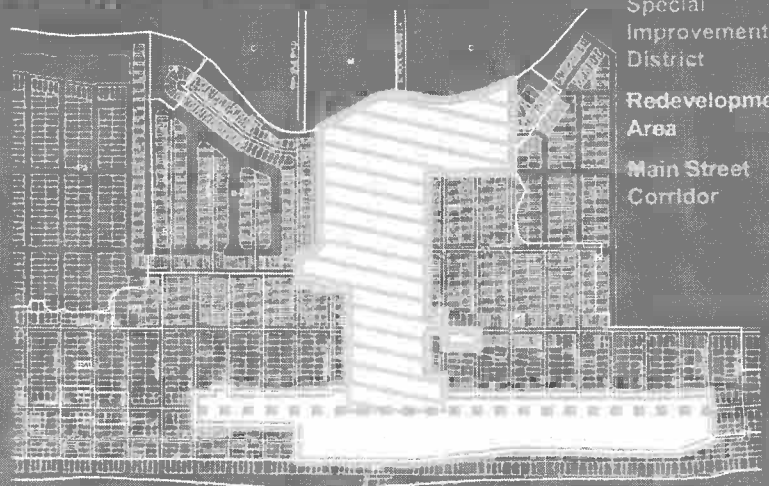
Preliminary PARKS & RECREATION Recommendations

- Develop the landfill site for re-use as a passive recreation park
- Consider the possibility of a wind farm–ecotourism, sustainable energy
- Evaluate recreation programming opportunities at Dealy Recreation Center
- Initiate Promenade beautification program; surface treatment
- Improved library facilities

ECONOMIC DEVELOPMENT, POLICY & ADMINISTRATION Issues & Opportunities

- Incorporation of a downtown Special Improvement District (SID)
- Designation of Redevelopment Areas
- Designation of a downtown Main Street Corridor
- Work closely with the Committee to promote "shoulder" seasons

Preliminary ECONOMIC DEVELOPMENT, POLICY & ADMINISTRATION Recommendations



Special Improvement District

Redevelopment Area

Main Street Corridor

- Consider the commercial area between 61st and 63rd for Redevelopment designation
- Consolidate public services building/facilities
- Centralized planning and development entity
- Evaluate TDR policy (e.g. in north end)

karabashian
eddington planning gr

Library Contents and Facility Status

- 10/4/2007
- Library will be designed to be a "***State of the Art Facility***"
- Physical Layout and Facilities
- Library will act as a learning center and venue for social affairs, i.e. culture center
- Sufficient computers for public use, and with the ability for visitors to use their own notebooks
- Will have a powerful WiFi with the potential of providing service for entire town
- Operating hours will be six (6) days a week plus three (3) nights
- The County will be responsible for all building related costs; i.e. insurance, utilities, maintenance etc.
- There is a commitment by the County to continue to reinvest in library services and technology to maintain a ***"State of the Art Facility"***

APPENDIX D

Planning Board Presentation
October 29, 2007

Sea Isle City – A Vision for the Future

Karpinski
Eddington Planning Group

Master Plan Re-Examination

- A Master Plan is the blue print for a municipality that depicts current land uses, and guides decisions for both growth and conservation
- A Master Plan can provide a cohesive focus by outlining development goals and objectives for a community
- This Re-exam (N.J.S.A. 40:55D-89), while not a full Master Plan, provides various strategies for the future growth of Sea Isle City as well as a broad range of recommendations

The Process

- Initially prepared in 1988 by Norman Day Associates
- Re-examined in 1994 and 2002
- Currently being re-examined by KEPG (2007)
- The current re-examination process :
  - Identifies recent problems and changes of land development in the City
  - Identifies changes in the assumptions (demographics, zoning and build-out), policies, regulations and
  - Incorporates recommendations that support current planning goals and objectives

Master Plan Re-exam Components

- Housing
- Land Use & Zoning
- Economic Development, Policy & Administration
- Housing
- Parking & Circulation

Land Use & Zoning Recommendations

- Downtown zoning is not consistent with existing land use – correct zoning boundaries
- Restrict first-floor residential use in downtown commercial zones
- Encourage mixed-use development in downtown
- Consider consolidation of residential zoning districts (R1 and R2)
- Design Guidelines to encourage quality development

Downtown Zoning

- Northern boundary of the C1 (General Business District) zone restricted to 35th Street (as opposed to 32nd Street)

Commercial Zoning

- Limit residential development in commercial zones to upper levels at 1 unit per 1,250 SF of lot area
  - Furthers NJ Smart Growth recommendations
  - Ensures growth of commercial SF
  - Provides increased density in downtown
  - Creates possible workforce housing opportunities

Design Guidelines

- Utilize comprehensive design guidelines addressing public spaces, site/ landscape design, building architecture and signage
- Improve design and use of existing neighborhood commercial centers

Design Opportunities

Build Out Analysis

- A build out analysis is often used by cities to test existing regulations and to estimate what the future might bring when all land is developed to the maximum extent allowed. A build out analysis can help towns see the future, although the time frame for the future may be an estimation. Such analysis can help a city evaluate its current situation and possible future development patterns.

SEA ISLE CITY & EXISTING ZONING BUILD-OUT ANALYSIS	
Housing units (as of Census 2000)	6,522
New Housing units constructed from 2000 thru 2005	455
Total Existing Housing units (as of 31 Dec 2005)	7,029
Total Housing units at Build-out with EXISTING zoning	8,200
Total Number of New Residential Units at Build-out Capacity	1,200
Wastewater generated at 1,200 Residential Units (200 x 250.11 gpd (Gallons Per Average Day Average))	300,132GD
RESIDENTIAL UNITS IN COMMERCIAL DISTRICTS	
Existing Residential Units in Commercial Zones (C1-C4)	642
Number of Residential Units at Build-out Capacity in COMMERCIAL ZONES (C1-C4)	688
Current Number of Residential Units SHORT of Build-out Capacity in Commercial Zones (C1-C4)	46
RESIDENTIAL ZONING DISTRICT TOTALS	
Existing Residential Units in Residential Zones	6,529
Number of Total Residential Units at Build-out Capacity in RESIDENTIAL Zones	7,512
Current Number of Residential Units SHORT of Build-out Capacity in RESIDENTIAL Zones	1,144

SEA ISLE CITY & PROPOSED ZONING BUILD-OUT ANALYSIS	
Housing units (as of Census 2000)	6,522
New Housing units constructed from 2000 thru 2005	455
Total Existing Housing units (as of 31 Dec 2005)	7,029
Total Housing units at Build-out with PROPOSED zoning	8,794
Total Number of New Residential Units at Build-out Capacity	1,765
Wastewater generated at 1,765 Residential Units (200 x 250.11 gpd (Gallons Per Average Day Average))	2,455 GD
RESIDENTIAL UNITS IN COMMERCIAL DISTRICTS	
Existing Residential Units in Commercial Zones (C1-C4)	642
Number of Residential Units at Build-out Capacity in COMMERCIAL ZONES (C1-C4) Zoning is Changed to Sliding Residential Use 4250 SF	1,537
Current Number of Residential Units SHORT of Build-out Capacity in Commercial Zones (C1-C4)	895
RESIDENTIAL ZONING DISTRICT TOTAL	
Existing Residential Units in Residential Zones	6,529
Number of Total Residential Units at Build-out Capacity in RESIDENTIAL Zones	7,752
Current Number of Residential Units SHORT of Build-out Capacity in RESIDENTIAL Zones	1,144

Impacts on Parking and Circulation

- Net increase of 353 units in Sea Isle City over next ± 20 years (<4% of estimated total build out [8,733 units] for the entire city)
- Downtown should be place to "live, work, & play" – studies illustrate reduced car use by residents of downtown districts

Circulation/Parking Recommendations

- Use of and/or creation of parking facility on 48th Street land in conjunction with proposed library

OVERVIEW | LAND USE | CIRCULATION | HOUSING | ECONOMY | IMPLEMENTATION

Circulation/Parking Recommendations

- Intercept parking lot on the mainland (e.g. Dennis Township) with use of trolley system to transport visitors to/and around SIC (and connect to campgrounds)
- Garden State Parkway – rest stop location

OVERVIEW | LAND USE | CIRCULATION | HOUSING | ECONOMY | IMPLEMENTATION

Circulation/Parking Recommendations

Circulation/Parking Recommendations

- If a variance is granted for parking relief in downtown commercial zoning district, the property owner must pay a one-time payment of $20,000 per parking space deficiency (funds to be used for parking related improvements)

Circulation/Parking Recommendations

- Creation of parking facility along the back bay on publicly owned land
- Consider resident street parking by parking permits in residential zones
- Provide a trolley to connect businesses, destinations & parking
- Improved downtown streetscape & on-street parking

Housing Recommendations

- Sea Isle City does not currently have a Housing Plan to address the Council On Affordable Housing (COAH) requirements that began in 1987 – the housing obligations must be addressed by a formalized plan

	Rehabilitation Share	Total Obligation from 1st & 2nd Rounds (1987 – 1999)
Sea Isle City	0 units	113 units

Housing Analysis

- The COAH Third Round requirements for Sea Isle City were analyzed and the expected growth of the City was projected by the South Jersey Transportation Planning Organization (SJTPO)

2005 Population	2015 Population	2005 – 2015 Population Growth
2,951	3,182	231

2005 Households	2015 Households	2005 – 2015 Household Growth
1,426	1,537	112

Projected Residential Growth Share for Affordable Units (Households/9)
13

Housing Analysis

- In addition to the requirement of affordable units based on residential development in Sea Isle City, COAH requires units based upon job/commercial growth as well

