



City of Wildwood, New Jersey

# Implementation Plan

Pacific Avenue Neighborhood Preservation Program District



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## Acknowledgements

The Pacific Avenue NPP District Team would like to thank Mayor Peter Byron and the Wildwood City Commission for their support of this program. Without their assistance and vision, planning and execution for this designation would not be possible.

The Team would also like to thank the Wildwood Business Improvement District (BID), whose support of the initial application allowed for this designation to become a reality.

Finally, the District Team would like to thank the volunteer members of the Stakeholder Team for their dedication, time, ideas, support, and vision:

Mark David Boberick  
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# Neighborhood Preservation Program

## Introduction

The Neighborhood Preservation Program (NPP), offered by the New Jersey Department of Community Affairs (NJDCA), provides funding and technical support for revitalization efforts across New Jersey. To date, there are 40 designated neighborhoods across the state, most of which are centered around a neighborhood business district and include the residential areas that surround them. The program itself is focused on bringing about visible and tangible change created at the behest of the community's input with both Community Development and Economic Development projects.

NPP is built on four primary intrinsic values: Place Value, Economic Value, Social Value, and Civic Value.

## NPP Grant Process

In mid-2021, the NPP program announced that they would be adding 20 new designations in the state, doubling the size of the program. Eligible district census tracts were identified, requiring at least 50% of the proposed district to be contained in an eligible tract. Eligibility was based on economic and demographic factors.

The City of Wildwood, having targeted the Pacific Avenue neighborhood business corridor as a place in need of revitalization, selected the area and – with the help of the Wildwood BID – applied for a designation for the business and residential corridor along Pacific Avenue from just north of Rio Grande Avenue to Byrne Plaza.

The City was awarded this designation in October of 2021. The benefits of this designation include technical assistance provided by the NJDCA NPP team and at least \$125,000 per year in funding over five years. The City has committed to the required 20% match for each year the designation is active.

The program requires the district to create an Implementation Plan (or "IP", this document) detailing information about the district, a project plan and budget for the first year, factors that determined the development of the project plan, and a forecast of spending and efforts for the remaining four years of the program.

Public opinion was solicited as part of the process for creating this IP, including a community survey, several focus groups, stakeholder input, and other forms of feedback. Upon approval of this IP by the City Commission and the NJDCA, implementation of the project plan will commence.

# The Pacific Avenue NPP District

## The City of Wildwood – Introduction & History

*When Wildwood and Holly Beach boroughs were founded in the late 1800s, they were quaint villages of dirt paths with a handful of Victorian homes and inns. But by the time the boroughs merged in 1912 to form the City of Wildwood, Pacific Avenue became the city's downtown district. To meet the new commercial demand, many of the houses, hotels & inns on Pacific converted their first floors into businesses such as stores and restaurants. Families continued to live above their businesses, or else rent to boarders: a common way for widows to financially support themselves.*

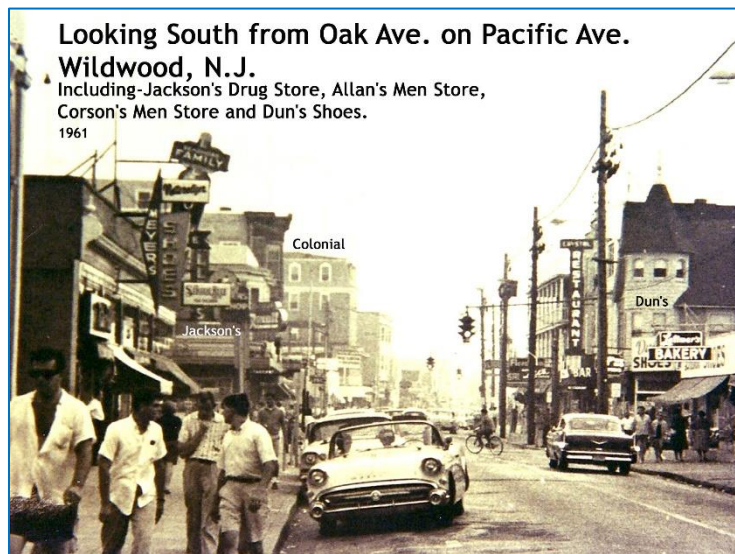
*As Wildwood's downtown evolved from dirt roads and horse-and-buggies to trolleys, paved streets and sidewalks, its stores evolved from the small and niche to the big and fancy. From the 1920s until the 1950s chain and independent department stores and supermarkets were built on Pacific Avenue, often competing against one another for customers' dollars.*

*The postwar boom brought doo-wop architecture and motels, which have grown to be an iconic part of the island's identity; they replaced the hotels of old.*

*A mid-1960s locally sponsored and federally aided "urban renewal" project wiped away what it deemed "blight": old hotels and mom-and-pop Pacific Avenue shops in favor of parking lots and storefronts without upper-level living quarters. But even that was not as severe as the mid-2000s construction boom that wiped away historic houses and doo-wop motels alike.*

*"First a dirt path, then a cobblestone street with trolley tracks, briefly a pedestrian mall and finally an asphalt-paved roadway, Pacific Avenue has been a center of commerce since the 1890s, shortly after settlers first arrived on the island."<sup>1</sup>*

The Pacific Avenue Business District has long been the heart of commerce in the City. The corridor stretches from north to south borders, with the primary cluster of neighborhood businesses being north of Taylor Avenue. Pacific Avenue is a typical, two-lane city street lined with mixed-use buildings, most often with commercial on the bottom floor and residential above, and several standalone buildings. A majority of the district's businesses are comprised of restaurants, boutique retail, groceries, and personal health & beauty services. The residential neighborhood, between Pacific and New Jersey Avenues, is a mix of for-rent shore houses and single-family homes.



<sup>1</sup> Historical information quoted from "Historic Buildings of Pacific Avenue" and "Wildwood's Houses through Time" by Taylor Henry – a local historian and member of the Pacific Avenue Stakeholder Team.

<https://docs.google.com/document/d/11GOBkPyyc0EmymqGqIS7LjNOpfOaNN-Ce0qvpsSzN8/edit>

## District Boundaries



The district is rectangular in shape and is bounded by East Taylor Avenue on the South, New Jersey Avenue on the West, East Oak Avenue on the North, and Pacific Avenue on the East. Properties on both sides of Pacific Avenue are included in the district, while only those on the east side of New Jersey Avenue, north side of Taylor Avenue, and south side of Oak Avenue are included. The district includes Byrne Plaza, over 50 businesses, and numerous residences.

## District Data

According to statistics from the *U.S. Census Bureau* and *Esri Forecasts*, there are 519 residences in the district, with an estimated total population of 536 residents. A number of these residential buildings are beach houses that are made available for rent and are occupied throughout the summer tourism season. The plurality of owner-occupied households is made up of two-member families. Median Household Income (MHI) for the area is estimated at \$32,735, which is only 38.7% of the MHI for the State of New Jersey.



There are an estimated 49 businesses in the district, employing over 650 people. While this exceeds the resident population in the area, many of these businesses are seasonal in nature, resulting in seasonal employment for many residents. Nearly 45% of the businesses in the district are in the Services industry, while another 35% are Retail Trade establishments.

## Market Analysis

In January of 2022, Triad Associates conducted a Market Analysis of the Pacific Avenue NPP District and the City of Wildwood. Below are the findings from that analysis.

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### OVERVIEW AND INTRODUCTION

The Neighborhood Preservation Plan (NPP) Corridor is comprised of approximately 13 blocks located in the City of Wildwood's downtown. As shown in the map below, the area is also centrally located relative to the four island municipalities of Wildwood, North Wildwood, Wildwood Crest, and West Wildwood.

The NPP Corridor is bounded by New Jersey Avenue to the west, Pacific Avenue on the east, East Taylor Avenue to the south, and East Oak Avenue to the north. The NPP Corridor contains approximately 50 businesses, the majority of which are either retail or service establishments. These businesses represent 6% of all businesses island-wide.





The purpose of this market profile is to determine whether there are gaps in the business composition of the NPP Area and if so, which business sectors might be strengthened to enhance the commercial viability of the area. To accomplish this, a detailed breakdown of businesses in the NPP Corridor was compared with a similar breakdown of businesses island-wide. It is important to look at the entire island and not just the City of Wildwood since access to all businesses is within an easy commute. This is particularly true in the summer months and throughout the shore season when visitors frequent businesses in all portions of the island.

The table on the following page provides this contrast. Specifically, the table examines the consumer purchasing power of the retail market both in the NPP Corridor and across the entire island. This contrast shows the purchasing power of year-round residents and illustrates where consumer purchases are being lost to businesses outside of the respective jurisdictions. For example, as shown in the table, there are only five sectors where there is leakage of consumer dollars from both the NPP Area and the island to other jurisdictions, (where purchases exceed annual sales). They are Motor Vehicle & Parts Dealers, Furniture and Home Furnishings, Building Materials & Supplies, Gasoline Stations, and Non-Store Retailers.

**YEAR-ROUND CONSUMER PURCHASING PATTERNS**

<b>Business Sector</b>	<b>NPP District Consumer Dollars</b>		<b>Island-wide Consumer Dollars</b>	
	Leakage	Surplus	Leakage	Surplus
Motor Vehicle & Parts Dealers	✓		✓	
Furniture & Home Furnishings	✓		✓	
Electronics & Appliances	✓			✓
Building Materials, Garden & Supplies	✓		✓	
Food & Beverage Stores		✓		✓
Health & Personal Care Stores	✓			✓
Gasoline Stations	✓		✓	
Clothing & Clothing Accessory Stores		✓		✓
Sporting Goods, Hobbies & Book Stores		✓		✓
General Merchandise Stores		✓	✓	
Miscellaneous Retailers		✓		✓
Non-Store Retailers	✓		✓	
Food Services & Drinking Establishments		✓		✓

Source: ESRI Business Analyst, 2021

These patterns, however, account only for those of year-round residents. There are approximately 536 individuals living year-round in the NPP Area and 12,365 residents island-wide. Obviously, these patterns change significantly during the summer and seasonal months, when the island is packed with visitors and vacationers.

According to Wildwood tourism statistics, more than 9 million visitors come to the island communities annually. Such large numbers place a tremendous consumer demand on existing stores and services. The table on the following page approximates the increased demand for retail sales activity and services as a result of the impacts of tourism.

As seen in this table, almost all sectors show a significant increase in demand that exceeds average year-round sales. However, in order to assess the ability to attract new businesses to the NPP Area, the land use capacity and the likelihood of new businesses emerging or expanding in a particular sector also has to be considered. A closer look at the characteristics of each sector provides some answers.

Some of the sectors, such as Motor Vehicles and Parts or Gasoline Stations would clearly not be a fit in the NPP Corridor. Other stores that typically require large building footprints, such as furniture or office supply stores may also not be a fit for the corridor.

Examples of stores that might benefit from new investments include the following:

- Home Furnishings, since both landlords and homeowners on the island may wish to shop for unique furnishings for their housing units;
- Electronics, particularly phone stores might be good fits since everyone has a phone that may need repair or upgrades;
- Specialty foods, which would include unique items not typically found in other food or grocery stores;



- Books and periodicals that cater to the vacation crowd;
- Shoes and specialty apparel, beyond T-shirts, bathing suits and the usual beach apparel;
- Specialty merchandise not found elsewhere on the island.

### **TOURISM IMPACTS ON ISLAND-WIDE PURCHASING PATTERNS**

<b>BUSINESS SECTOR</b>	<b>CURRENT DEMAND</b>	<b>CURRENT SALES</b>	<b>FORECAST OF SEASONAL SALES DEMAND</b>	<b>NET INCREASE IN SALES CAPACITY</b>
Motor Vehicle & Parts Dealers	\$34,163,949	\$12,002,088	\$204,983,694	\$192,981,606
Furniture & Home Furnishings	\$6,248,120	\$2,611,265	\$37,488,720	\$34,877,455
Electronics & Appliances	\$6,101,261	\$7,301,494	\$36,607,566	\$29,306,072
Building Materials, Garden & Supplies	\$10,186,957	\$2,856,598	\$61,121,742	\$58,265,153
Food & Beverage Stores	\$28,884,758	\$148,687,481	\$173,308,548	\$24,621,067
Health & Personal Care Stores	\$12,417,371	\$17,137,717	\$74,504,226	\$57,366,509
Gasoline Stations	\$15,810,862	\$4,613,482	\$94,865,172	\$90,251,690
Clothing & Clothing Accessory Stores	\$11,096,025	\$27,747,600	\$66,576,150	\$38,828,550
Sporting Goods, Hobbies & Book Stores	\$4,710,195	\$6,314,026	\$28,261,170	\$21,947,144
General Merchandise Stores	\$23,473,397	\$6,609,217	\$140,840,382	\$134,231,165
Miscellaneous Retailers	\$6,382,364	\$8,207,069	\$38,294,184	\$30,087,115
Non-Store Retailers	\$2,748,911	\$170,016	\$16,493,466	\$16,323,450
Food Services & Drinking Establishments	\$16,429,989	\$119,403,315	\$98,579,934	(\$20,823,381)

### **EXPLANATION OF METHODOLOGY**

According to Wildwood tourism statistics, the island experiences 9,000,000 visitors annually. The average visit is estimated at three days. Some visitors stay longer, others come only for the day. Using three days as the average yields 27,000,000 visitor days per year. This figure is then translated to an estimate of year-round residents ( $27,000,000/365 = 73,972$ .) In other words, annual visitation has the same potential impact as if the island had 73,972 year-round residents or six times the current population. Figures in the current demand column, which are based on the current population, were multiplied by 6 to yield forecasted seasonal sales demand. The difference between current sales and forecasted demand is shown in the figures in the last column. Where seasonal demand exceeds current sales, one can expect that there is a gap in sales that could be mitigated by the expansion of new stores or store capacity in that sector. These island-wide statistics would also hold for the NPP Area since that is a small part of the total island market. Demand and Sales figures from ESRI Business Analyst 2021.

