



Master Plan Consistency Report

Redevelopment Plan for the Seaspray Rehabilitation Area

On October 9, 2025, by Resolution 25-62-208, City Council found and declared Block 3306, Lot 1 to be an area in Need of Rehabilitation under the Local Redevelopment and Housing Law (LRHL). A redevelopment plan for the subject property dated October 10, 2025 has been prepared by the Hyland Group and Harman Deutsch Ohler Architecture. Pursuant to Ordinance 25-15 (attached), City Council desires to have the Planning Board review and comment upon the Redevelopment Plan and advise as to whether the Redevelopment Plan is substantially consistent with the Ocean City Master Plan.

According to the “Local Redevelopment and Housing Law:”

- A redevelopment plan shall be either substantially consistent with the municipal master plan or designed to effectuate the master plan (NJS 40A:12a-7d).
- Prior to the adoption of a redevelopment plan, or revision or amendment thereto, the planning board shall transmit to the governing body, within 45 days after referral, a report containing its recommendation concerning the redevelopment plan. This report shall include an identification of any provisions in the proposed redevelopment plan which are inconsistent with the master plan and recommendations concerning these inconsistencies and any other matters as the board deems appropriate (NJS 40A:12a-7e).

Prior to establishing the Gateway Zone in 2009, Block 3306, Lot 1 was zoned Neighborhood Business. Under Ocean City’s current zone plan, the subject parcel is located within the 34th Street Gateway Zone, which “is intended to accentuate this entry into the City by encouraging development that is compatible in terms of use, scale and appearance for this location.”¹

Principal uses permitted in the 34th Street Gateway Zone include: retail sales, retail services, professional offices, restaurants, sidewalk cafes, bicycle rentals, recreation facilities, medical complexes, health-care centers, shopping centers, sports centers, entertainment facilities, banks, and other fiduciary institutions. The 2019 Master Plan Reexamination Report recommends elimination of certain landscaping requirements, revision to bulk controls, and clarification of building design standards. A number of these recommendations have been addressed via revision to the Zoning Ordinance.

¹ § 25-205.10.1 Purpose.

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The Redevelopment Plan for the Seaspray Rehabilitation Area seeks to alleviate deleterious conditions at the property, and support use of the site to advance public health, safety and welfare. To achieve these objectives, the Plan identifies the following goals.

- To eliminate those conditions that cause the area to be considered in need of rehabilitation,” such as structures that are substandard, dilapidated, vacant, or exert an adverse influence on the area.
- To stimulate private investment in the Rehabilitation Area by assembling sites and assisting as necessary and appropriate to support such rehabilitation and redevelopment.
- To make available a full range of benefits and inducements for the redevelopment of the Rehabilitation Area, including, federal, state, county and local government funding.
- To foster public-private partnerships to accomplish revitalization of the Rehabilitation Area in a manner that best serves the needs of the community, strengthens the local economy and attracts residents to the area and contributes to the continuing vitality of the City.

Section VI of the Redevelopment Plan describes Proposed Land Use and Building Requirements. The primary use intended for the property is a 4-story multi-family residential development with a maximum of 43 residential units. Vehicular access is to be provided via two driveways on Bay Avenue. The lower level is to be used for parking. Floors 2-4 are comprised of two- and three-bedroom residential units. The Plan indicates a flat roof height of 46.5 feet.

Section XI of the Redevelopment Plan indicates that, “. . the Plan is compatible with the goals of the City of Ocean City’s Master Plan, and is designed to effectuate the same. This Redevelopment Plan furthers the goals set forth in the Master Plan by redeveloping and rehabilitating underutilized areas and by encouraging both economic development and preservation of the City’s natural resources.”

Ocean City Master Plan Goals relevant to the redevelopment of Block 3306, Lot 1 include:

- To promote the establishment of appropriate population densities in locations that will contribute to the well-being of persons, neighborhoods and preservation of the environment.
- To provide sufficient space in appropriate locations within the City for residential, business, office and public and quasi-public uses in a manner which will provide for balanced City growth and development.
- To support the upgrading of substandard housing in the City through code enforcement, housing improvement loans, technical assistance, education, grants and the provision of public improvements . . .

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- To promote a desirable visual environment through creative development techniques with respect to environmental assets and constraints of the overall City and individual development sites.

In addition to the above cited Master Plan goals, the Redevelopment Plan for the Seaspray Rehabilitation Area addresses the following purposes of the “Municipal Land Use Law.”

1. To encourage municipal action to guide the appropriate use or development of all lands in this State, in a manner which will promote the public health, safety, morals, and general welfare. (NJSA 40:55D-2a).
2. To ensure that the development of individual municipalities does not conflict with the development and general welfare of neighboring municipalities, the county and the State as a whole. (NJSA 40:55D-2d).
3. To encourage the appropriate and efficient expenditure of public funds by the coordination of public development with land use policies. (NJSA C40.55D-2f).
4. To strengthen inter-governmental initiatives and actions by encouraging “...coordination of various public and private procedures and activates shaping land development with a view of lessening the cost of such development and to the more efficient use of land.” (NJSA 40:55D-2m).