2005 Jobs	2015 Jobs	2005 – 2015 Job Growth	Projected Non-Residential Growth Share for Affordable Units (Job Growth/25)
1,190	1,266	76	4

COAH Housing Requirements

- Estimated TOTAL COAH obligation = 130 units
  - At least ½ of these units must be reserved for low-income (50% of AMI) and the other ½ may be for moderate-income households (80% of AMI)

COAH Housing Plan

	Current First Second/Third Round Status (for units built between 1986 – 1999)	Proposed First Second Round Action	Proposed Third Round Action (for units built between 2005 and 2015)
Age Restricted Development	0	28	8
RCA's	0	51	NA
Rental/Section 8	TBD	34	+ 5 (39 total)
City Subsidized Rental or For-Sale Product	–	0	4
Total Obligation	113	113	17

COAH Income Limits

Household Size	Median Income	Moderate (80% of AMI)	Low (50% of AMI)	Very Low (30% of AMI)
1 person	$44,015	$35,212	$22,008	$13,205
1.5 persons	$47,159	$37,727	$23,580	$14,148
2 persons	$50,303	$40,243	$25,152	$15,091
3 persons	$56,591	$45,273	$28,296	$16,977
4 persons	$62,879	$50,303	$31,440	$18,864
4.5 persons	$65,394	$52,315	$32,697	$19,618
5 persons	$67,909	$54,327	$33,955	$20,373
6 persons	$72,940	$58,352	$36,470	$21,882
7 persons	$77,970	$62,376	$38,985	$23,391
8 persons	$83,000	$66,400	$41,500	$24,900

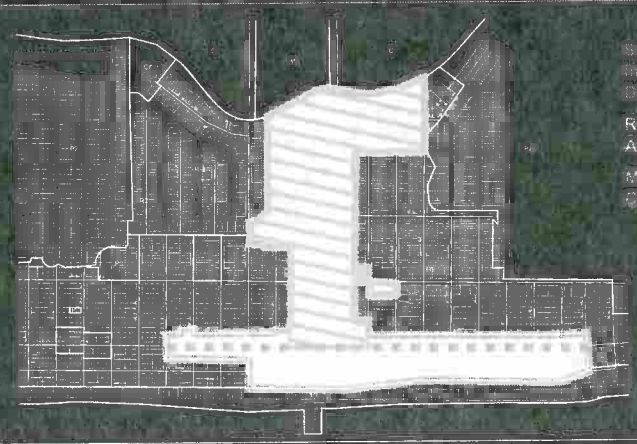
Housing Recommendations

- Ultimately, the preliminary plan utilizes the principles of Smart Growth and notes a requirement of one (1) affordable unit for every five (5) units of market-rate housing built in a development
- If a single market-rate unit is proposed, a payment-in-lieu of $25,000 to a housing fund established by the City would be required – to create a fund to subsidize future affordable/workforce housing in the City

Economic Development Recommendations

- Incorporation of a downtown Special Improvement District (SID)
- Designation of Redevelopment Areas
- Designation of a downtown Main Street Corridor
- Work closely with the Committee to promote/expand "shoulder" seasons

Economic Development Recommendations



Redevelopment Area

Economic Development Recommendations

- Consider the commercial area between 61st and 63rd for Redevelopment designation
- Consolidate public services building/facilities
- Create a centralized planning and development entity

Implementation of the Strategies

- Recommended zoning changes should be adopted in the initial stages of plan implementation to set up the necessary framework for future development
- Main Street designation, in conjunction with the NJMS organization, can bring merchants together where land use/zoning represents only a "physical" tool
- In depth analysis of areas noted for possible designation for Redevelopment should be studied – this may be done in conjunction with SID analysis

Implementation of the Strategies

- Adoption of Fair Share Housing Ordinance, based on the plan, will protect the City from potential lawsuits
- Negotiations with GSP to explore intercept parking should be combined with the use of a trolley as an initial means of mass transportation
- Analysis of back-bay parking facility to supplement 48th Street lot

Implementation Begins Now

APPENDIX E

Design Guidelines

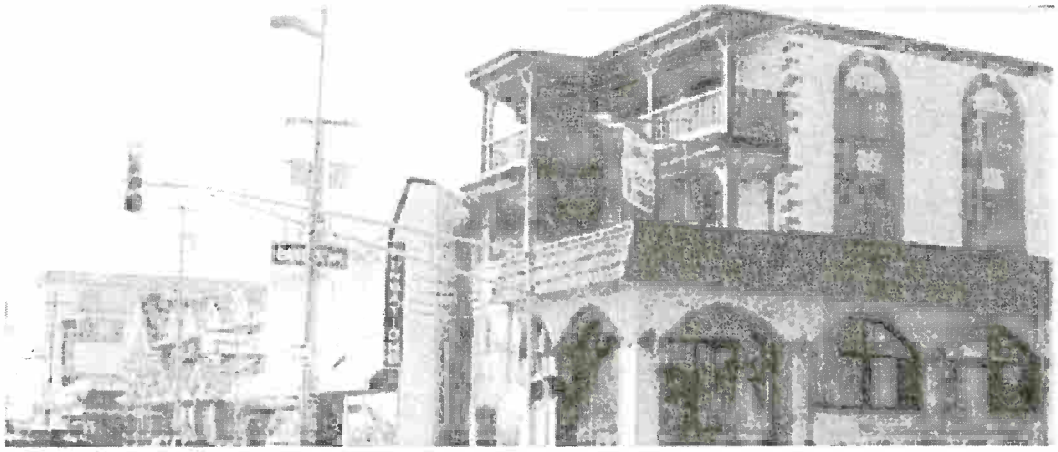
DESIGN GUIDELINES

The intent of the Sea Isle City Design Guidelines is to create an aesthetically pleasing built environment that enhances the coastal community ambience and quality of life in this community. Fundamentally, the Design Guidelines promote a pedestrian-oriented, urban mixed-use and coastal residential environment through good site planning, quality architecture, design, materials and colors that embody the essence of this South Jersey shore community.

The Guidelines provide private property owners, and developers with a checklist of design objectives that apply to land development within the City. Additionally, the Guidelines also provide the City with a means of evaluating proposals to ensure that the proposed development blends well with the Sea Isle City vision. These guidelines are above and beyond existing City Land Use Development Codes and Zoning Ordinance. Organizationally, these guidelines are structured into: streetscape design; site development; building design; and, signage guidelines.

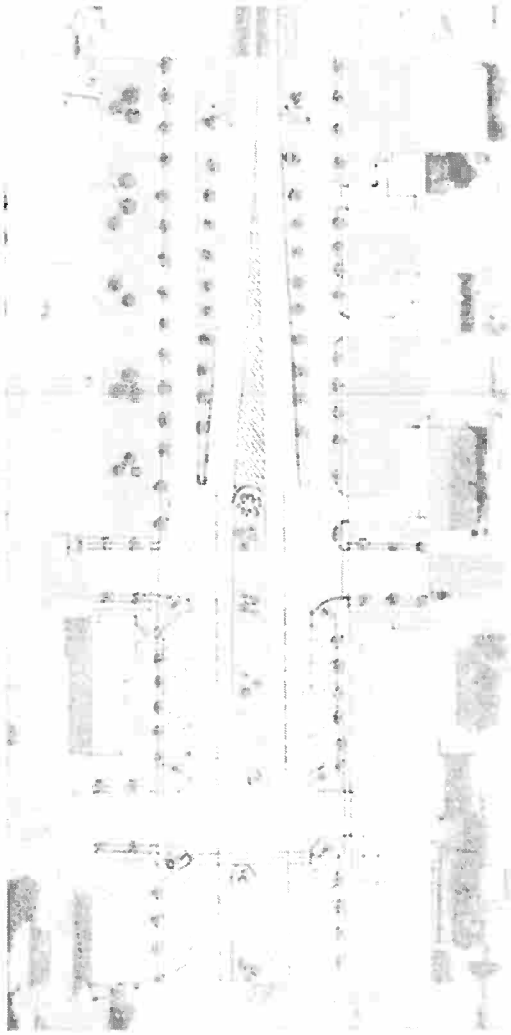
1. ***General Overview:*** *The focus and intent of these guidelines is to encourage architectural diversity and innovative architecture and design which supports the creation of an aesthetically pleasing environment. General guidelines for Sea Isle City are as follows:*

    a. Site development together with the building and sign design guidelines should create a coastal community ambience.
    b. From a City perspective, planning and design should create "complete streets" by active facades facing streets, creation of active semi-public space, pedestrian oriented spaces and integrated open parks and open spaces.
    c. A variety in architecture, signs, window displays, graphics and color should be incorporated to create a 'sense of place' unique to Sea Isle City.
    d. No specific architectural style is prescribed as the City now reflects an eclectic mix of traditional, coastal and modern architectural styles, oriented around pedestrian priority spaces – the City should continue to promote this eclectic coastal theme.
    e. Designs should be detail oriented and the integrity of the basic elements of traditional facades should be respected and coordinated with existing conditions whenever possible.