### **SUMMARY**

This analysis presents only a broad-brush examination of NPP Market potential. As is the situation with all new businesses and investments, considerably more investigation needs to be done on a case-by-case basis. In addition, successful businesses in the NPP Corridor must also be those that can be sustained by the seasonal activity, which is so important to the local economy. Not all businesses can close down for six months or more and support a workforce and the overhead that taxes, maintenance, and other costs for the property require. The bottom line, however is that there appears to be market potential in the NPP Corridor that with the appropriate level of additional research, creativity, and entrepreneurship could sustain new investment and/or redevelopment of existing properties.

## The NPP Process

### NPP Coordinator

The NPP process begins with the designation of an NPP Coordinator. The primary responsibilities of the Coordinator include:

- Data collection and analysis
- Establishing partnerships between the municipality, the businesses, residents, investors, and other community stakeholders
- Facilitation of Stakeholder Team meetings, focus groups, and surveys
- IP development
- Implementation of projects included in the IP

The City of Wildwood appointed Steve Booy, a City employee from the Zoning Department as their NPP Coordinator. Mr. Booy has a firm grasp on the characteristics of the district, including institutional knowledge of the businesses, stakeholders, and history of efforts toward revitalization. The City also contracted with Triad Associates, a community development firm with over 43 years of experience, to assist with the planning and implementation of their NPP district.

## Community Engagement - Survey

In order to begin planning the IP and direction of the designation, community input was solicited by several methods. First, a DCA-authored community survey, requesting input from stakeholders of the district, was released across the City's various communication channels. The survey received 201 responses.

When asked to describe the district now (left) and in the future (right), here are the words that were included most often:



## Community Engagement – Focus Groups

Two community focus group meetings were held – one for residents and another for businesses and organizations in the area. The following are the notes from those meetings. A number of projects – such as assisting with homeowner maintenance (Façade Renovations), aesthetic improvements (murals, streetscapes), business marketing assistance, and vacant building artistic coverups – were included in the project plan as a result of these focus groups.

### Resident Focus Group (15 participants):

January 18<sup>th</sup>, 2022 – 7pm

#### Positives:

- Walkability
- High volume of bikes
- Lot of families around in the AM
- Nighttime lighting on Pacific
- Concerts, events nearby (including Jeep convention)
- Historic buildings/facades

#### Negatives/Potential for Change:

- Business Mix can be improved, including ice cream shops, boutique retail, personal services
- Owner maintenance
- Accessibility
- Aesthetics
- Traffic – speed reduction and other pedestrian safety measures

#### Ideas for Improvement:

- Improve Business Mix/Targeted Business Recruitment
- Temporary facades
- Pop-up Shops
- More events in/around District
- More family-oriented events/activities
- More recreation options
- District Promotions/Marketing
- Close block(s) of Pacific during events
- Work toward year-round economy
- Assist with owner maintenance
- Improve aesthetics – signs, lighting, art, etc.

Businesses/Organizations Focus Group (17 participants):

January 19<sup>th</sup>, 2022 – 7pm

Positives:

- Several year-round, quality, longstanding businesses
- Lots of bike traffic
- Existing mural art

Negatives:

- Minority/women business owners need more help
- Street traffic is an issue for pedestrians/business traffic
- Upcoming construction
- Property owners who lease their property are not continuing upkeep
- Not enough employees for businesses
- No public restrooms
- Graffiti ruins atmosphere

Ideas for Improvement:

- Business assistance funding, especially for minority/women-owned businesses
- Add a bike lane, potentially reduce Pacific to one-way for room
- Kiosk(s) with local business information/map
- Bike share
- Ensure Ave stays open during construction. Temporary signs and marketing.
- Property maintenance assistance (especially for absent owners)
- District-wide, cooperative employee attraction effort
- District branding
- Business assistance for marketing
- Public restrooms
- Graffiti cleanup
- Property cleanup/plant flowers/plant greenery
- Art on windows, especially vacant buildings
- More mural art
- Business façade grant funding/materials grants for painting
- Cooperation w/District Redevelopment program

## Community Engagement – Other Outreach

Community stakeholders were also encouraged to reach out to the Stakeholder Team and NPP Coordinator with their feedback regarding the district. There were numerous emails received as part of this effort.

## Project Plan

### Projects – Year 1

The Stakeholder Team, armed with their personal experiences and the feedback received from the community, set out to create a response Project Plan to address the issues and improve on the assets in the district. Below are the projects planned for the first year of implementation.

*Project: Business Assistance Program – Marketing*

*Value: Economic*

*Budget: NPP - \$10,000; City Match - \$0; Other Resources - \$10,000; TOTAL - \$20,000*

Businesses in the district struggle with making their presence known, resulting in customer counts far below their potential. The district would like to contract with a marketing consultant to work with these businesses on an individual basis to improve their marketing skills, reach, and media. The Wildwood BID has committed to assisting with both funding and technical assistance for this project. Implementation of this project will begin immediately after approval of the Implementation Plan.

*Project: NPP Marketing Program – Raising the Profile of the Pacific Avenue District*

*Values: Place, Social, Civic*

*Budget: \$2,000; City Match - \$0; Other Resources - \$0; TOTAL - \$2,000*

The district would like to let residents and businesses know about the NPP designation, revitalization efforts, and what it means for them. This project consists of the production of informational media, attendance at events, social media, and other digital marketing. This project will also be used to solicit feedback from the community on an ongoing basis. Efforts toward this project will begin upon IP approval.



*Project: Commercial Façade Renovation Grants*

*Values: Place, Economic*

*Budget: \$25,000; City Match - \$0; Other Resources - \$0-5,000; TOTAL - \$25,000*

It was noted across various forms of community feedback that the “look and feel” of businesses along Pacific Avenue needed improvement. It was a common feeling that these façades were run down, dirty, or in a state of disrepair. The district would like to offer up to five Façade Improvement Grants with a maximum of \$5,000 per project to district businesses to assist with the improvement of their street-facing exteriors.

Businesses will be asked to provide additional funding for their projects, with an expected result of \$6,000-\$10,000 projects per business. Eligible businesses will be awarded these project funds on a first-come, first-served basis after an open application period.

*Project: Residential Façade Renovation Grants*

*Values: Place, Social*

*Budget: \$20,000; City Match - \$0; Other Resources - \$0; TOTAL - \$20,000*

Similar to the business façades above, community feedback also expressed a noted deterioration in the façades of residential buildings. The district would like to offer up to four Façade Improvement Grants with a maximum of \$5,000 per project to district residences to assist with the improvement of their street-facing exteriors. Eligible homeowners will be awarded these project funds on a first-come, first-served basis after an open application period. There may be matching funds provided in tandem with this project with a housing rehabilitation program conducted by the City.



*Project: Historic Façade Preservation & Placards*

*Values: Place, Economic, Social, Civic*

*Budget: \$18,000; City Match - \$0; Other Resources - \$3,000; TOTAL - \$21,000*

As noted in the introduction to this document, there are numerous historic buildings throughout the district, many of them decaying without proper maintenance and protection. The district would like to dedicate \$15,000 to temporary preservation measures to help slow the degradation process and an additional \$3,000 to create informational placards for these buildings, showcasing their historic stories. This project will be done in concert with a local historic preservation organization, Preserving the Wildwoods, a Community Alliance, that has already obtained some of the funds through a grant for the placard project.



*Project: Vacant Building Artistic Coverups*

*Values: Place, Economic, Social*

*Budget: \$12,000; City Match - \$0; Other Resources - \$0; TOTAL - \$12,000*

There are a number of vacant buildings in the district, contributing to an atmosphere of economic distress. Avoidance of the “Broken Window Theory” is key and, as such, the district would like to create vinyl coverups using the art of local artists to cover empty windows in these vacant buildings to spur activity and attempts at economic revitalization. Implementation of this project would take place immediately after the approval of this IP.

*Project: Mural Art*

*Values: Place, Social*

*Budget: \$10,000; City Match - \$0; Other Resources - \$0; TOTAL - \$10,000*

Owing to feedback from both the resident and business/organization focus groups, the district would like to invest in at least one new mural in the district this year, painted by a local artist. There are several businesses that have already volunteered large, blank walls for this initiative.

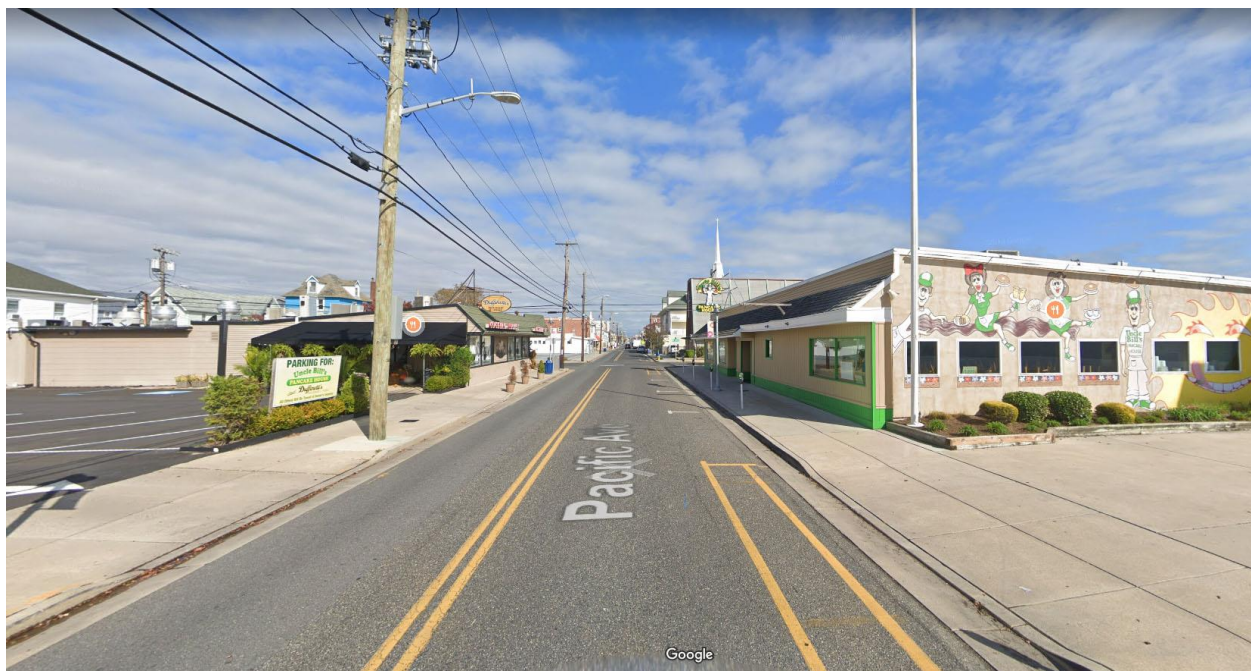


*Project: Business District Informational Kiosk(s)*

*Values: Place, Economic*

*Budget: \$3,000; City Match - \$0-5,000; Other Resources - \$0; TOTAL - \$3,000-8,000*

During the business focus group, business owners expressed an interest in having a central directory of businesses located on Pacific Avenue. The request outlined a need for a central place for information related to the businesses present and where to find them. The district is hoping to create an electronic kiosk to address this need, with a full directory, a list of offerings, and a map.



## Budget – Year 1

Volume of projects and their overall impacts were taken into consideration while developing the project budget for the first year. It is anticipated that this funding will allow for up to 5 businesses to participate in the Business Growth Program, a further 5 in Commercial Façade Renovation, 4 homeowners to benefit from Residential Façade Renovation, 4 buildings for Historic Façade Preservation, and at least 2 vacant buildings for the Artistic Coverups.

The City is executing the Outfall Reconstruction project in 2022, which will result in street and sidewalk reconstruction throughout the district. The \$1.9M noted below is the estimated contribution. The \$1.0M noted for the Pacific Avenue Redevelopment Plan below is also an estimate.

Year 1 Projects				
Project	NPP	City	Other	Total
Business Growth Program - Marketing Consultant	\$10,000		\$10,000	\$20,000
NPP Marketing Program	\$2,000			\$2,000
Commercial Façade Renovation	\$25,000			\$25,000
Historic Façade Preservation & Info Placards	\$18,000		\$3,000	\$21,000
Residential Façade Renovation	\$20,000		\$100,000	\$20,000
Vacant Building Artistic Coverups	\$12,000			\$12,000
Mural Art	\$10,000			\$10,000
Business District Informational Kiosk	\$3,000		\$5,000	\$8,000
Outfall Project - Street Reconstruction		\$1,900,000		\$1,900,000
Pacific Avenue Redevelopment Plan		\$1,000,000		\$1,000,000
Admin - Coordinator and Triad Associates	\$25,000	\$25,000		\$50,000
<b>Total</b>	<b>\$125,000</b>	<b>\$2,925,000</b>	<b>\$118,000</b>	<b>\$3,068,000</b>

## Project Alignment with NPP Values – Year 1

The Stakeholder Team was careful to ensure that planned projects aligned with the four core values of the NPP program. The below chart shows project alignment with these NPP core tenets.