Having reviewed the Redevelopment Plan for the Seaspray Rehabilitation Area, the City Master Plan and the relevant LRHL requirements, it is my professional opinion that the Redevelopment Plan for the Seaspray Rehabilitation Area advances several public purposes and is substantially consistent with the Ocean City Master Plan, thus satisfying NJS 40A:12a-7d and NJS 40A:12a-7e.

Respectively submitted,



Randall E. Scheule, PP/AICP
New Jersey Professional Planner License No. LI003666

November 22, 2025

ORDINANCE NO. 25-15

**AN ORDINANCE ADOPTING A REDEVELOPMENT PLAN AND
AMENDING THE ZONING MAP ACCORDINGLY**

WHEREAS, in accordance with the Local Redevelopment and Housing Law, *N.J.S.A. 40A:12A-1 et seq.* (the “Redevelopment Law”), by Resolution 25-62-462, dated August 7, 2025, the Mayor and Council of the City of Ocean City previously requested the Ocean City Planning Board to undertake a preliminary investigation to determine whether certain property designated as Block 3306, Lot 1 on the Tax Map of the City of Ocean City and commonly known as 3313 Bay Avenue (the “Property”) qualifies as an Area in Need of Rehabilitation as defined by *N.J.S.A. 40A:12A-14*; and,

WHEREAS, on September 10 2025, the Planning Board, after providing due notice, conducted a public hearing in accordance with the Redevelopment Law at which hearing it determined that the Property qualifies as an Area in Need of Rehabilitation and recommended it as such to the Governing Body for the City of Ocean City for further legal action in accordance with the Redevelopment Law; and,

WHEREAS, on October 1, 2025, the Ocean City Planning Board adopted a resolution memorializing its September 10, 2025 recommendation; and,

WHEREAS, on October 9, 2025, by Resolution 25-62-508, City Council found and declared the Property to be an area in Need of Rehabilitation under the Redevelopment Law; and,

WHEREAS, a redevelopment plan for the Property dated October 10, 2025 has been prepared by Hyland Design Group and Harman Deutsch Ohler Architecture (the “Redevelopment Plan”); and,

WHEREAS, City Council desires to have the Planning Board review and comment upon the Redevelopment Plan and advise as to whether the Redevelopment Plan is substantially consistent with the Ocean City Master Plan, pursuant to the Redevelopment Law; and,

WHEREAS, subject to the receipt of the Planning Board’s recommendations concerning the Redevelopment Plan, City Council believes that the adoption of the Redevelopment Plan is in the best interests of the City and the redevelopment of the Property.

NOW, THEREFORE, BE IT ORDAINED by the Mayor and Council of the City of Ocean City, County of Cape May, State of New Jersey, as follows:

Section 1.

The recitals set forth above are incorporated herein and made a part hereof as if set forth at length.

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Section 2.

Pursuant to *N.J.S.A. 40A:12A-7(e)*, upon introduction of this ordinance on First Reading, City Council hereby refers the Redevelopment Plan to the Planning Board for review and recommendation. The Planning Board shall prepare a report regarding its recommendations and submit same to City Council within 45 days after referral, as required by the Redevelopment Law.

Section 3.

The Redevelopment Plan, which is on file with the City Clerk, is incorporated herein by reference and is contingent upon the receipt of the Planning Board's recommendations, is approved and adopted pursuant to *N.J.S.A. 40A:12A-7*.

Section 4.

The Ocean City zoning ordinances and zoning map are hereby amended to be consistent with the Redevelopment Plan and the provisions therein.

Section 5.

The Mayor or his designee is hereby authorized to enter into a Memorandum of Understanding with THE HOW GROUP, the contract-purchaser of the Property, or its assignee, to serve as the Redevelopment Entity for purposes of implementing the Redevelopment Plan and exercising the power granted to a Redevelopment Entity under the Redevelopment Law.

Section 6.

All ordinances or portions thereof inconsistent with this ordinance are repealed to the extent of such inconsistency.

Section 7.

If any portion of this ordinance is declared to be invalid by a court of competent jurisdiction, it shall not affect the remaining portions of the ordinance which shall remain in full force and effect.

Section 8.

This Ordinance shall take effect in the time and manner prescribed by law.

Jay A. Gillian, Mayor

Terry Crowley, Jr. Council President

The above Ordinance was passed by the Council of Ocean City, New Jersey, at a meeting of said Council held on the 20th day of November, 2025, and was taken up for a second reading

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and final passage at a meeting of said Council held on the 18th day of December, 2025, in Council Chambers, City Hall, 861 Asbury Avenue, Ocean City, New Jersey, at six o'clock in the evening.

Melissa G. Rasner, City Clerk