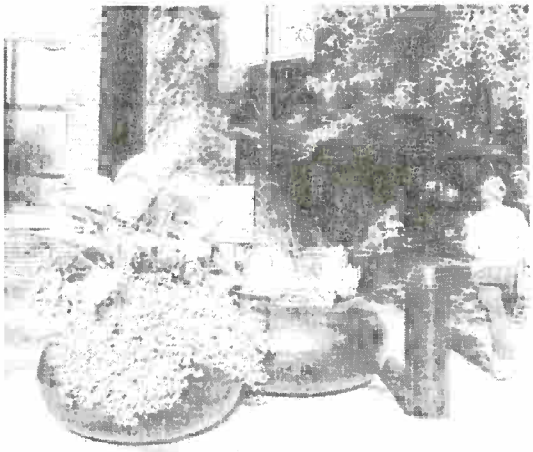
2. ***Streetscape Design:*** *Streetscape design guidelines apply to all public space including roadways and streets. The intent is to create a pedestrian oriented, coastal community where people live and do business.*

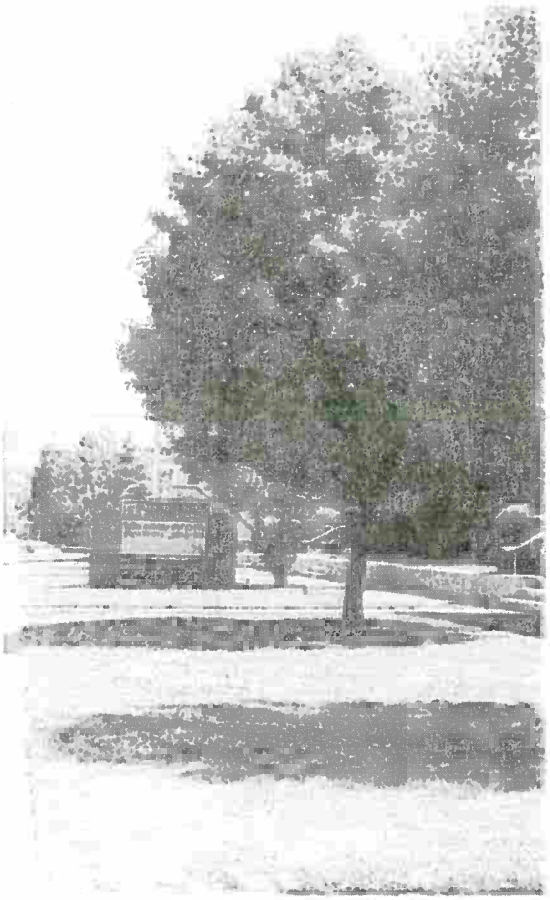
   a. **General Standards**
      1. The roadway design, surface specifications, curbs and drainage design should comply with the NJDOT's (New Jersey Department of Transportation) standards.
      2. Retrofitting and repair of all roads and the public rights of way including the Promenade should be properly executed and matched with the existing materials and design.
      3. Parallel or angled on-street parking is encouraged along main business corridors namely JFK Boulevard and Landis Avenue wherever possible and shall be used as an effective traffic calming treatment.
      4. Curb cuts on streets should be minimized through techniques such as joint property access and combined service area access in commercial areas in addition to adopting a maximum curb cut standard of 12' for one-lane drive-ways and 20' for two-lane driveways.
      5. A speed limit of 25 mph within the business districts and residential areas and 35 mph in other areas should be posted and strictly enforced within the City.



b. **Landscape Design**

1. Drought tolerant, native or naturalized (thrive in the Southern New Jersey coastal climate and environment) landscape materials should be used.
2. In order to create an urban ambience, native canopy trees such as Common Thornless Honey Locust, Red Maple, Littleleaf Linden, Ginko (fruitless or male variety) should be planted along sidewalks at a spacing of approximately 20' to 40' on center at a minimum distance of 3' away from the face of the curb.
3. Accent or ornamental trees such as the Franklin Tree or Bradford Pear should be planted in clusters in the median or gathering areas for interest.
4. Shrubs such as junipers should be planted to screen unsightly views such as parking and utilities and service areas.
5. Planter box clusters with seasonal flowering plants may be incorporated at intersection bulb-outs and areas of interest.
6. Groundcovers such as Big Bluestem should be planted in landscape strips and utility areas normally between the sidewalk and the face of the curb to reduce maintenance operations.
7. Any materials that die, or are substantially dead from any cause, should be replaced immediately to original specifications.



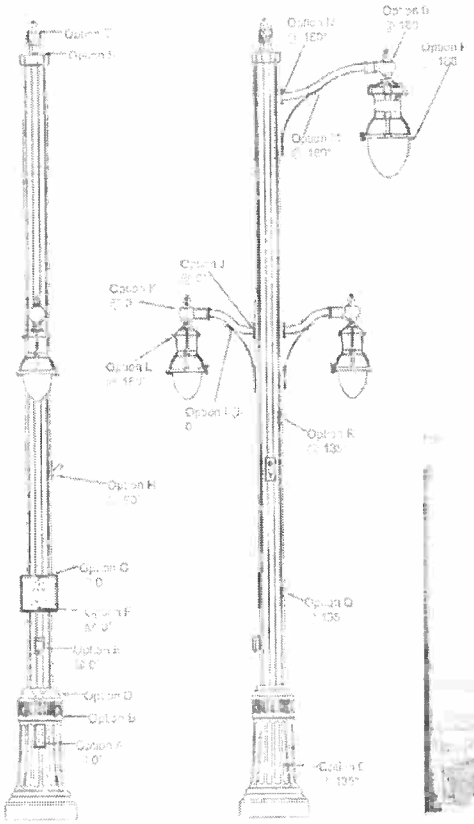


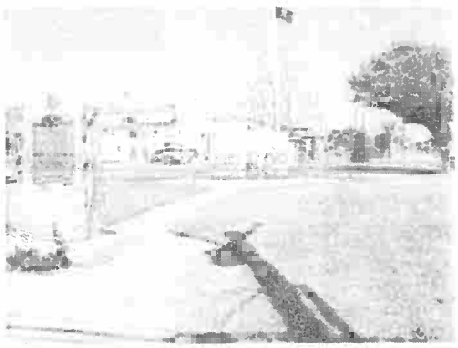
c. **Buffers**

1. Surface parking lots along primary street fronts are discouraged, in rare cases where parking is allowed in front, all parking areas should be adequately buffered from the pedestrian sidewalk by native shrubs and trees.
2. A buffer shall have a minimum average width of 5'.
3. Buffers should consist of a minimum planting scheme of 5 canopy trees per 100 linear feet, and 5 understory trees per 100 linear feet and a continuous hedge with a minimum height of 3'.
4. Canopy and understory trees may be clustered to accent entrances or other design features of the site.

d. **Street Lighting**

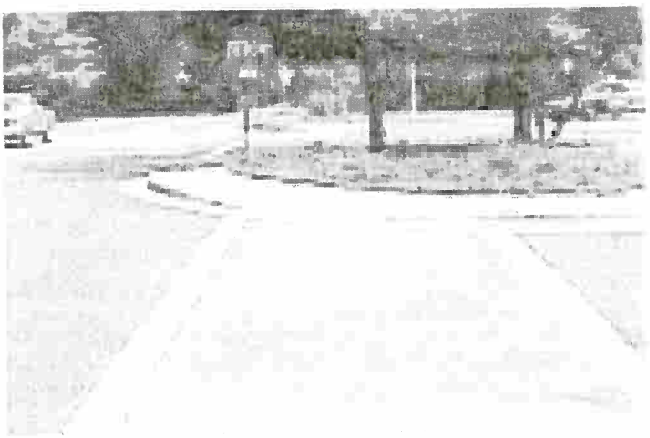
1. Lighting standards of all rights-of-way should meet the Illuminating Engineering Society (IES) photometric requirements.
2. Metal halide phosphor coated lamp sources that reduce spill lighting mounted on 18' decorative cast concrete poles are preferred for roadways.
3. Additionally pedestrian lighting 12' from ground level should be incorporated in key commercial areas and along the Promenade.
4. Roadway/pedestrian lighting fixtures should be installed at approximately 40' on center, approximately 3' away from the face of the curb within the 5' wide utility strip.
5. The pole and fixture housing should be painted white or blue to present a nautical theme.
6. Fixtures at important intersections could have banner arms identifying seasonal events or advertising for City businesses.
7. Traffic signals (pole and arm) should be of NJDOT standards and painted white or blue.

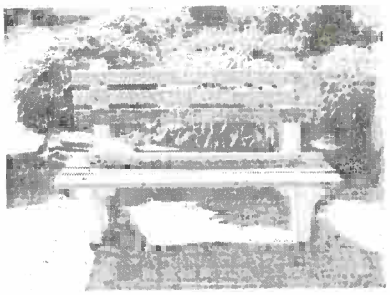




e. **Sidewalks and Crosswalks**

1. A minimum 10' wide sidewalk within the Downtown Business District and a minimum 5' wide sidewalk in other areas with broom finished concrete and tool scored joints should be the standard.
2. Decorative brick or stamped colored concrete paving should be inlayed into the concrete sidewalk to accentuate design.
3. Utilities, street amenities and furniture should be restricted 5' utility strip adjacent to the curb which should be finished with pavers for easy utility maintenance.
4. Intersections within the Downtown Business District should have sidewalk bulb-outs with ADA compliant sidewalk ramps at the four corners to facilitate safe a pedestrian crossing.
5. A minimum 10' wide brick or decorative brick colored stamped concrete crosswalk with separate 10' wide handicap ramps should be installed at each direction within the Downtown Business District; and a minimum 5' wide striped crosswalk and ADA compliant crosswalk ramps should be installed on all other streets.