Implementation Plan Alignment with NPP Values				
Implementation Plan Project	NPP Program Value			
	Place	Economic	Social	Civic
Business Growth Program - Marketing Consultant		X		
NPP Marketing Program - Raising the Profile of the District	X		X	X
Commercial Façade Renovation	X	X		
Historic Façade Preservation & Informational Placards	X	X	X	X
Residential Façade Renovation	X		X	
Vacant Building Artistic Coverups	X	X	X	
Mural Art	X		X	
Business District Informational Kiosk	X	X		



## Projects – Year 2 through Year 5

The Stakeholder Team has set broad goals for the District after the first year. They would like to continue several programs, as well as introduce a District Branding initiative. Once the Outfall Reconstruction project is completed, there will be opportunities to address streetscape improvements, cleanliness, recreation, and amenities. They are also focused on finding a catalyst project to include in annually – one that would help to spur economic revitalization in the district.

Below are estimated, projected project budgets for Year 2 through Year 5. It is anticipated that these budgets will change dramatically prior to implementation.

Potential Year 2 Project Budget				
Commercial Façade Renovation	\$25,000			\$25,000
Residential Façade Renovation	\$20,000		\$100,000	\$120,000
Streetscapes & Aesthetic Improvements	\$10,000			\$10,000
Other Projects	\$20,000			\$20,000
Pacific Avenue Redevelopment Plan			\$1,000,000	\$1,000,000
Catalyst Project	\$25,000			\$25,000
District Branding Initiative	\$25,000		\$10,000	\$35,000
Administration	\$25,000	\$25,000		\$25,000
<b>Total</b>	\$125,000	\$25,000	\$1,110,000	<b>\$1,235,000</b>

Potential Year 3 Project Budget				
Commercial Façade Renovation	\$25,000			\$25,000
Residential Façade Renovation	\$20,000		\$100,000	\$120,000
Streetscapes & Aesthetic Improvements	\$10,000			\$10,000
Other Projects	\$45,000			\$45,000
Pacific Avenue Redevelopment Plan			\$1,000,000	\$1,000,000
Catalyst Project	\$15,000			\$15,000
District Branding Initiative	\$10,000		\$5,000	\$15,000
Administration	\$25,000	\$25,000		\$25,000
<b>Total</b>	\$125,000	\$25,000	\$1,105,000	<b>\$1,230,000</b>

Potential Year 4 Project Budget				
Commercial Façade Renovation	\$25,000			\$25,000
Residential Façade Renovation	\$20,000		\$100,000	\$120,000
Streetscapes & Aesthetic Improvements	\$10,000			\$10,000
Other Projects	\$45,000			\$45,000
Pacific Avenue Redevelopment Plan			\$1,000,000	\$1,000,000
Catalyst Project	\$15,000			\$15,000
District Branding Initiative	\$10,000		\$5,000	\$15,000
Administration	\$25,000	\$25,000		\$25,000
<b>Total</b>	\$125,000	\$25,000	\$1,105,000	<b>\$1,230,000</b>

Potential Year 5 Project Budget				
Commercial Façade Renovation	\$25,000			\$25,000
Residential Façade Renovation	\$20,000		\$100,000	\$120,000
Streetscapes & Aesthetic Improvements	\$10,000			\$10,000
Other Projects	\$45,000			\$45,000
Pacific Avenue Redevelopment Plan			\$1,000,000	\$1,000,000
Catalyst Project	\$15,000			\$15,000
District Branding Initiative	\$10,000		\$5,000	\$15,000
Administration	\$25,000	\$25,000		\$25,000
<b>Total</b>	<b>\$125,000</b>	<b>\$25,000</b>	<b>\$1,105,000</b>	<b>\$1,230,000</b>

# Pacific Avenue NPP District Implementation Plan

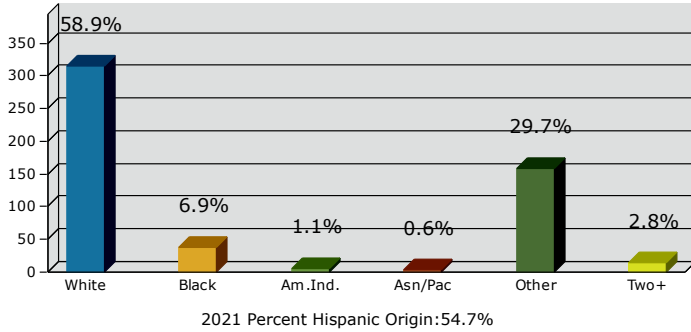
## Appendix



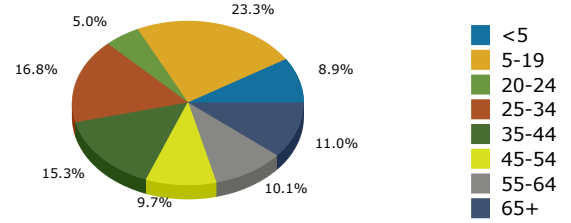
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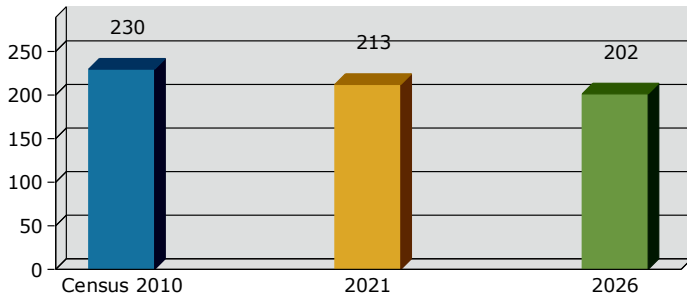
2021 Population by Race



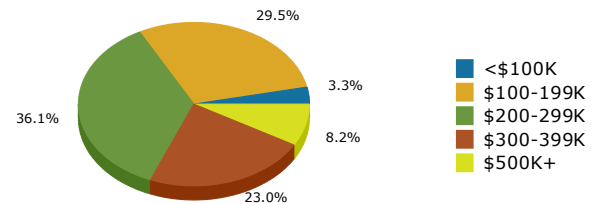
2021 Population by Age



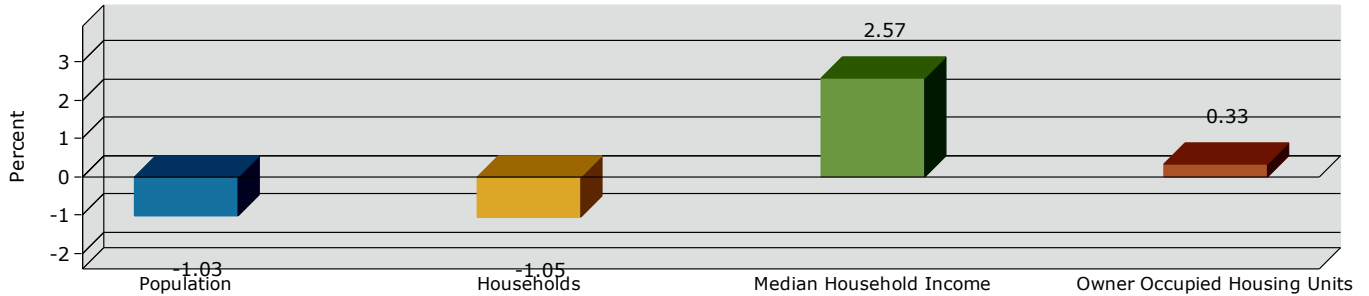
Households



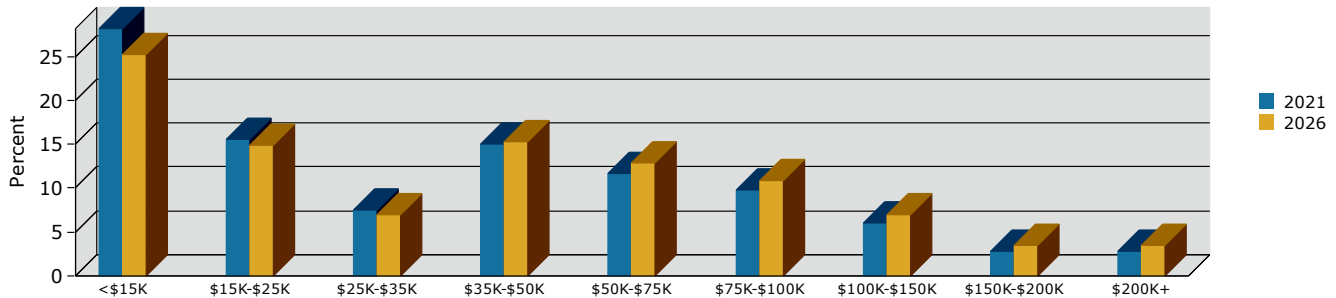
2021 Home Value



2021-2026 Annual Growth Rate



Household Income



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.



# Community Profile

Polygon  
Area: 0.1 square miles

Prepared by Esri

<b>Population Summary</b>	
2000 Total Population	550
2010 Total Population	581
2021 Total Population	536
2021 Group Quarters	0
2026 Total Population	509
2021-2026 Annual Rate	-1.03%
2021 Total Daytime Population	660
Workers	262
Residents	398
<b>Household Summary</b>	
2000 Households	223
2000 Average Household Size	2.47
2010 Households	230
2010 Average Household Size	2.53
2021 Households	213
2021 Average Household Size	2.52
2026 Households	202
2026 Average Household Size	2.52
2021-2026 Annual Rate	-1.05%
2010 Families	116
2010 Average Family Size	3.34
2021 Families	106
2021 Average Family Size	3.34
2026 Families	101
2026 Average Family Size	3.33
2021-2026 Annual Rate	-0.96%
<b>Housing Unit Summary</b>	
2000 Housing Units	597
Owner Occupied Housing Units	13.6%
Renter Occupied Housing Units	23.8%
Vacant Housing Units	62.6%
2010 Housing Units	606
Owner Occupied Housing Units	8.9%
Renter Occupied Housing Units	29.0%
Vacant Housing Units	62.0%
2021 Housing Units	615
Owner Occupied Housing Units	9.9%
Renter Occupied Housing Units	24.7%
Vacant Housing Units	65.4%
2026 Housing Units	623
Owner Occupied Housing Units	10.0%
Renter Occupied Housing Units	22.5%
Vacant Housing Units	67.6%
<b>Median Household Income</b>	
2021	\$32,735
2026	\$37,171
<b>Median Home Value</b>	
2021	\$237,500
2026	\$265,625
<b>Per Capita Income</b>	
2021	\$21,854
2026	\$24,708
<b>Median Age</b>	
2010	31.3
2021	32.8
2026	33.9

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

December 15, 2021



# Community Profile

Polygon  
Area: 0.1 square miles

Prepared by Esri

## 2021 Households by Income

Household Income Base	213
<\$15,000	28.2%
\$15,000 - \$24,999	15.5%
\$25,000 - \$34,999	7.5%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	11.7%
\$75,000 - \$99,999	9.9%
\$100,000 - \$149,999	6.1%
\$150,000 - \$199,999	2.8%
\$200,000+	2.8%
Average Household Income	\$51,410

## 2026 Households by Income

Household Income Base	202
<\$15,000	25.2%
\$15,000 - \$24,999	14.9%
\$25,000 - \$34,999	6.9%
\$35,000 - \$49,999	15.3%
\$50,000 - \$74,999	12.9%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	6.9%
\$150,000 - \$199,999	3.5%
\$200,000+	3.5%
Average Household Income	\$58,209

## 2021 Owner Occupied Housing Units by Value

Total	61
<\$50,000	1.6%
\$50,000 - \$99,999	1.6%
\$100,000 - \$149,999	6.6%
\$150,000 - \$199,999	23.0%
\$200,000 - \$249,999	23.0%
\$250,000 - \$299,999	13.1%
\$300,000 - \$399,999	23.0%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	8.2%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$269,262

## 2026 Owner Occupied Housing Units by Value

Total	62
<\$50,000	1.6%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	3.2%
\$150,000 - \$199,999	16.1%
\$200,000 - \$249,999	24.2%
\$250,000 - \$299,999	12.9%
\$300,000 - \$399,999	25.8%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	14.5%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$308,607

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

December 15, 2021



# Community Profile

Polygon  
Area: 0.1 square miles

Prepared by Esri

2010 Population by Age	
Total	581
0 - 4	10.3%
5 - 9	6.2%
10 - 14	4.3%
15 - 24	15.5%
25 - 34	18.9%
35 - 44	12.6%
45 - 54	13.4%
55 - 64	10.3%
65 - 74	5.0%
75 - 84	2.9%
85 +	0.7%
18 +	75.6%
2021 Population by Age	
Total	537
0 - 4	8.9%
5 - 9	8.6%
10 - 14	8.8%
15 - 24	11.0%
25 - 34	16.8%
35 - 44	15.3%
45 - 54	9.7%
55 - 64	10.1%
65 - 74	7.1%
75 - 84	3.0%
85 +	0.9%
18 +	69.8%
2026 Population by Age	
Total	509
0 - 4	9.2%
5 - 9	7.9%
10 - 14	7.5%
15 - 24	13.9%
25 - 34	13.2%
35 - 44	17.3%
45 - 54	9.6%
55 - 64	9.2%
65 - 74	7.5%
75 - 84	3.7%
85 +	1.0%
18 +	70.9%
2010 Population by Sex	
Males	311
Females	270
2021 Population by Sex	
Males	286
Females	249
2026 Population by Sex	
Males	272
Females	237