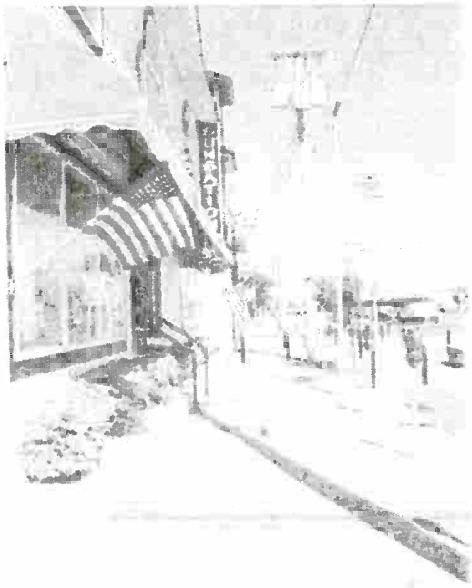


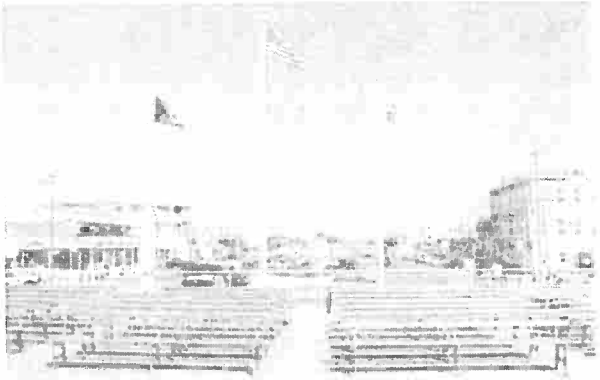
f. **Street Furnishings**

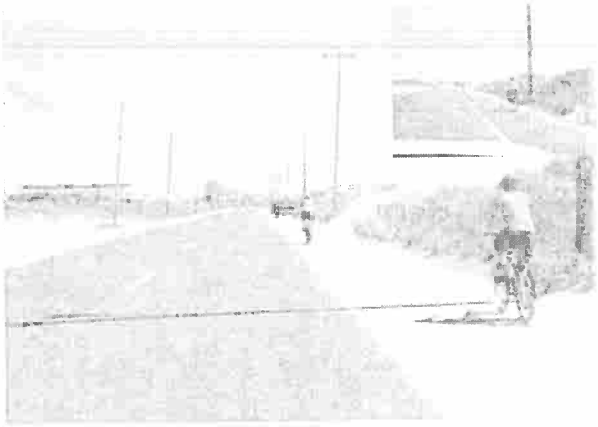
1. Streetscape elements that provide for pedestrians such as outdoor seating, courtyards, green spaces, and public art should be integrated especially in the Downtown Business District and Promenade.
2. Streetscape amenities such as benches, trash receptacles should be located/installed at the sidewalk bulb-outs and pedestrian grouping areas.
3. All the amenities in the package including lighting should have a similar theme and appear to be part of the same family and a combination of blue and black is the preferred primary color for streetscape amenities to present a nautical theme.
4. A contemporary nautical style look is preferred for the streetscape amenities and variations of the theme is encouraged to signify different areas; namely the Downtown Business District, Promenade, Residential District and Neighborhood Commercial.
5. Streetscape elements and amenities should treated with a durable finish suitable for a coastal environment and relatively easy to maintain.
6. Gateways should be located in the median at the foot the bridge on JFK Boulevard and other areas of interest or congregation to create a visual sense of arrival.
7. Gateways may include, vertical elements, treated with special colors, textures, lighting and integrated with landscape.

g. **Utilities**

1. Utilities and infrastructure upgrades required to support the physical streetscape improvements should be undertaken prior to the aesthetic improvements.
2. In the Residential area, utilities should be consolidated to create less visual impact.
3. Above-ground utility boxes along any rights-of-way should be adequately buffered or concealed by designing them to relate to the surrounding streetscape if unable to be located below ground.
4. Trolley stops should be located and designed to be consistent with NJDOT's design criteria and, in principle, the location of such facilities should be determined by maximum utility and least interference with other pedestrian and vehicular traffic.
5. A nautical color scheme with white or blue as the primary colors is preferred for the structure.
6. A pedestrian wayfinding signage graphic in similar graphic style as the vehicular signage should be installed at each trolley stop.





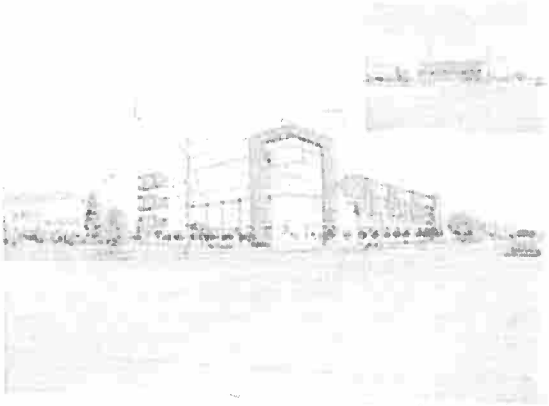


3. ***Site Development:*** *Site development criteria will further the theme and vision envisioned for Sea Isle City. These guidelines relate to site development within private properties.*

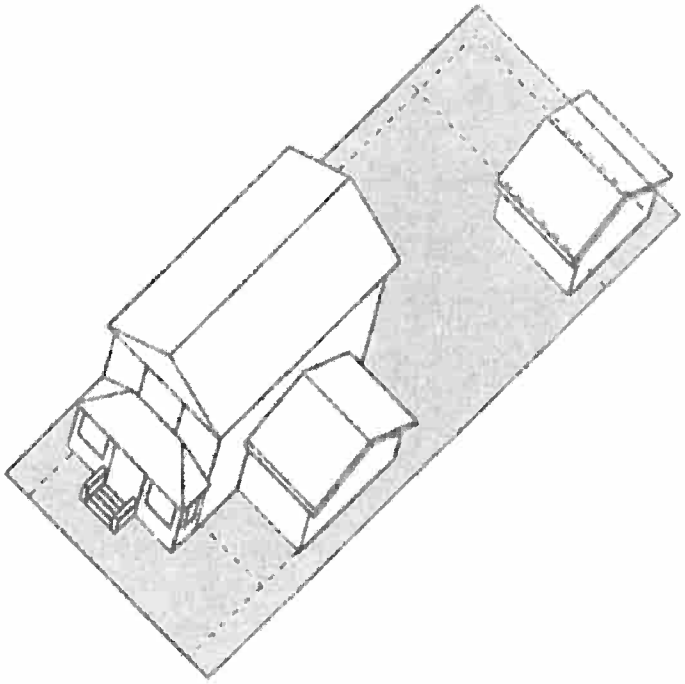
a. **Building Placement, Setbacks and Height**

1. Adjacent properties should be encouraged to use combined driveways to limit access points.
2. Adjacent properties encouraged to share courtyards or landscaped area to provide for side entrances to buildings, access through the site (front to rear) and provide for common streetscape elements.
3. Heating, ventilation and air conditioning equipment should be screened from public view.
4. Locate trash receptacles and dumpsters in less noticeable areas.
5. Screen above ground tanks and utility meters.
6. Restrict work areas, storage doors or open bays along main streets namely Landis Avenue and JFK Boulevard.
7. The following table shows key site development parameters by various use categories.

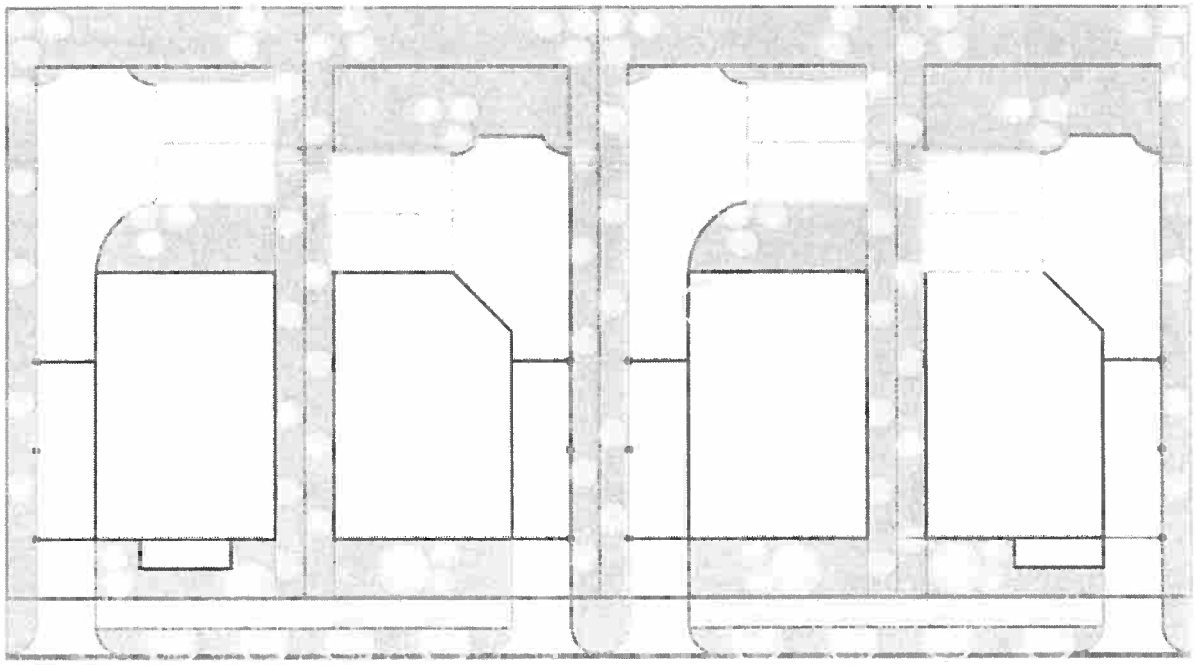
	Single Family Detached	*Single Family Attached*	*Multi-family Residential*	*Mixed Use– Commercial /Residential*	*Neighborhood Commercial*
Min. Lot Size	*5,000 SF*	*5,000 SF*	*10,000 SF*	*5,000 SF*	*100,000 SF*
Min. Lot Width	*50'*	*50'*	*100'*	*50'*	*200'*
Front Setback	*5' to 10'*	*5' to 10'*	*5' to 10'*	*0' to 10'*	*5' to 10'*
Side Setback	*5' to 8'*	*5' to 8'*	*5' to 8'*	*0' to 5'*	*5' to 10'*
Rear Setback	*10' to 20'*	*10' to 20'*	*10' to 20'*	*5' to 10'*	*10' to 20'*
Max. Coverage	*70%*	*70%*	*80%*	*95%*	*90%*
Max. Bldg. Height	*35'*	*35'*	*45'*	*45'*	*35'*
FAR	*2.0*	*2.0*	*3.0*	*3.8*	*0.4*
Parking	*2 per unit*	*1 per unit*	*1 per unit*	*1 per unit*	*1 per 400 SF*



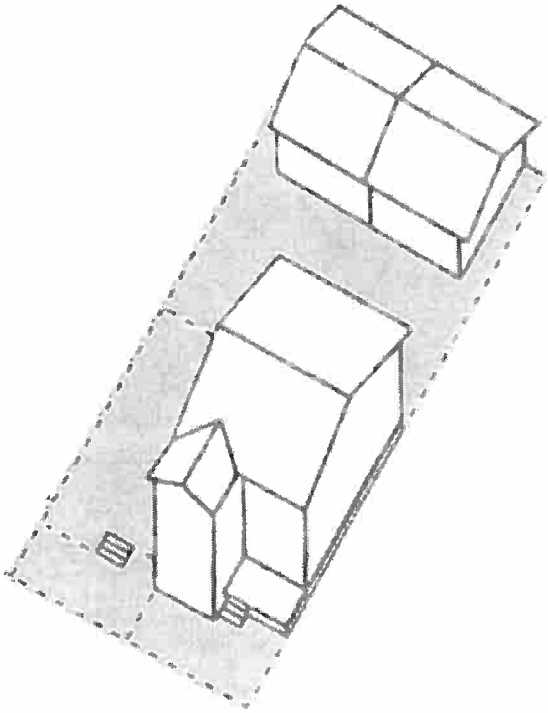
Single Family Residential



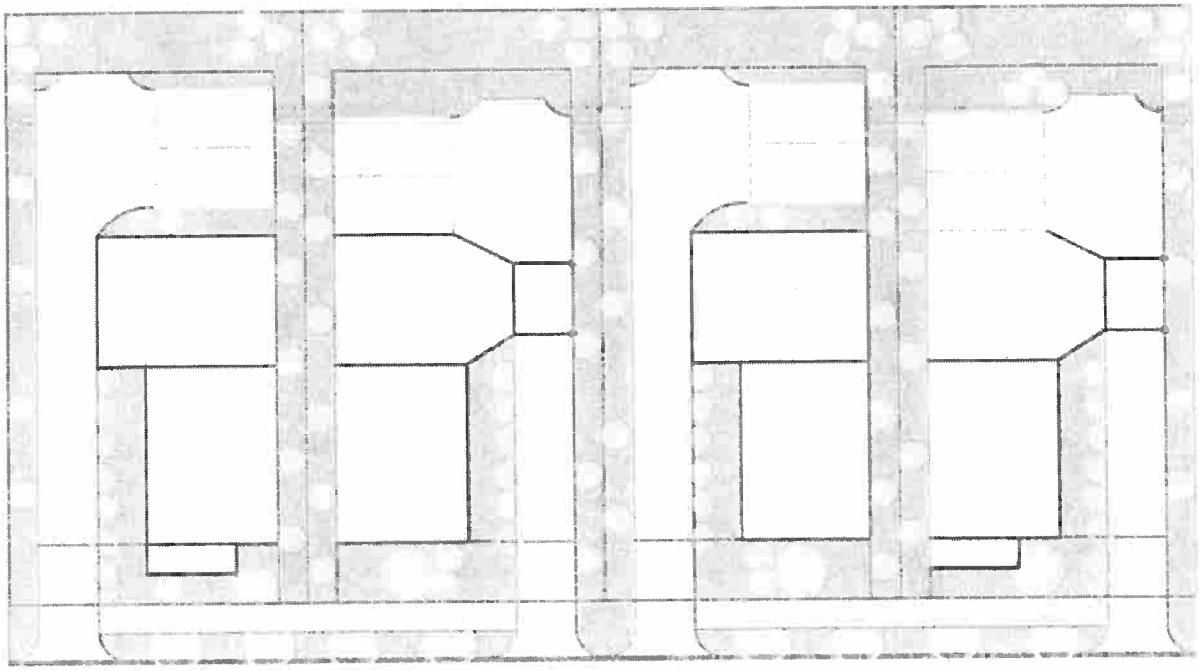
Single Family Residential	
Min. Lot Size	*5,000 SF*
Min. Lot Width	*50'*
Front Setback	*5' to 10'*
Side Setback	*5' to 8'*
Rear Setback	*10' to 20'*
Max. Coverage	*70%*
Max. Bldg. Height	*35'*
FAR	*2.0*
Parking	*2 per unit*



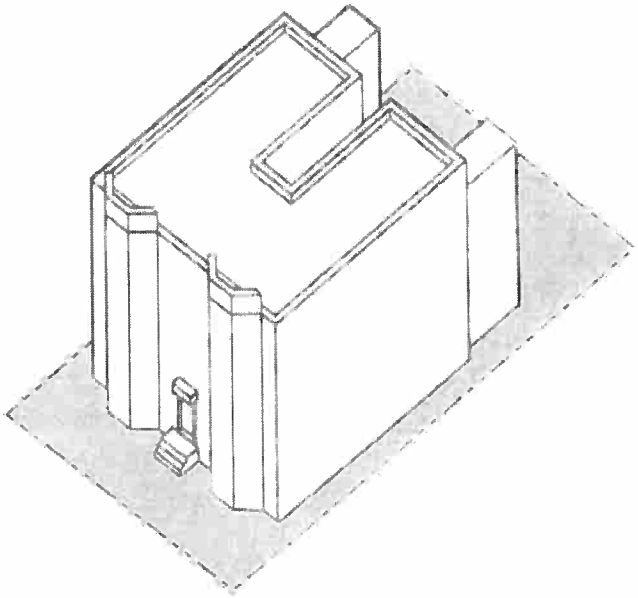
Single Family Residential–Duplex



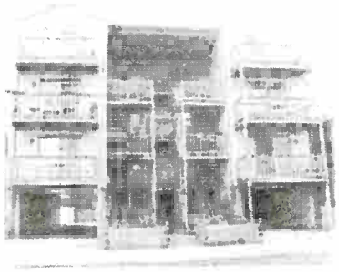
Single Family Residential–Duplex	
Min. Lot Size	5,000SF
Min. Lot Width	50'
Front Setback	5' to 10'
Side Setback	5' to 8'
Rear Setback	10' to 20'
Max. Coverage	70%
Max. Bldg. Height	35'
FAR	2.0
Parking	1 per unit