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

December 15, 2021



# Community Profile

Polygon  
Area: 0.1 square miles

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	581
White Alone	63.3%
Black Alone	8.4%
American Indian Alone	1.0%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	24.1%
Two or More Races	2.6%
Hispanic Origin	44.9%
Diversity Index	79.4
2021 Population by Race/Ethnicity	
Total	535
White Alone	58.9%
Black Alone	6.9%
American Indian Alone	1.1%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	29.7%
Two or More Races	2.8%
Hispanic Origin	54.7%
Diversity Index	82.3
2026 Population by Race/Ethnicity	
Total	510
White Alone	56.3%
Black Alone	6.3%
American Indian Alone	1.2%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	32.5%
Two or More Races	3.1%
Hispanic Origin	59.7%
Diversity Index	83.3
2010 Population by Relationship and Household Type	
Total	581
In Households	100.0%
In Family Households	72.8%
Householder	21.0%
Spouse	10.7%
Child	27.5%
Other relative	7.6%
Nonrelative	6.2%
In Nonfamily Households	27.2%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

December 15, 2021





<b>2021 Population 25+ by Educational Attainment</b>	
Total	337
Less than 9th Grade	3.0%
9th - 12th Grade, No Diploma	4.5%
High School Graduate	43.0%
GED/Alternative Credential	2.4%
Some College, No Degree	14.5%
Associate Degree	13.1%
Bachelor's Degree	10.4%
Graduate/Professional Degree	9.2%
<b>2021 Population 15+ by Marital Status</b>	
Total	396
Never Married	24.5%
Married	62.1%
Widowed	3.0%
Divorced	10.4%
<b>2021 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	160
Population 16+ Employed	86.9%
Population 16+ Unemployment rate	13.1%
Population 16-24 Employed	23.7%
Population 16-24 Unemployment rate	0.0%
Population 25-54 Employed	61.2%
Population 25-54 Unemployment rate	18.3%
Population 55-64 Employed	10.8%
Population 55-64 Unemployment rate	6.2%
Population 65+ Employed	4.3%
Population 65+ Unemployment rate	14.3%
<b>2021 Employed Population 16+ by Industry</b>	
Total	139
Agriculture/Mining	0.0%
Construction	6.5%
Manufacturing	0.0%
Wholesale Trade	0.0%
Retail Trade	10.1%
Transportation/Utilities	9.4%
Information	6.5%
Finance/Insurance/Real Estate	10.1%
Services	57.6%
Public Administration	0.0%
<b>2021 Employed Population 16+ by Occupation</b>	
Total	138
White Collar	43.9%
Management/Business/Financial	14.4%
Professional	12.9%
Sales	8.6%
Administrative Support	7.9%
Services	33.8%
Blue Collar	21.6%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.3%
Installation/Maintenance/Repair	7.9%
Production	2.2%
Transportation/Material Moving	7.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

December 15, 2021



# Community Profile

Polygon  
Area: 0.1 square miles

Prepared by Esri

<b>2010 Households by Type</b>	
Total	231
Households with 1 Person	38.1%
Households with 2+ People	61.9%
Family Households	50.2%
Husband-wife Families	25.5%
With Related Children	10.8%
Other Family (No Spouse Present)	24.7%
Other Family with Male Householder	8.2%
With Related Children	5.6%
Other Family with Female Householder	16.5%
With Related Children	12.6%
Nonfamily Households	11.7%
All Households with Children	29.6%
Multigenerational Households	2.6%
Unmarried Partner Households	10.9%
Male-female	10.0%
Same-sex	0.9%
<b>2010 Households by Size</b>	
Total	230
1 Person Household	38.3%
2 Person Household	27.4%
3 Person Household	13.5%
4 Person Household	10.4%
5 Person Household	5.2%
6 Person Household	2.2%
7 + Person Household	3.0%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	230
Owner Occupied	23.5%
Owned with a Mortgage/Loan	14.8%
Owned Free and Clear	8.7%
Renter Occupied	76.5%
<b>2021 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	61
Percent of Income for Mortgage	30.4%
Wealth Index	36
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	606
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	581
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

December 15, 2021



# Community Profile

Polygon  
Area: 0.1 square miles

Prepared by Esri

## Top 3 Tapestry Segments

1. Diverse Convergence (13A)
- 2.
- 3.

## 2021 Consumer Spending

Apparel & Services: Total \$	\$276,631
Average Spent	\$1,298.74
Spending Potential Index	61
Education: Total \$	\$234,736
Average Spent	\$1,102.05
Spending Potential Index	64
Entertainment/Recreation: Total \$	\$359,486
Average Spent	\$1,687.73
Spending Potential Index	52
Food at Home: Total \$	\$684,592
Average Spent	\$3,214.05
Spending Potential Index	59
Food Away from Home: Total \$	\$492,862
Average Spent	\$2,313.91
Spending Potential Index	61
Health Care: Total \$	\$614,389
Average Spent	\$2,884.46
Spending Potential Index	46
HH Furnishings & Equipment: Total \$	\$248,840
Average Spent	\$1,168.26
Spending Potential Index	52
Personal Care Products & Services: Total \$	\$107,334
Average Spent	\$503.92
Spending Potential Index	56
Shelter: Total \$	\$2,754,540
Average Spent	\$12,932.11
Spending Potential Index	64
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$213,645
Average Spent	\$1,003.03
Spending Potential Index	42
Travel: Total \$	\$281,956
Average Spent	\$1,323.74
Spending Potential Index	52
Vehicle Maintenance & Repairs: Total \$	\$116,081
Average Spent	\$544.98
Spending Potential Index	49

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

December 15, 2021



# Business Summary

Polygon  
Area: 0.1 square miles

Prepared by Esri

<b>Data for all businesses in area</b>				
Total Businesses:			49	
Total Employees:			660	
Total Residential Population:			536	
Employee/Residential Population Ratio (per 100 Residents)			123	
<b>by SIC Codes</b>	<b>Businesses</b>		<b>Employees</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
Agriculture & Mining	0	0.0%	0	0.0%
Construction	1	2.0%	6	0.9%
Manufacturing	1	2.0%	6	0.9%
Transportation	0	0.0%	12	1.8%
Communication	0	0.0%	3	0.5%
Utility	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	1	0.2%
<b>Retail Trade Summary</b>	<b>17</b>	<b>34.7%</b>	<b>146</b>	<b>22.1%</b>
Home Improvement	0	0.0%	1	0.2%
General Merchandise Stores	1	2.0%	3	0.5%
Food Stores	2	4.1%	15	2.3%
Auto Dealers, Gas Stations, Auto Aftermarket	0	0.0%	0	0.0%
Apparel & Accessory Stores	2	4.1%	7	1.1%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	8	16.3%	105	15.9%
Miscellaneous Retail	4	8.2%	15	2.3%
<b>Finance, Insurance, Real Estate Summary</b>	<b>4</b>	<b>8.2%</b>	<b>43</b>	<b>6.5%</b>
Banks, Savings & Lending Institutions	0	0.0%	7	1.1%
Securities Brokers	0	0.0%	1	0.2%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	4	8.2%	35	5.3%
<b>Services Summary</b>	<b>22</b>	<b>44.9%</b>	<b>440</b>	<b>66.7%</b>
Hotels & Lodging	10	20.4%	66	10.0%
Automotive Services	1	2.0%	2	0.3%
Motion Pictures & Amusements	3	6.1%	261	39.5%
Health Services	1	2.0%	7	1.1%
Legal Services	1	2.0%	5	0.8%
Education Institutions & Libraries	1	2.0%	36	5.5%
Other Services	6	12.2%	64	9.7%
<b>Government</b>	<b>0</b>	<b>0.0%</b>	<b>1</b>	<b>0.2%</b>
<b>Unclassified Establishments</b>	<b>2</b>	<b>4.1%</b>	<b>2</b>	<b>0.3%</b>
<b>Totals</b>	<b>49</b>	<b>100.0%</b>	<b>660</b>	<b>100.0%</b>

**Source:** Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

December 15, 2021



# Business Summary

Polygon  
Area: 0.1 square miles

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	1	2.0%	8	1.2%
Manufacturing	1	2.0%	1	0.2%
Wholesale Trade	0	0.0%	1	0.2%
Retail Trade	9	18.4%	36	5.5%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	1	0.2%
Food & Beverage Stores	2	4.1%	13	2.0%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	0	0.0%	0	0.0%
Clothing & Clothing Accessories Stores	2	4.1%	7	1.1%
Sport Goods, Hobby, Book, & Music Stores	1	2.0%	4	0.6%
General Merchandise Stores	1	2.0%	3	0.5%
Miscellaneous Store Retailers	2	4.1%	7	1.1%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	0	0.0%	15	2.3%
Information	1	2.0%	8	1.2%
Finance & Insurance	0	0.0%	8	1.2%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	7	1.1%
Securities, Commodity Contracts & Other Financial	0	0.0%	1	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	4	8.2%	31	4.7%
Professional, Scientific & Tech Services	3	6.1%	14	2.1%
Legal Services	1	2.0%	5	0.8%
Management of Companies & Enterprises	0	0.0%	5	0.8%
Administrative & Support & Waste Management & Remediation	1	2.0%	8	1.2%
Educational Services	1	2.0%	38	5.8%
Health Care & Social Assistance	1	2.0%	8	1.2%
Arts, Entertainment & Recreation	3	6.1%	254	38.5%
Accommodation & Food Services	19	38.8%	176	26.7%
Accommodation	10	20.4%	66	10.0%
Food Services & Drinking Places	9	18.4%	110	16.7%
Other Services (except Public Administration)	3	6.1%	47	7.1%
Automotive Repair & Maintenance	0	0.0%	1	0.2%
Public Administration	0	0.0%	1	0.2%
Unclassified Establishments	2	4.1%	2	0.3%
<b>Total</b>	<b>49</b>	<b>100.0%</b>	<b>660</b>	<b>100.0%</b>

**Source:** Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.


**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

December 15, 2021


# Employment Overview

Polygon


### INCOME



**\$32,735**  
Median Household Income



**\$21,854**  
Per Capita Income



**\$11,685**  
Median Net Worth

### EDUCATION

**7%**  
No High School Diploma

**43%**  
High School Diploma

**28%**  
Some College

**20%**  
Bachelor's/Grad/Prof Degree

### BUSINESS



**49**  
Total Businesses




**660**  
Total Employees

### KEY FACTS

**536**  
Population


**32.8**  
Median Age




**213**  
Households

**\$26,370**  
Median Disposable Income

### COMMUTERS



**23%**  
Spend 7+ hours commuting to and from work per week



**53.7%**  
Drive Alone to Work

### EMPLOYMENT

**46%**  
White Collar

**22%**  
Blue Collar

**32%**  
Services

**13.1%**  
Unemployment Rate



This infographic contains data provided by American Community Survey (ACS), Esri, Esri and GfK MRI, Esri and Data Axle. The vintage of the data is 2015-2019, 2021, 2026.

Pacific Avenue Neighborhood District

Wildwood, NJ

# NPP Punch List Project Ideas

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## Introduction

This document was prepared by the NJ Neighborhood Preservation Program (NPP) Technical Assistance Team. The purpose of this document is to provide some starter ideas for your community to consider while developing your Implementation Plan that Communicates Your Assets (CYA)! Please feel free to use any or all of these ideas.

## What Makes a Great Place?

It's surprisingly simple. We intuitively know when a place feels welcoming or we feel we belong. Sometimes seats, shade, and food can seed a place with activity. This word cloud was created during the NPP Onboarding Webinar on Visible & Tangible Change, October, 2021.



## NPP District Description

The Pacific Avenue Neighborhood lies at the heart of the City of Wildwood in Southern New Jersey. The City is known as the Birthplace of Rock and Roll and for the Wildwood Boardwalk, making it an unmatched tourist destination in the state. Myriad businesses line Pacific Avenue, including ethnic food restaurants, personal care services, and boutique retail establishments. Though in need of improvement and development, this area is a solid foundation from which to create a thriving, successful neighborhood.

Three things unique to this district that might attract businesses, customers, and/or residents are:



1. The Pacific Avenue Business District is the commerce center of the City of Wildwood, the birthplace of Doo Wop and Rock and Roll.
2. The City has beautiful beaches and the Wildwood Boardwalk – the most important tourist attraction in the County and a vital attraction for the State’s tourism as a whole.
3. Pacific Avenue is home to a wide variety of ethnic food, its Mexican restaurants some of the best in the state.

## Existing Conditions

In terms of visible and tangible elements that reflect the culture and history of the community, Wildwood has a strong history of place-based amenities and revitalization initiatives. From intersection murals, ocean wavey sidewalks, colorful crosswalks, painted electrical boxes, “shore” gateway sculptures like beach balls and waves, and many enhanced streetscape examples including curb extensions, lighting, planters, seating, shade, and more.

The Pacific Avenue Neighborhood District, while lacking in many of these types of amenities at present, is rich in history, culture, and potential. We see this district as a worthy asset unto itself, and also a community connector - connecting physical attractions and destinations, the present to the past, and people to one another (whether residents, business owners, or tourists).