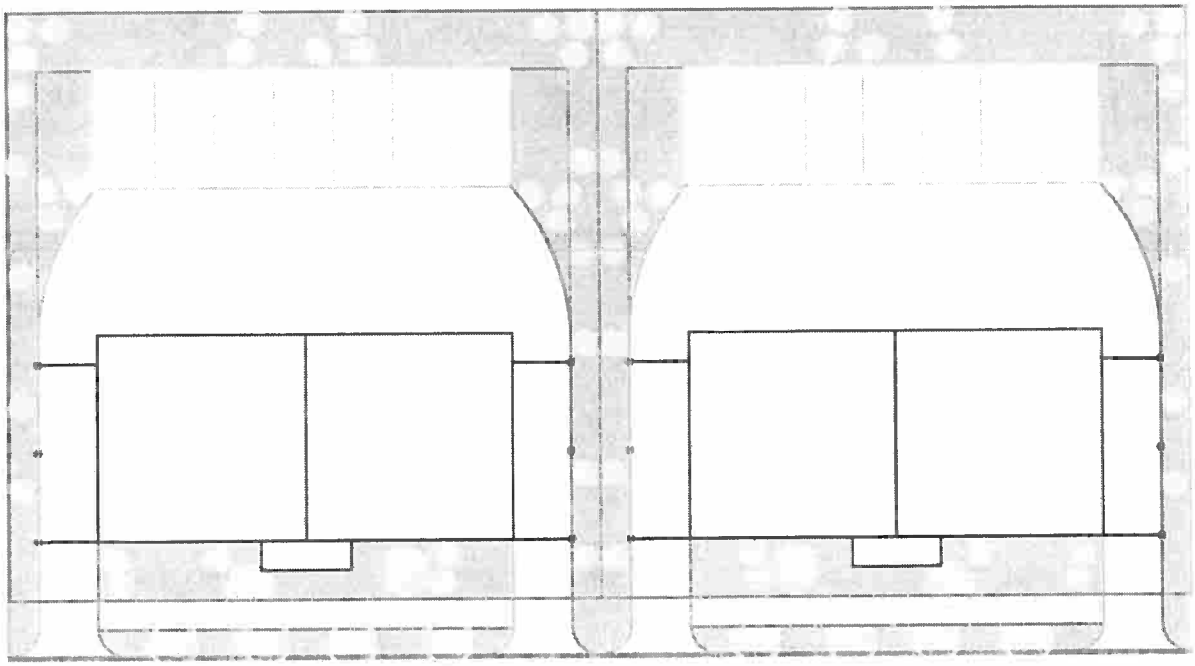


Multi-family Residential

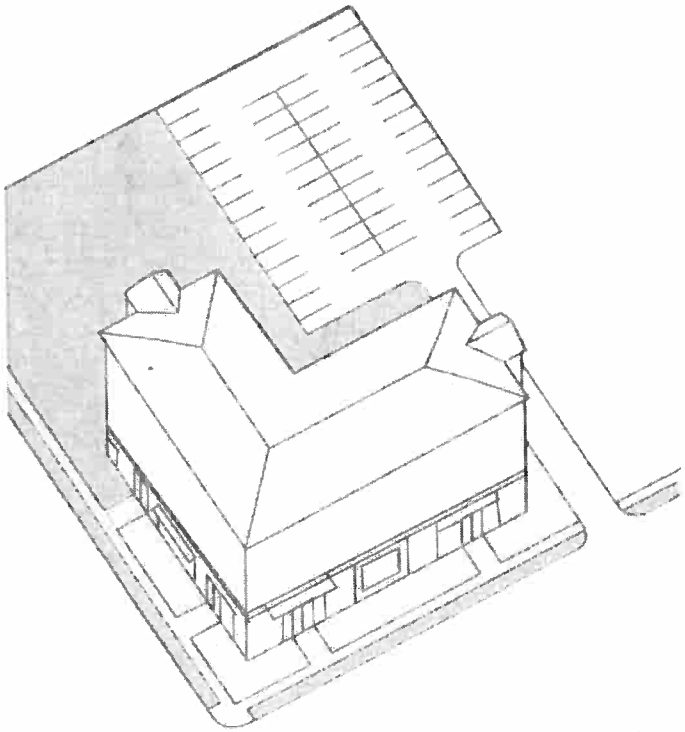


Multi-family Residential	
Min. Lot Size	10,000 SF
Min. Lot Width	100'
Front Setback	5' to 10'
Side Setback	5' to 8'
Rear Setback	10' to 20'
Max. Coverage	80%
Max. Bldg. Height	45'
FAR	3.0
Parking	1 per unit

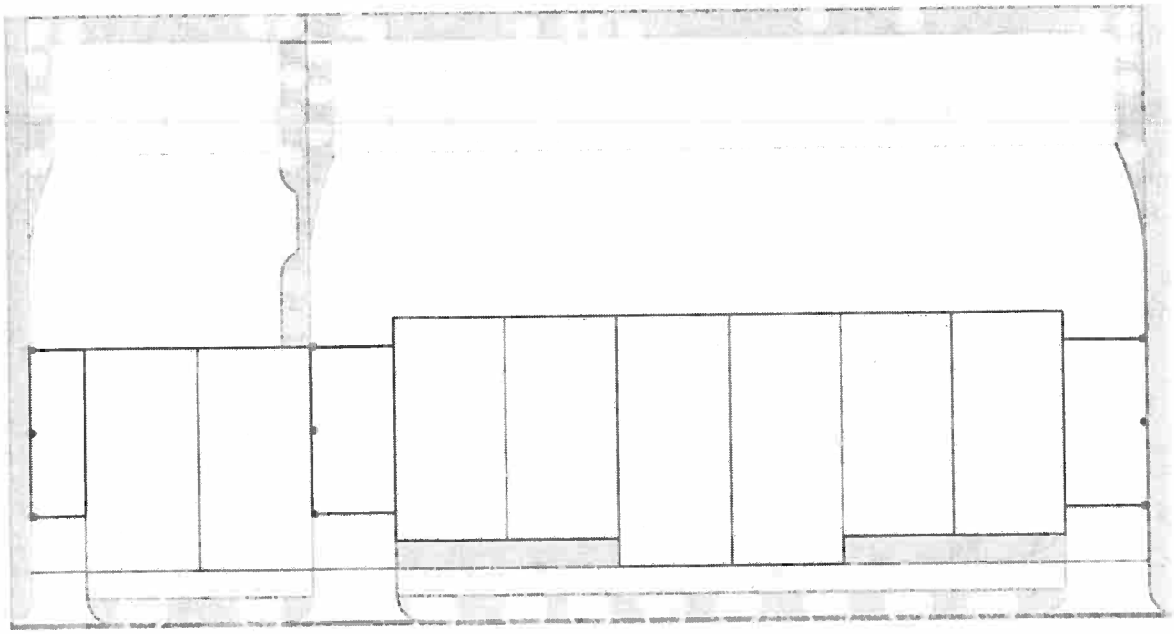




Mixed Use–Commercial /Residential

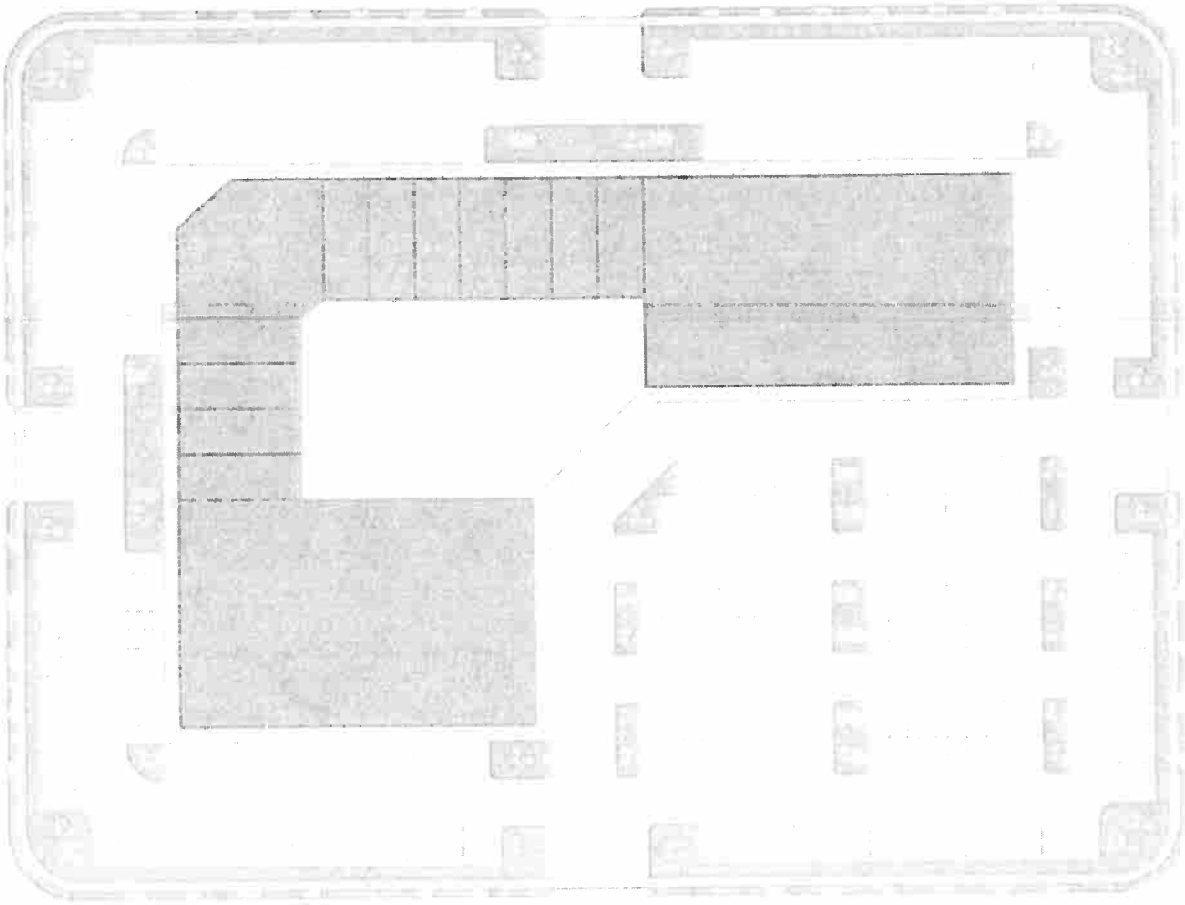


Mixed Use–Commercial /Residential	
Min. Lot Size	*5,000SF*
Min. Lot Width	*50'*
Front Setback	*0' to 10'*
Side Setback	*0' to 5'*
Rear Setback	*5' to 10'*
Max. Coverage	*95%*
Max. Bldg. Height	*45'*
FAR	*3.8*
Parking	*1 per unit*



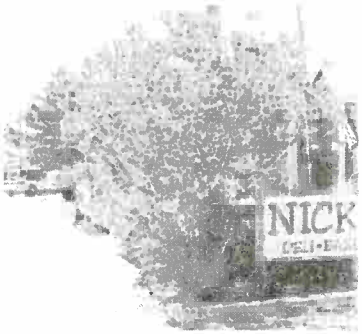
Neighborhood Commercial

Neighborhood Commercial	
Min. Lot Size	100,000SF
Min. Lot Width	200'
Front Setback	5' to 10'
Side Setback	5' to 10'
Rear Setback	10' to 20'
Max. Coverage	90%
Max. Bldg. Height	35'
FAR	0.4
Parking	1 per 250 SF



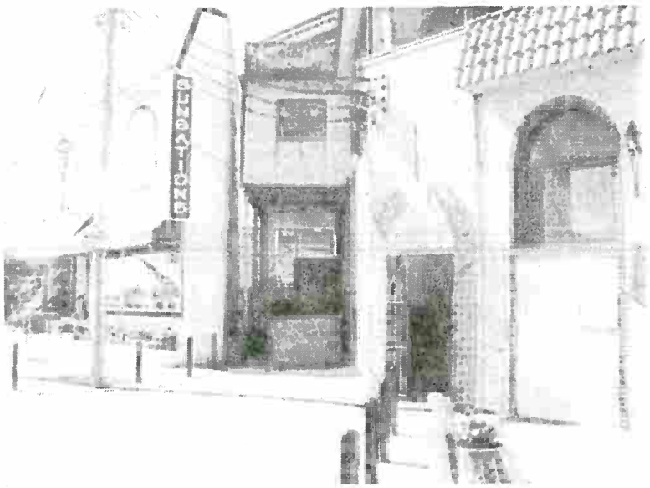
b. Landscape Design

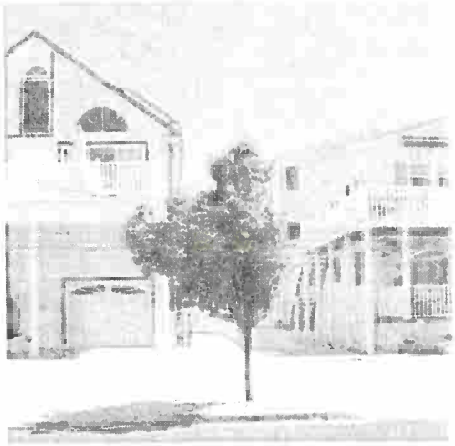
1. Flowering accents in planter beds are encouraged along commercial storefronts and front entrances of public buildings and residential structures.
2. Understory trees may be clustered to accent entrances or other design features of the site.
3. All landscape plant material shall be properly irrigated.
4. Plant materials should be selected and maintained so they achieve a desired height and size within a period of approximately 18 months after planting.
5. Trees shall have a minimum caliper of 2 1/2 " - 3" at 4' from grade level at the time of planting.
6. Materials such as crushed rock, lava rock, redwood bark chips, pebbles and stone or masonry slabs should not be used in place of live plant materials in visible landscaped areas.
7. Any materials that die, or are substantially dead from any cause, should be replaced immediately to original specifications.
8. Semi-private spaces, such as plazas, outdoor cafes and galleries should be integrated by planning and design to the abutting public space.
9. Paved surfaces on private property that abut sidewalks or other pedestrian areas should be compatible in terms of color, material, texture and pattern.



c. **Parking and Access**

1. Multiple uses of parking areas is highly encouraged.
2. Shared parking should be explored to the furthest extent possible and the City should work with business neighbors to draft agreements making shared parking possible.
3. Parking is encouraged to maintain access off alleys and where feasible, parking areas should be master planned and located to the side or rear of buildings.
4. Site plans should facilitate better pedestrian access and driveways, parking areas and curb cuts should be limited to a minimum required by codes.
5. Property access should be limited to a maximum width of 14' for single one-way drives and 24' feet for double or two-way drives.
6. Vehicular turning radii should vary between 10' and 20' depending on site conditions and property use.
7. All parking areas should be adequately landscaped and screened with a minimum 5' wide buffer consisting of trees planted no more than 20' on center and integrated with shrubs.
8. No more than one double aisle of parking should be located between a building and an abutting right-of-way.
9. Landscape buffers shall be integrated to screen unsightly parking and service areas
10. A landscape island of not less than 300 SF with a minimum of two (2) trees in each island with ground cover in the remaining space shall be provided for every 25 parking spaces in a parking lot.
11. Interior parking lot landscaping should be contained in planting beds or pockets within curbs, so that vehicles do not project into the landscaped areas and damage the landscape.



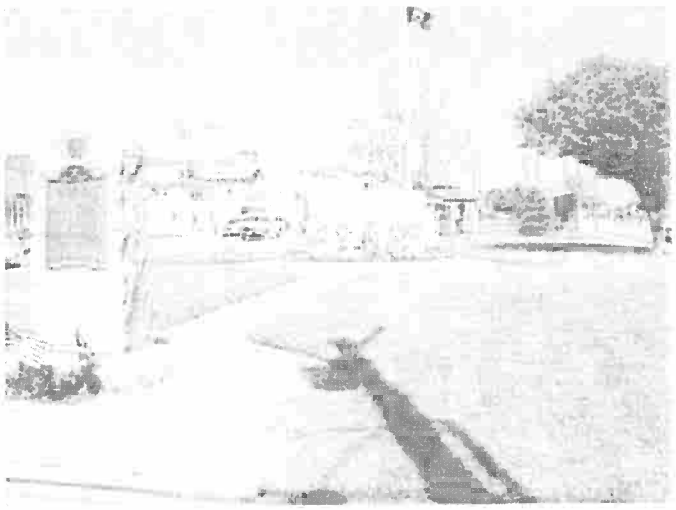


d. Public Art

1. Public art pieces and sculptures are encouraged to accentuate visual interest in places of interest and high gathering areas, especially around public properties, JFK Boulevard and the Promenade.
2. Wall murals should be used only to enhance the environment and/or streetscape and the beachfront promenade.
3. Wall murals should be done by a professional artisan, using proper techniques that reduce the need for maintenance.
4. Wall murals should be maintained in good visual condition throughout the life of the mural and it is the responsibility of the party that had the mural constructed and/or the building owner.

e. Site Lighting

1. Ample exterior lighting should be provided in commercial areas to encourage outdoor activity.
2. The placement, intensity, style, and direction of all lighting fixtures for the purpose of roadway, landscaping, pedestrian, signage or exterior building illumination should not create a hazard to vehicular traffic and should be located on the site lighting plan.
3. The type of lights and fixtures used should be consistent throughout the adjacent area(s) so as to avoid over-exposure of buildings, spill lighting and incompatibility between site uses.
4. Non-corrosive metal or concrete, rounded or square fixtures with a nautical theme are encouraged.
5. The lamp source/light bulbs from any exterior lighting, whether for signs, entrance doors, service drop-off areas, should be shielded from and not visible from public view, regardless of the mounting height.
6. Parking and driveway lights should not exceed 18' in height and pedestrian lighting should not exceed 12' in height.
7. All lighting should be designed as recommended by the Illuminating Engineering Society (IES) and should use the following general standards:
   - Parking Area: Minimum-0.6 fc (foot-candles); Maximum outside a 20' radius from pole-3.6 fc.
   - Property Line: Illumination at the property line should be 0.0 fc to 1.0 fc with as close to 0.0 fc as reasonably feasible when lighting is located next to residential.
   - Pedestrian Walkway, Drop-off Area, and Bikeway: Minimum-0.2 fc; Maximum-2.5 fc.



4. Building Design. *Bringing visual order without destroying architectural variety is the fundamental focus of the Building Design Guidelines. The architectural theme should reflect designs empathetic to the South Jersey shore community. No specific architectural styles are prescribed herein. Creative contemporary interpretations of traditional coastal architectural styles are encouraged. While specific design solutions may vary, the overall theme and design intent remains the same. As much as establishing a design theme and identity remains the primary objective, preventive maintenance and upkeep of buildings and structures and effective code enforcement should be a priority within the City.*

a. Design and Scale

1. Simple, modest designs, rectangular in form, with contemporary details having large windows are encouraged.
2. Angular and clean with stepped back facades, symmetrical and asymmetrical massing, and vertical accentuation, including modern design roof decks and porte-cocheres are encouraged.
3. Main commercial building entrances should be located on main roadways or via side courtyards.
4. Corner entrances for buildings on main street corners should be incorporated to add visual interest.
5. Consistent building design, finishes and details are required on all building sides of the structure.
6. Outside pedestrian seating, cafes, and porches are encouraged in the Downtown Business District and nonresidential areas along the Promenade and should be designed as an integral part of the associated building.
7. Blank and long monotonous front facade designs should be avoided. A façade more than twenty feet in width shall have vertical elements implemented to create differentiation in the façade.
8. Residential structures should include porches, overhanging eaves, breezeways, large windows with shutters and other typical details seen in coastal residential design.

b. Building Materials and Color Scheme

1. Contemporary materials such as vinyl siding, sheet rock, concrete masonry units, stucco, cement composite wood siding or, exterior insulation and finishing systems (EIFS) are preferred to generate creative and cost efficient designs.
2. Brick, masonry and stone with wrought iron embellishments and tile decorations are also encouraged to add variety to the street.
3. Each structure or building should have no more than three colors excluding the roof.
4. Black should not be used in more than 50% of the total facade area.