## District-wide Considerations

Opportunities for both visible and tangible change as well as policy and programmatic change can range from large to small. From streetscape enhancements to facade revitalization to yarn bombing the light posts. Regardless, the point is to find synergy among efforts and cohesiveness throughout the district. Some potential placemaking themes are:

- The Shore (Tourism)
- Barrier Island (Ecology/Resiliency)
- DooWop/Rock (History)
- Multicultural (Diversity)
- Architecture
- Pirates, Ghosts, Devils, & Other Urban Legends

## Visible & Tangible Considerations

### Branding for the District

- Colors, informational kiosks with charging stations, wayfinding, logos, murals, amenities, bike/scooter parking, bike fixit stations, water fountains, light post banners, string lighting across street, sidewalk designs, painted light poles, etc - branded for the district AND connecting to the city.
- A portion of the district near Byrne Park already has branded lighting, benches, planters and traffic calming/pedestrian improvements. Consistently continue that treatment throughout the corridor. Short term, create curb extensions, mid-block crossings, parklets, etc with paint, planters, and bollards.

### Gateways

- draw people into the district from events at Byrne Park, from the beach/boards, from the bay, and from Rio Grande Access Road.
- Lets you know you've arrived
- Physical gateway arches, roadside sculptures, light beacons, water towers, underpasses/bridges, etc

### Traffic Calming and Walk- and Bike-friendly Infrastructure

- Include curb extensions, raised intersections and mid-block crossings, enhanced crosswalks, and amenities like seating, lighting, trash, plants/landscaping, and bicycle parking.
- Use paint to extend pedestrian space (extended sidewalks, curb extensions) for short-term, quick-build projects
- Painted or thermoplastic colorful crosswalks with pedestrian safety signage.
- narrow lane widths by adding striping for parking, bike lanes, etc
- Combine traffic calming/streetscape efforts with the City Sewer Project
  - Include bioswales and rain gardens (if appropriate) with information kiosks (“watch nature in action” or “how Wildwood stays resilient”)

### Alley, Plaza, Corner Activations

- Signing, lighting, murals, music - Instagram magnet!

### Mural Arts

- Walls, sidewalks, streets, crosswalks, electric boxes, risers on the stairs - all canvases for art
- Consider a district-wide community street quilt with intersection murals at every corner reflecting the culture of this district

### Temporary or Pop-up Uses coordinated with other events.

- For example, during events at Byrne Park, activate Pacific Ave to draw in spillover. Live outdoor street corner performances, Storefronts for Art Displays, Pop-up shops, outdoor dining, etc

## Outdoor dining furniture and seating

- consider subsidizing the purchase of café tables and chairs that meet your aesthetic goals
- Create “parklets” in parking spaces for more outdoor seating and gathering opportunities

## Parking and Public Transport

- Clearly promote micro mobility options (bike, scooters, segues, etc) and public transportation options (buses, trollies, vans) for people to get around without driving
- Clearly identify pick up locations, stops, and stations and provide amenities like seating, shade, shelter, wayfinding, etc. Make them fun with public art, etc.
- Where possible, negotiate shared parking opportunities for underused time periods (churches, schools, etc)

## Architecture

- Showcase historic buildings (2021 Historic Buildings of Pacific Avenue survey)
- Highlight Adaptive Reuse (2021 Historic Buildings of Pacific Avenue survey) and use as inspiration for further reuse projects
- Prioritize Storefront Enhancements (Clean/Remove/Revitalize)
- First impression Facade Enhancement - paint only

## Maintenance/Management/Programming

- Coordinate with municipal maintenance for trash, repairs, upkeep, etc
- Coordinate with municipal/district management and programming for events
- Hold night markets, live music, farmer’s markets, and other types of pedestrian friendly events.
  - at outdoor location OR reuse vacant building as market/artist shop
- Food Truck Fridays - or other food truck events - from Byrne Park and throughout Pacific Ave District
- Live music (lunchtime and dinnertime) with rotating buskers (Fridays/Saturdays) from May to October)
- Activate vacant storefronts with information or local art - draw people in.

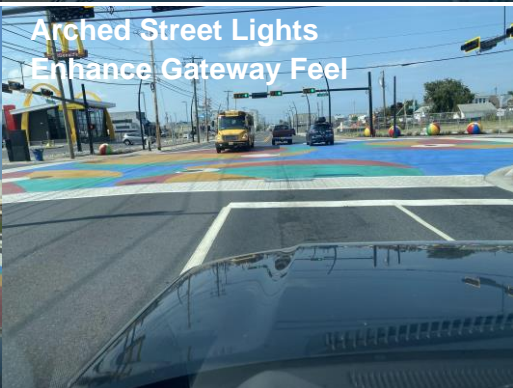
## New Development

- Use new development as an opportunity for placemaking and community engagement. Construction fencing and coverings are great opportunities for temporary public art, informational signage, and community engagement opportunities)

## Policy & Programmatic Considerations

- Adopt/Use NPP Storefront & Façade Design Guidelines (already required for NPP-funded projects)
- Adopt/Use NPP Placemaking guidelines (already required for NPP-funded projects)
- Develop your own or use the NPP Commercial Rehabilitation Enhancement Program model for façade and storefront improvements, particularly simple fixes at first:
- Focus on providing grants to remove tinted glass on ground floor storefronts of all kinds (use clear UV-resistant glass as alternative) and to expand the glass storefront to fill 70% or more of the ground floor.
- Focus on providing grants to remove any opaque security grates entirely or to swap them out for internal linked grates.
- Focus on providing grants to remove plastic or similar “bubble awnings” and instead installing Sunbrella material or similar awnings and/or quality projecting blade (perpendicular) signs.
- Focus on providing grants to provide storefront/façade painting where new colors/combinations of colors will make a real and visible change.

# Visual Summary - Assets & Opportunities





Opportunity for Community Engagement & Feedback using Vacant Storefronts. Or Local Arts Display



Encourage Tourists to Participate in the District



Intersection and Wall Murals. Activate Boarded/Vacant Storefronts.



Opportunity for Street Level Transparency & Activation



Lighting & Façade Rehab Op



School-Themed Intersection Mural, Pole Banners, Lighting



Wonderful Use of Public Art



Include Students in Stakeholder Team



Opportunity for Storefront Rehab, Transparency, and Bike Parking



Adaptive Reuse Op – Indoor Flea/Farmers Market? Interim Pop-up Art Shop?



Corner Activation Opportunity. Intersection Mural Showing Healthy Foods?



Minimal Rehab Needed – Encourage Transparency and Spill Out



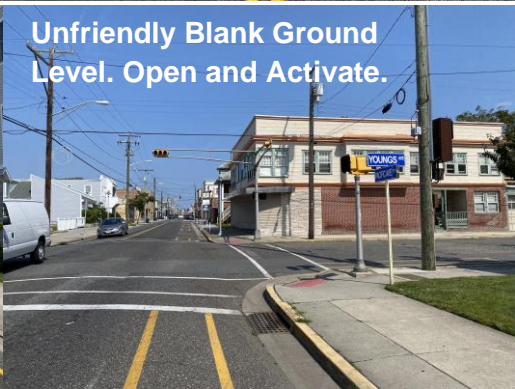
Great Mix of Residential and Commercial



Blank Walls on Ground Floor are Unfriendly



Corridor-wide Traffic Calming, Branding, & Greening



Unfriendly Blank Ground Level. Open and Activate.



Highlight History with Plaques, Informational Kiosks, Murals, etc.



Open Ground Level for Safer, Welcoming Feel



Adaptive Reuse Opportunity – Potential Regional Draw



What Makes This Place Special? Rehab Op.



Street Life Needed – Who Maintains the Planters?



Consider Temporary Activations during Transitions

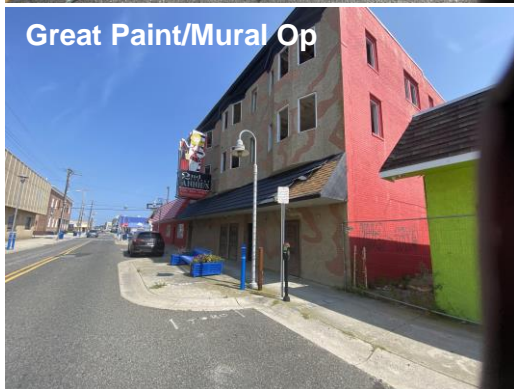


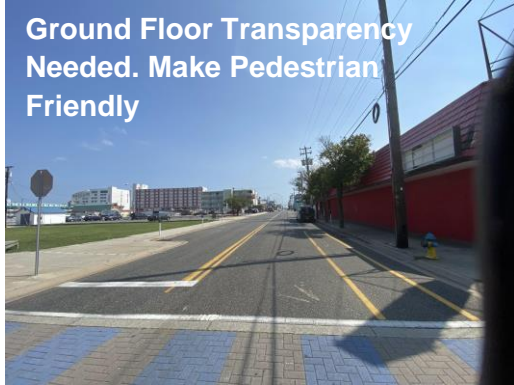
Great Example of Traffic Calming/Pedestrian Enhancements & Sidewalk Spillover.



Continue to Brand the Corridor







Ground Floor Transparency Needed. Make Pedestrian Friendly



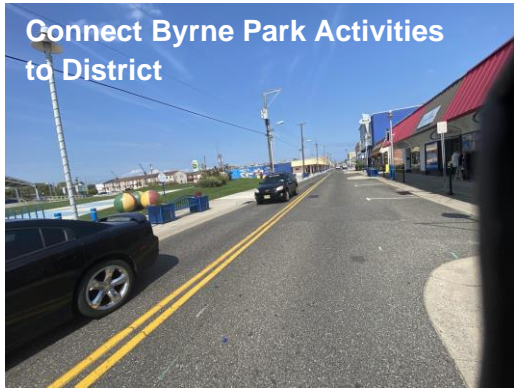
North End Gateway Block into District



Improve Access for Bicycles with Parking & Shelter for Events



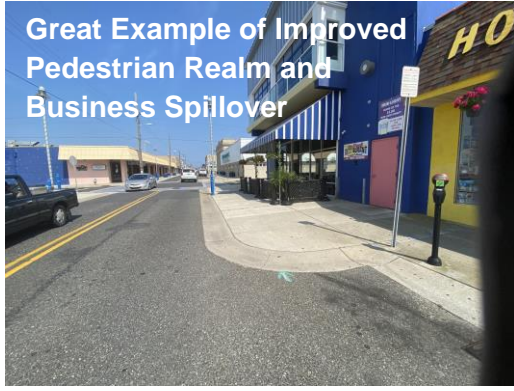
Great Example of City-wide Branding. Build on Park Events to Activate District



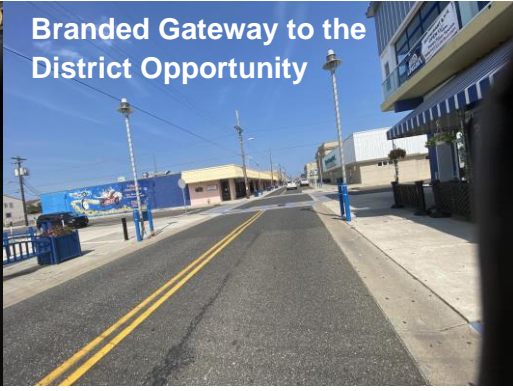
Connect Byrne Park Activities to District



Murals? Lighting? Seating? Outdoor Library?



Great Example of Improved Pedestrian Realm and Business Spillover



Branded Gateway to the District Opportunity



**Special Waterfront Access Park**  
Year Round



**County Park Regional Bazaar**  
Year Round Activation



**Special Waterfront Access**  
Spruce up with Color



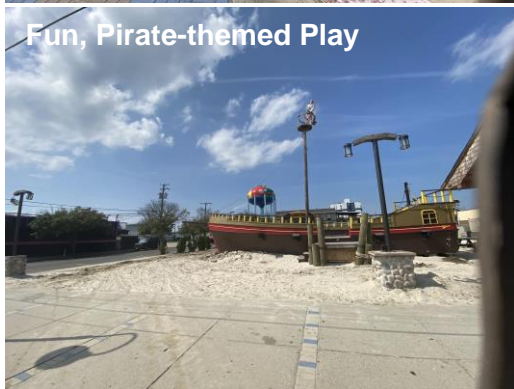
**Priority Sidewalk Program**  
Scooters, & Provide Amenities like Parking, Water, Fixit Stations