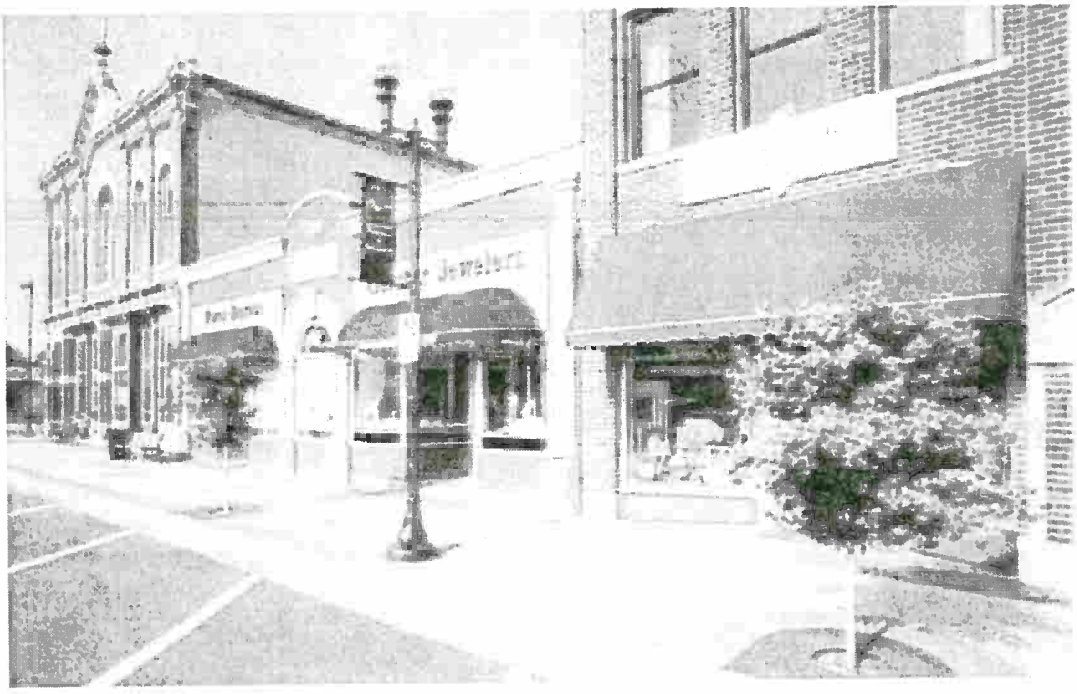
c. **Roof Design**
   1. Sloped hip, gable roofs, wood or asphalt shingle, metal standing seam, tile and other non-reflective materials with a minimum angle of 20 degrees is preferred.
   2. Sloped roofs may incorporate dormers, north-light windows, and other elements such as gables and chimneys to add architectural interest.
   3. Flat roofs with built-up facades and simple raised parapets are also encouraged in commercial areas.

d. **Doors, Windows and Storefronts**
   1. Large windows with or without wood frames and sashes, and divided panes with or without shutters are encouraged.
   2. Doors and windows should be recessed at least 2" from the primary face of the facade to accentuate the fenestration and detail.
   3. False or real windows at regular intervals in size and number to complement building, round, square or geometrical shaped windows.
   4. A minimum 25% of the street facing facade(s) should incorporate fenestration (doors, windows, porches, arcades, loggias, and balconies).
   5. Storefronts are encouraged to relate to pedestrian orientation, facing the frontage line, directly accessible to the sidewalk and designed to encourage visitation.
   6. Display areas should be designed proportionate to the solid masses of exterior façade and not exceed 50% of the facade at each level to establish visual character in addition to an attractive arrangement of materials and appropriate lighting.

e. **Awnings, Porches, Decks and Balconies**
   1. Awnings are encouraged within the Downtown Business District and other nonresidential areas to add visual interest to the streetscape and to provide occasional shelter for pedestrians.
   2. Awnings and canopies should designed proportionate to building height, size, materials, color and associated with windows and/or doors, installed at regular intervals incorporating business names and logos providing an additional opportunity to reinforce identity.
   3. Open decks, including roof decks and balconies with metal railings are encouraged to add visual street interest.

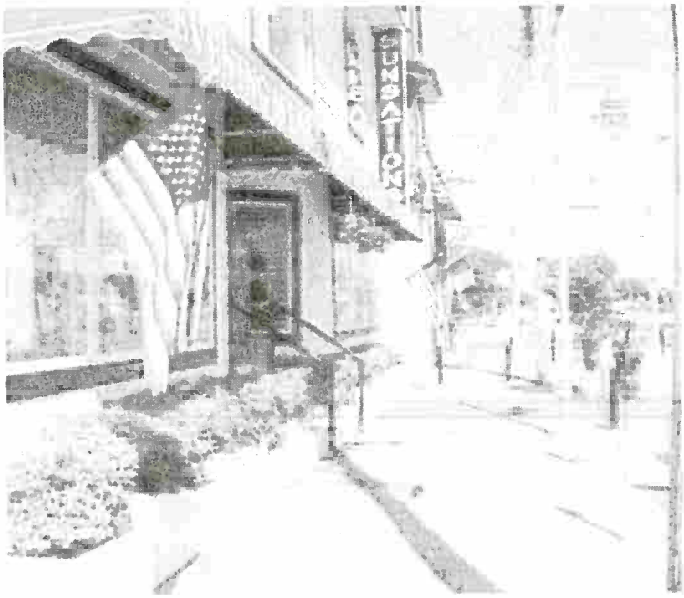
5. ***Signage.*** *In principle, the signs shall be compatible to the architectural style with respect to material and color, oriented to vehicular and pedestrian traffic, professionally designed and mounted. Signs should be compatible to the scale, size and location of the business and its location in Sea Isle City. The signage should support the pedestrian-friendly theme and function as subtle traffic calming devices. The following specific criteria apply:*

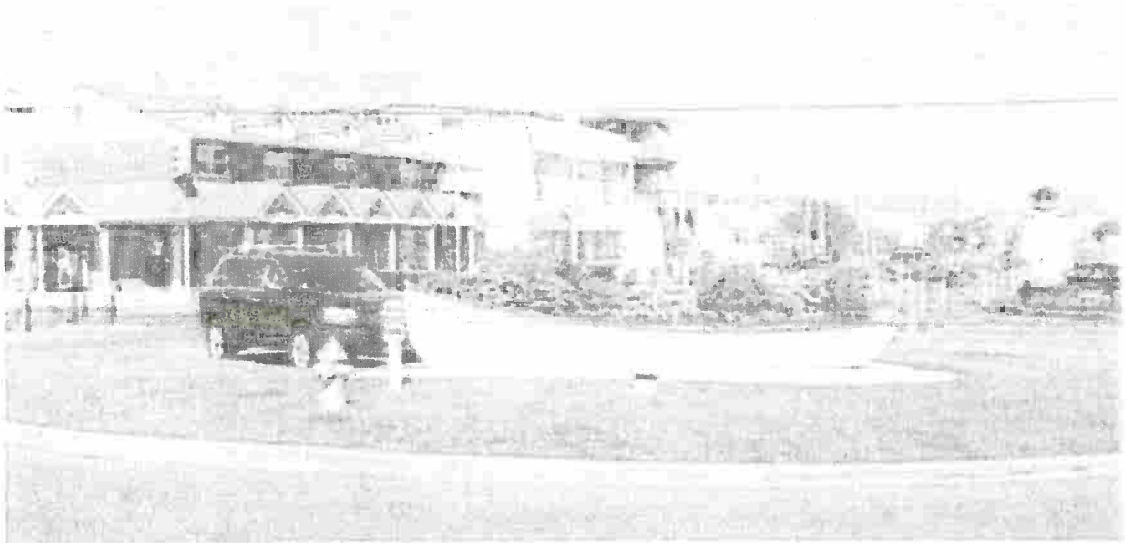
   a. **Applicability, Design and Style**
      1. The sign guidelines are applicable to all nonresidential, mixed use and multi-family residential developments in Sea Isle City.
      2. Sign designs and associated lighting should promote a coastal small-town theme.
      3. Preferred sign types include, flat mounted wall signs, hanging signs, individual letters, wall plaques, logos, first floor window signs covering no more than 50% of window, awning signs that do not to exceed 20% of the total awning area, free-standing pole signs not exceeding 10' from grade level; neon signs used as accents, directory signs only in conjunction with multi-tenant projects and menu display for restaurants on the inside of windows or inside a wall mounted or free-standing display box.
      4. Windows signs on or above the elevation of the second floor level, blinking lights, changeable message boards, electronic message sign, reader boards and information displays, billboards, angle signs (signs that are not perpendicular to the horizontal plane), roof signs, portable signs and permanent construction signs are discouraged as they dissuade from the coastal small town theme in Sea Isle City.
      5. Awning and hanging/bracket signs are encouraged to be compatible with architectural style of the building or structure to which they are attached.



b. Dimensional Requirements

1. One (1) wall sign per building or individual business entrance with maximum copy areas of 30 SF OR one (1) awning or window identification sign with a maximum copy area of 24 SF PLUS one (1) double-faced hanging sign not to exceed six (6) SF of copy area.
2. Multi-story buildings where multi-story buildings are divided into units or floors for several businesses are permitted one (1) wall sign not to exceed 30 SF per street side.
3. Multiple tenant directory signs for buildings with multiple tenants are permitted one (1) directory sign with suite numbers and names of individuals, organization or businesses up to 15 SF in addition to other signs allowed.
4. Temporary development signs may be installed in addition to above signs not exceeding 15 SF per parcel of land and must be removed upon completion of construction
5. Real estate for sale, lease or rental signs, simple in design with black block letters on a white background are allowed in addition to the above sign may not exceed 15 SF per parcel of land or per business and must be removed upon sale, lease or rental.
6. Maximum height of pole or bracket sign should not to exceed 12', with a minimum 8' vertical clearance.
7. Bracket extension of sign should not to exceed 4' from primary vertical face of the façade.



6. ***Design Guidelines Use and Review.*** *These Guidelines shall be applied to all residential and nonresidential structures, their accessory structures and any additions, expansions, or alterations thereto. Routine maintenance and replacement of materials that do not affect the approved exterior design shall be exempt from these guidelines. The provisions of these Design Guidelines are overseen and applied by the City's Planning Board Planner. Individuals seeking to develop or redevelop properties within the City must follow a series of steps.*

   a. Review the City's Land Use Development Codes and Zoning Ordinances and assess implications on the project at hand.
   b. Review these Design Guidelines and assess implications on the project at hand.
   c. Schedule a pre-application meeting and meet with the City's Planners and Engineers to discuss design options .
   d. Address Code and Design Guidelines requirements in the plans to be submitted to the City.
   e. Submit a complete set of plans to the City for review as per the Compliance with Completeness Checklist in the City Code.
   f. Revise plans as necessary pursuant to comments received.
   g. Obtain Development Order and associated approvals/permits as required by the City's Land Development Code.
   h. Schedule a pre-construction meeting.
   i. Initiate the project in accordance with the approved plans.