**Corner Activation Opportunity**



**Friendly Person Waving at Photographer**

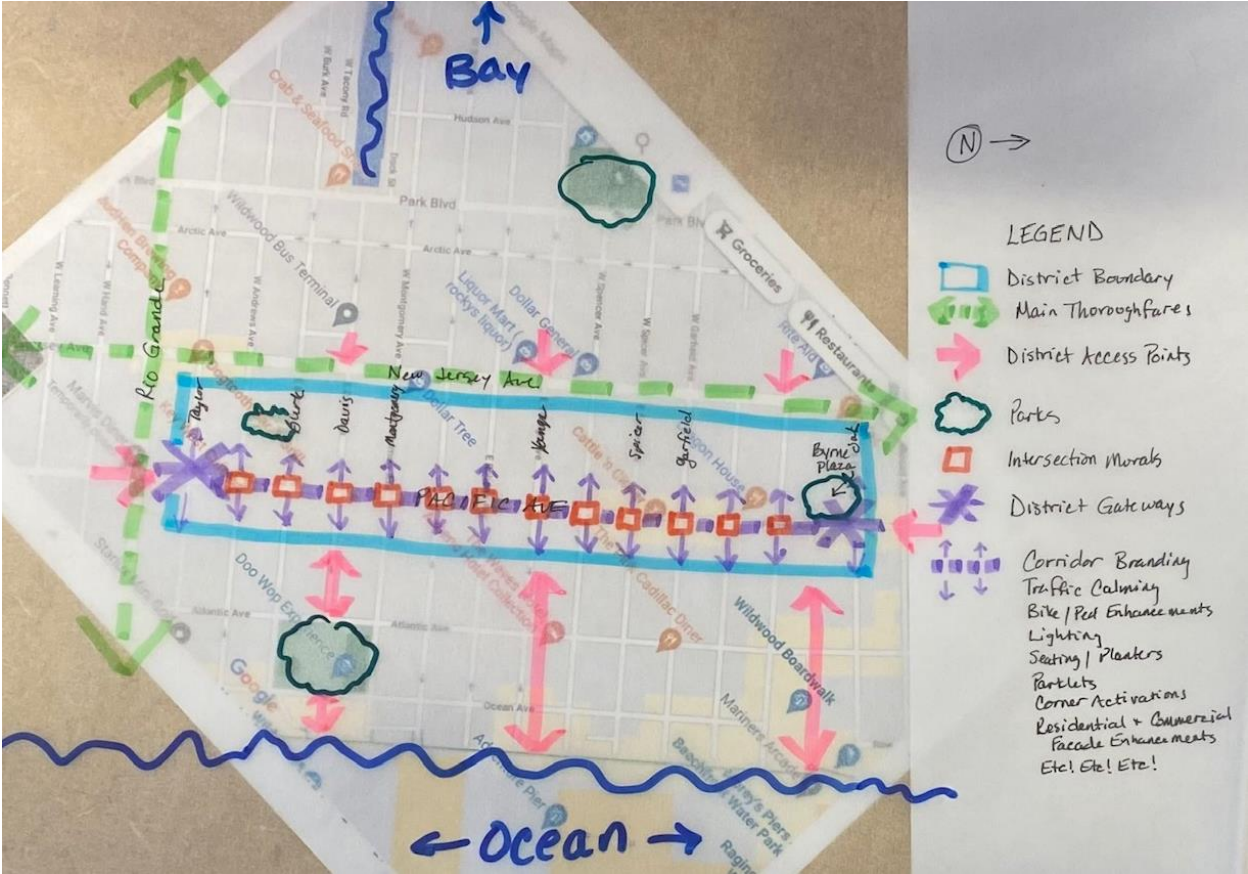


**Fun, Pirate-themed Play**

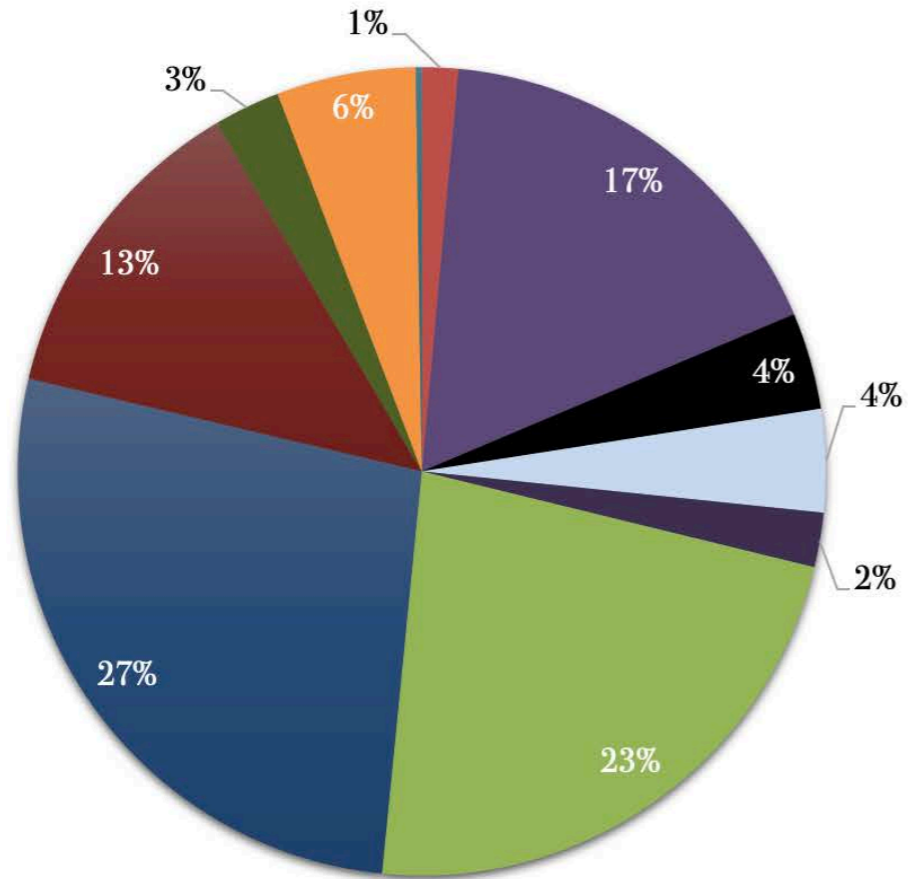


**Excellent Branded Gateway**  
Sidewalk and Public Art

# Opportunities Map

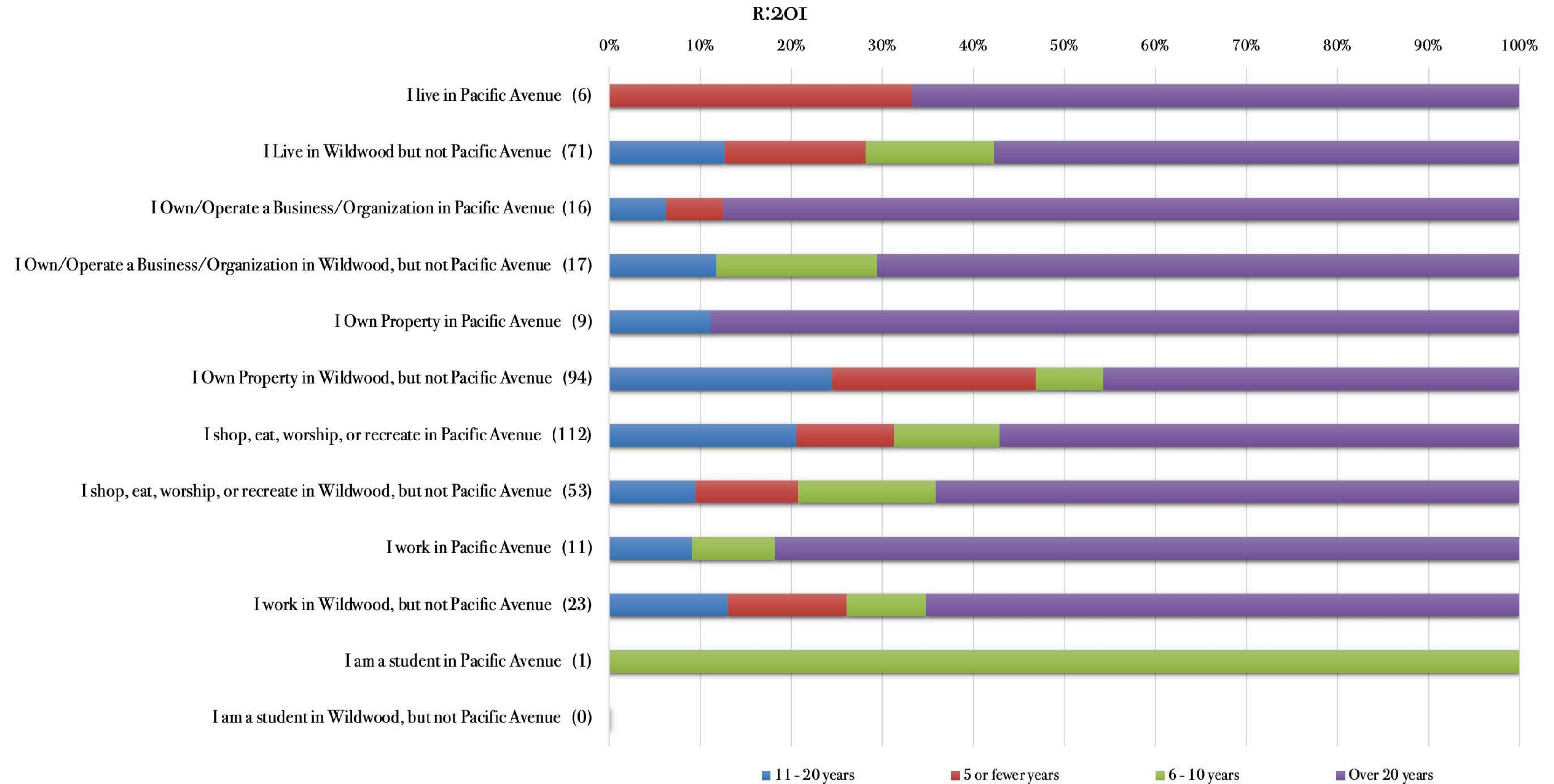


## What kind of stakeholder are you in Wildwood and Pacific Avenue?



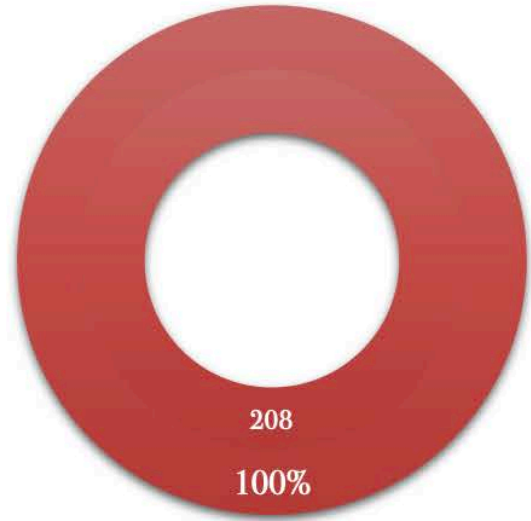
- I live in Pacific Avenue
- I Live in Wildwood but not Pacific Avenue
- I Own/Operate a Business/Organization in Pacific Avenue
- I Own/Operate a Business/Organization in Wildwood, but not Pacific Avenue
- I Own Property in Pacific Avenue
- I Own Property in Wildwood, but not Pacific Avenue
- I shop, eat, worship, or recreate in Pacific Avenue
- I shop, eat, worship, or recreate in Wildwood, but not Pacific Avenue
- I work in Pacific Avenue
- I work in Wildwood, but not Pacific Avenue
- I am a student in Pacific Avenue
- I am a student in Wildwood, but not Pacific Avenue

# HOW MANY YEARS HAVE YOU LIVED IN, OWNED PROPERTY IN, OPERATED A BUSINESS, SHOPPED, DINED, WORSHIPPED, GONE TO SCHOOL, OR WORKED IN WILDWOOD?



Languages  
r: 208

- English
- Español
- Kreyol
- Tagalog
- Portugêes



Residents of Pacific Avenue  
r:6

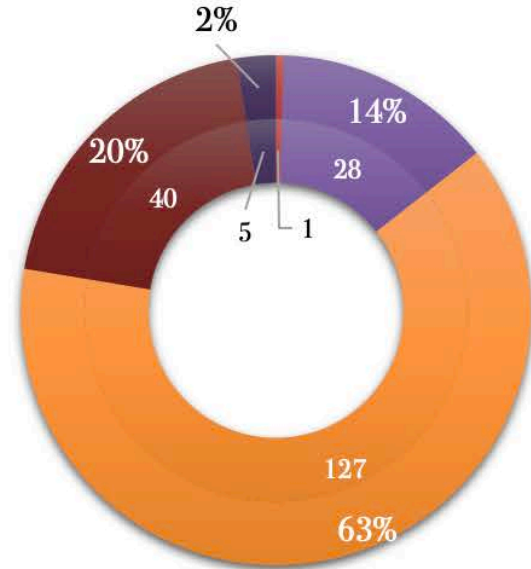


All Other Residents and Visitors  
r:202

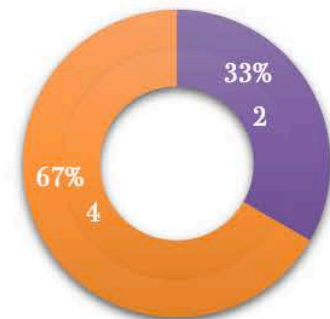


Age  
r: 201

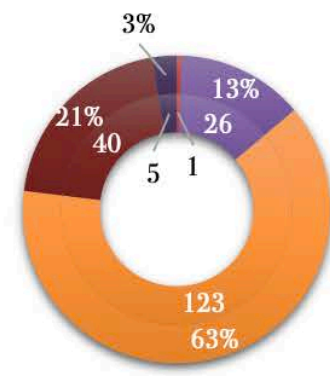
- Under 21
- 21 - 40
- 41 - 65
- Over 65
- Prefer not to say



Residents of Pacific Avenue  
r:6

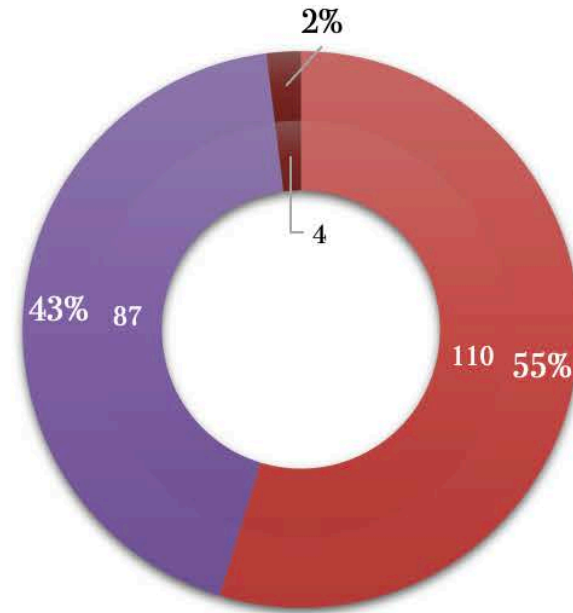


All Other Residents and Visitors  
r:195

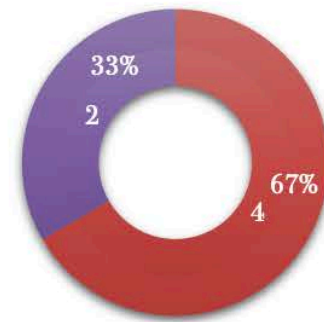


Gender  
r: 201

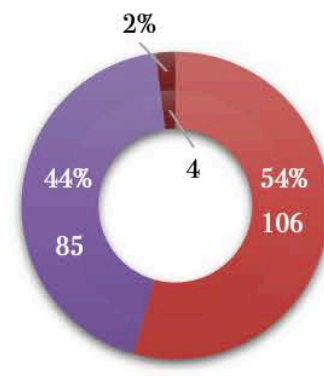
- Female
- Male
- Other
- Prefer not to say



Residents of Pacific Avenue  
r:6

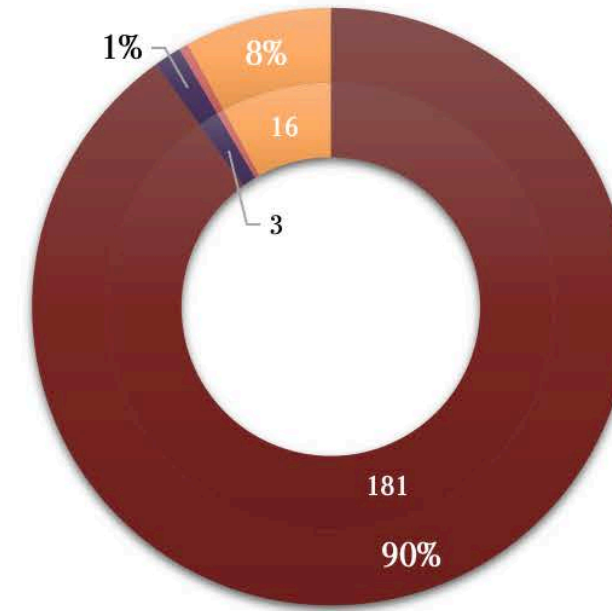


All Other Residents and Visitors  
r:195

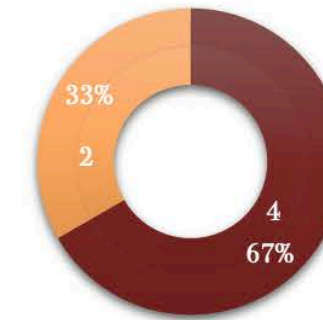


Race/Cultural History  
r: 201

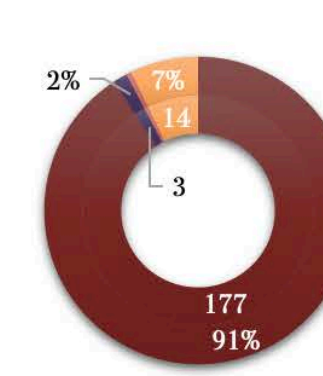
- African American
- Afro-Caribbean
- Asian/South Pacific
- Caucasian
- Latino/Hispanic
- North African/Arabian
- Native American
- Mixed Race
- Prefer not to say



Residents of Pacific Avenue  
r:6

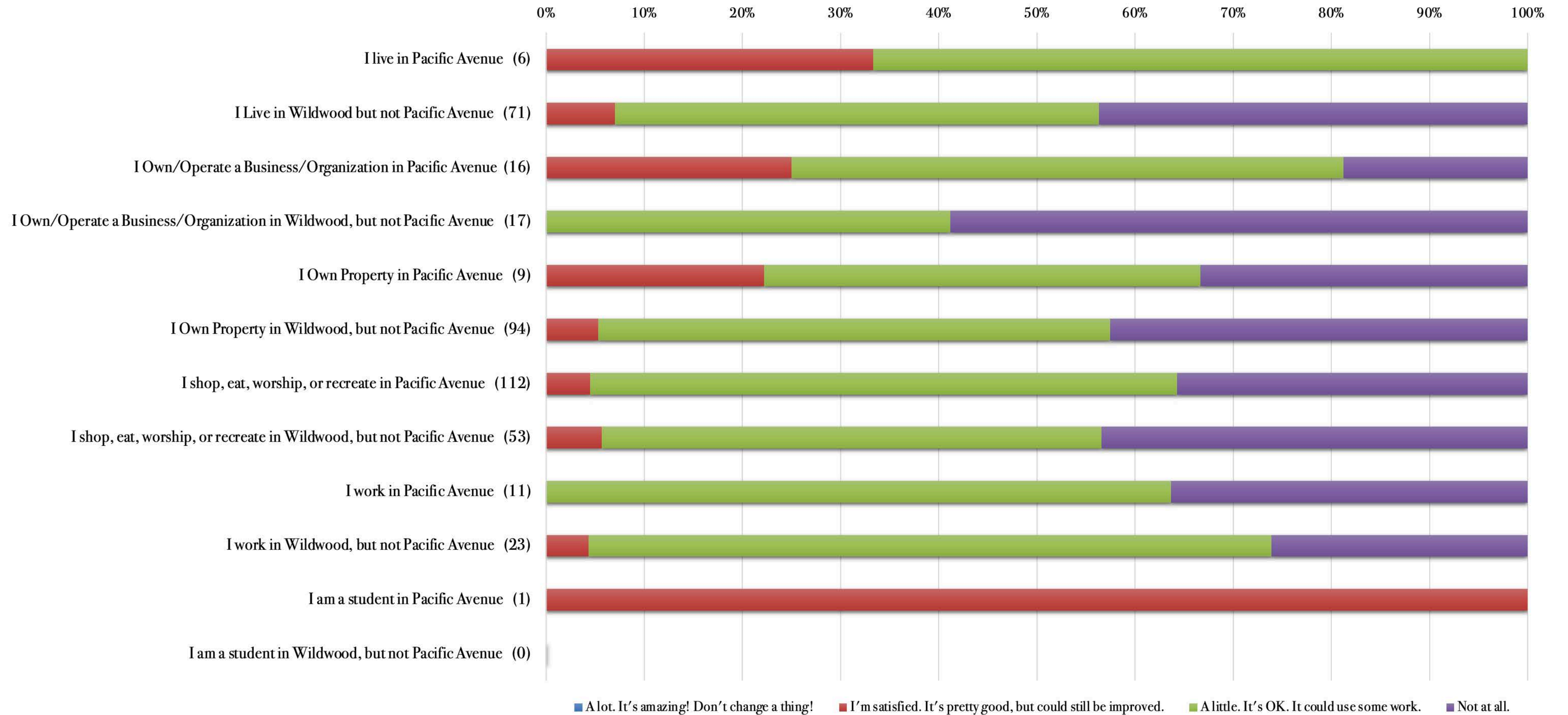


All Other Residents and Visitors  
r:195



# HOW MUCH DO YOU LIKE PACIFIC AVENUE (AS A WHOLE) RIGHT NOW?

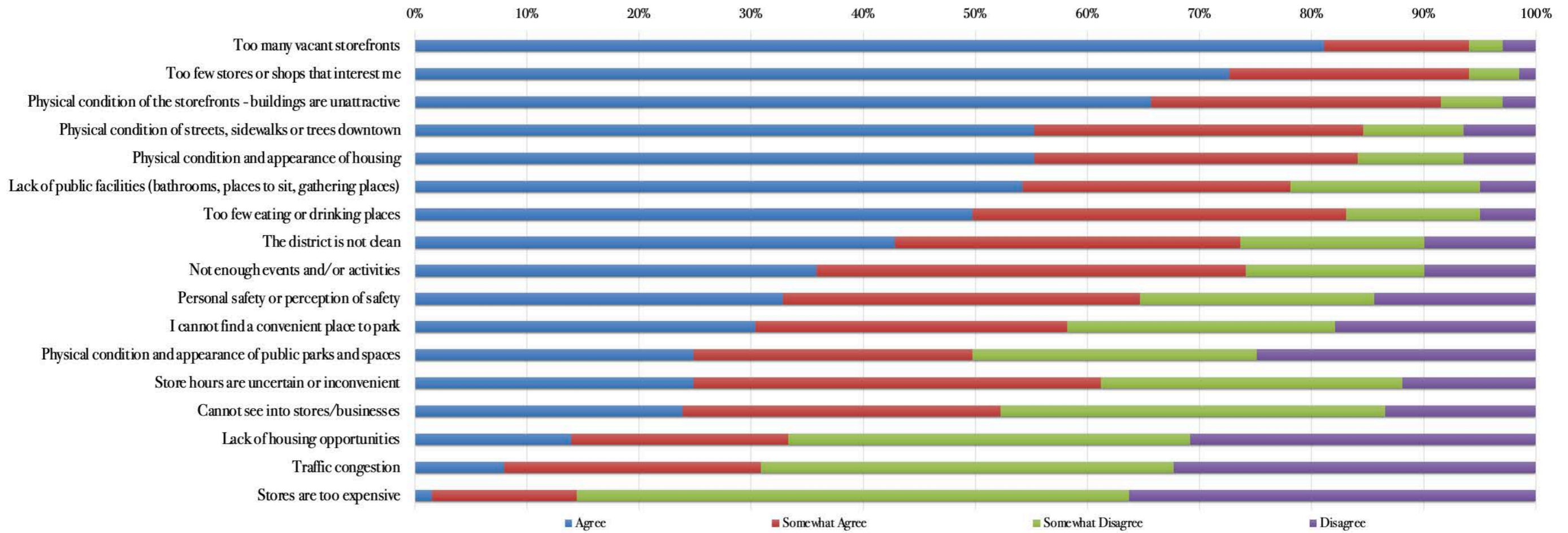
R:2OI



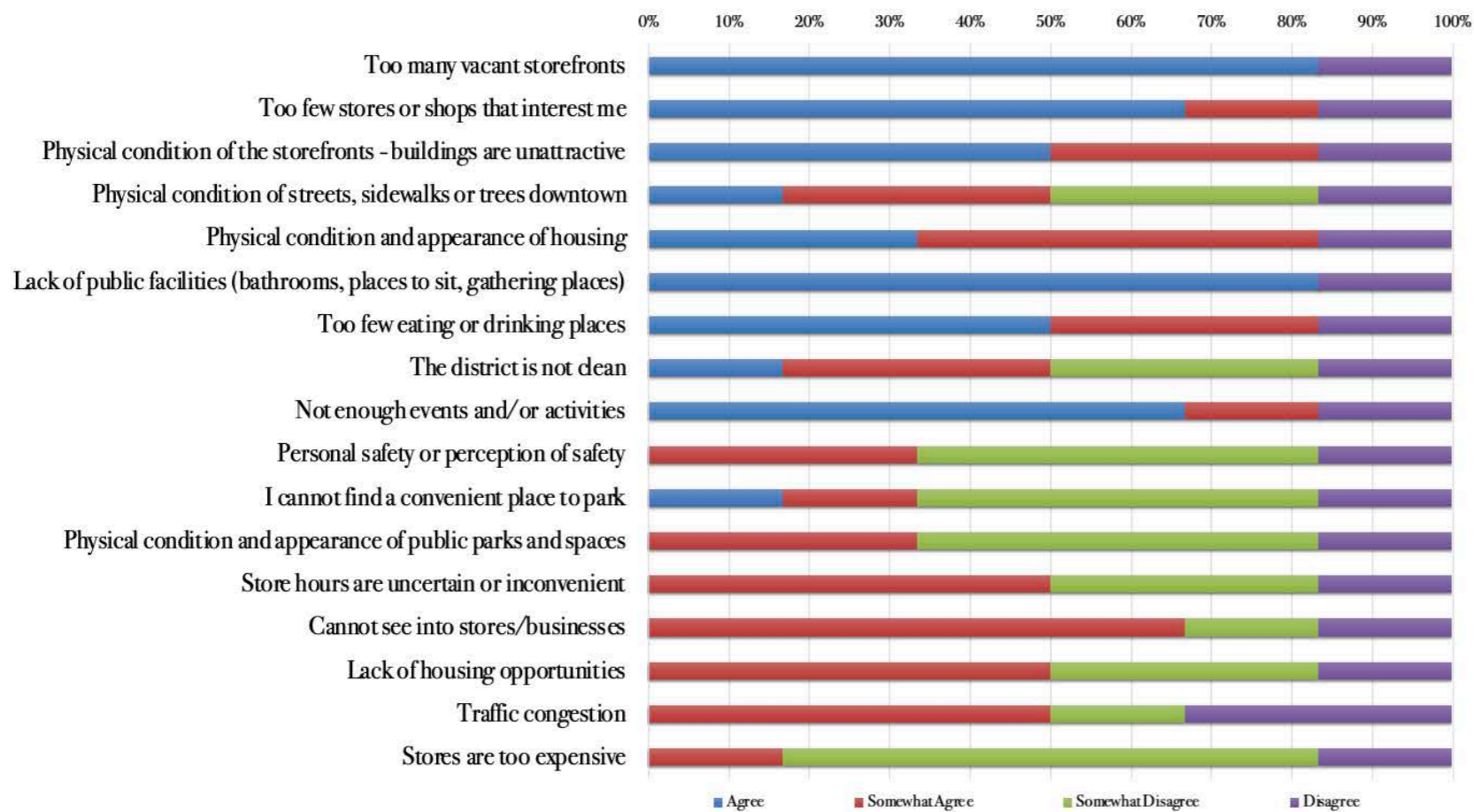


The Present Day: Which one of the following are the main reasons you do not enjoy Pacific Avenue more often?

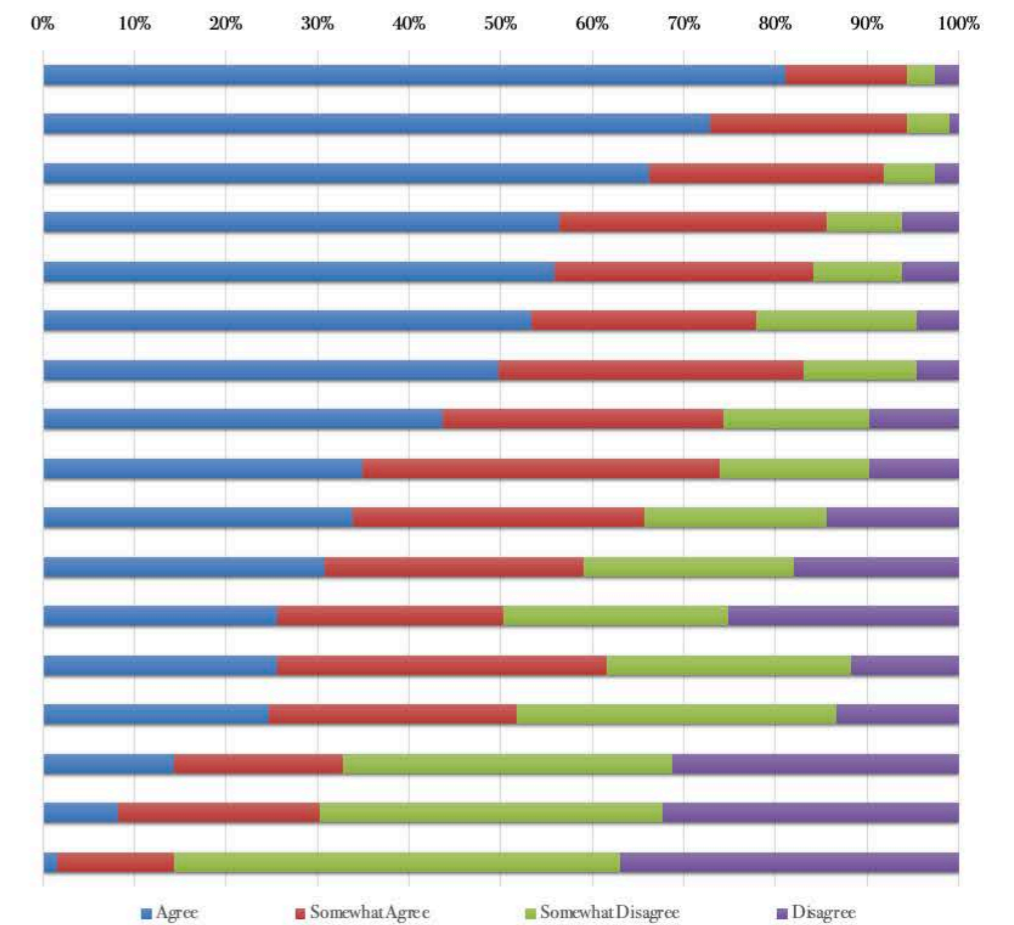
r:201



Residents of Pacific Avenue  
r:6

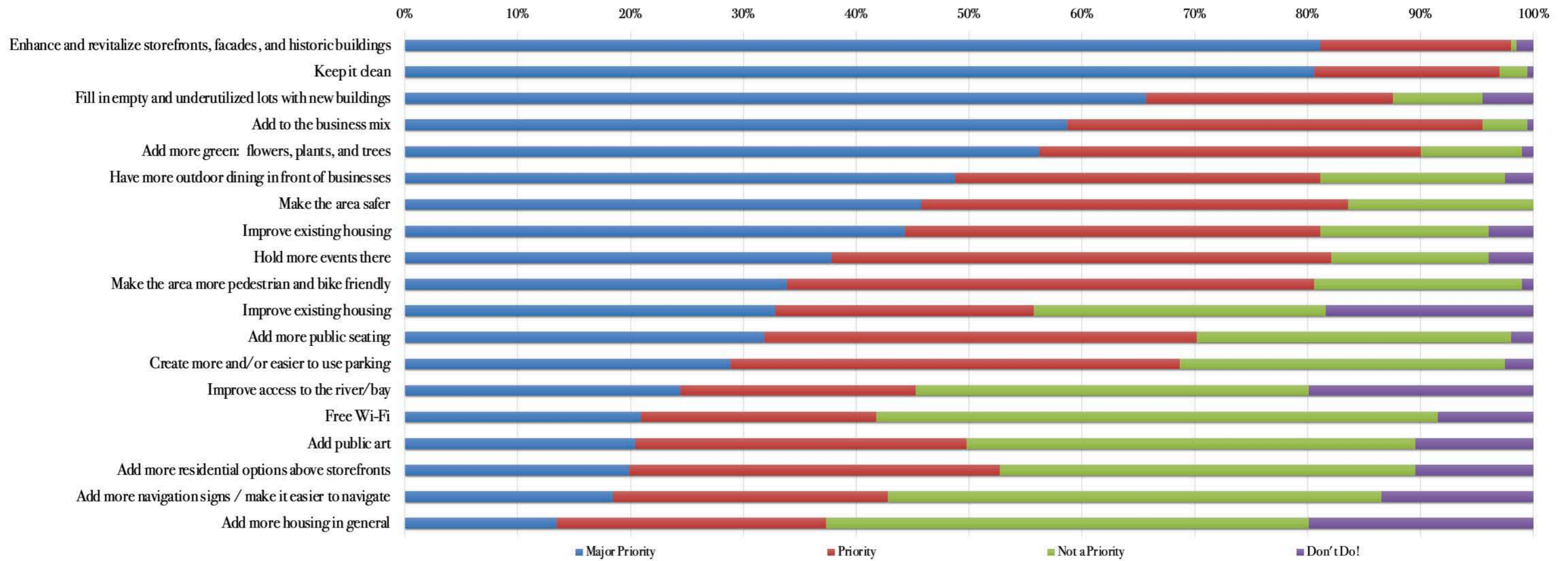


All Other Residents and Visitors  
r:195



# The Future: Which of the following do you want to see happen the most in Pacific Avenue?

r:201

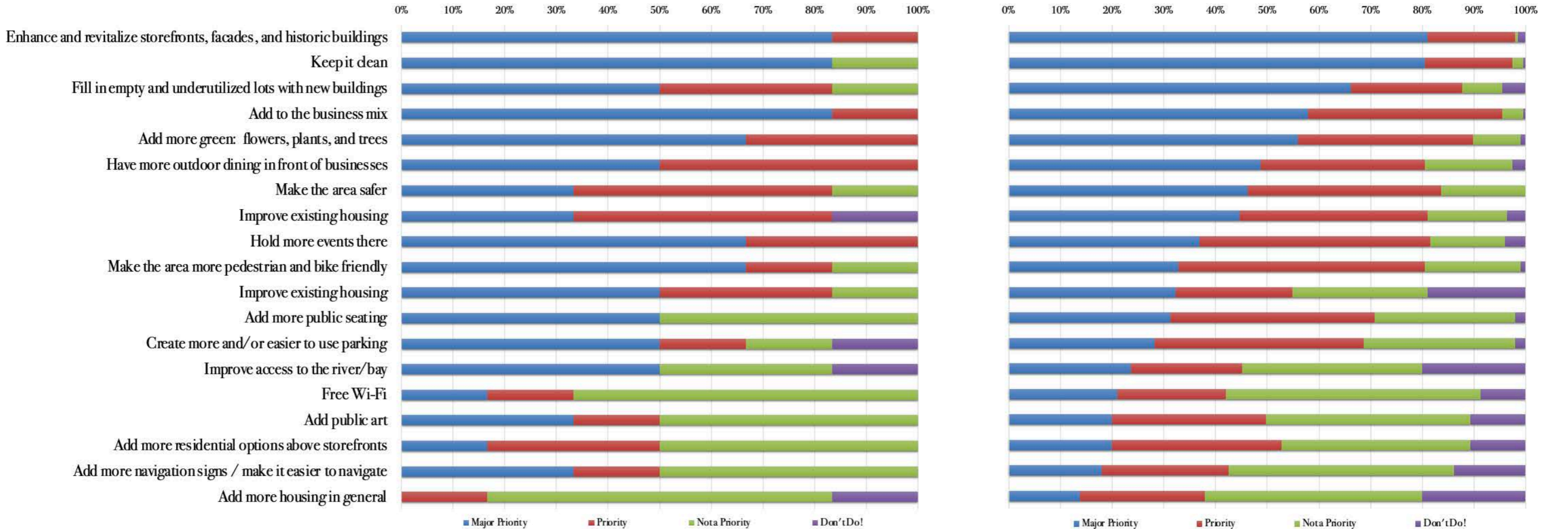


Residents of Pacific Avenue

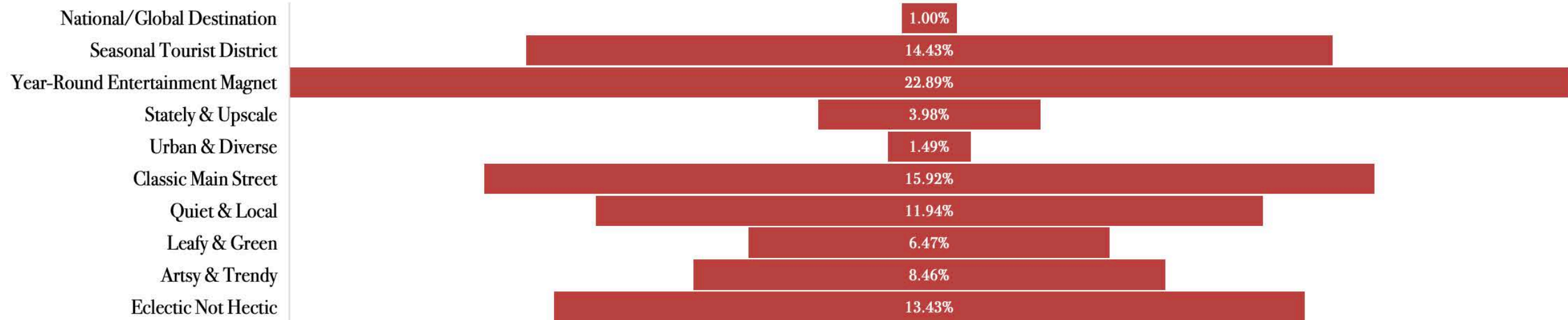
r:6

All Other Residents and Visitors

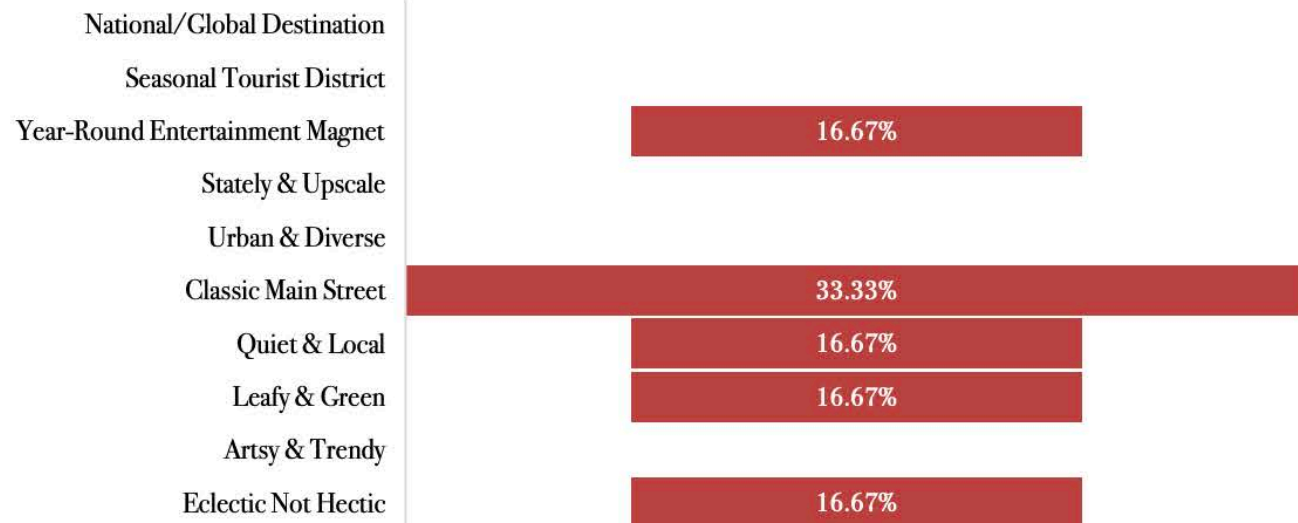
r:195



Which image best captures the "feel" you would like Pacific Avenue to have in the future?  
r:201



Residents of Pacific Avenue  
r:6



All Other Residents and Visitors  
r:195

