



# Welcome

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## Boardwalk Sub-Committee

*Report on Findings*

February 7, 2026





# Agenda

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- Introduction to Boardwalk Subcommittee
- Meeting Purpose and Structure
- Data Findings
- Key Takeaways
- Next Steps
- Questions related to findings



# Boardwalk Subcommittee

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# OCEAN CITY, NJ

## Boardwalk Subcommittee Members

Dave Winslow, <i>Chairman</i>	Council Member
Jody Levchuk	Business Owner/Council Member
Sean Barnes	Council Member
Michael Allegretto	City Administration
Dean Adams	Builder/Planning Board Member
Shannon Halliday	Architect/Planning Board Member
Wes Kazmarck	Business Owner/Boardwalk Merchants Association
Jim Kelly	Vice President Erickson Senior Living / Ocean City 2050
Jocelyn Palaganas, <i>Spokesperson</i>	School Board Member



# Subcommittee Mission Statement

The Ocean City Boardwalk Zoning Review Committee is dedicated to evaluating and modernizing the zoning policies that govern the City's iconic boardwalk district. Our mission is to ensure that future development supports Ocean City's long-standing identity as America's Greatest Family Resort—preserving its unique mix of family entertainment, retail, dining, and amusement—while encouraging responsible investment, property improvement, and year-round economic vitality.



# Subcommittee Goals

- Evaluate Existing Zoning Regulations
- Preserve Ocean City's Family-Oriented Character
- Encourage Property Improvements & Economic Sustainability
- Analyze the future of the 600 Boardwalk property as it relates to the strategic view of the future of the Boardwalk
- Engage the Community & Stakeholders
- Deliver Actionable Recommendations to City Council



# Estimated Timeline

Task	NOV '25	DEC '25	JAN '26	FEB '26	MARCH '26	APRIL '26	MAY '26
<b>Phase I:</b>							
Fact Gathering & Baseline Assessment							
<b>Phase II:</b>							
Issue Spotting & Cause Analysis							
<b>Phase III:</b>							
Solution Development & Testing							
<b>Phase III:</b>							
Plan Drafting, Public Review & Submission							



Today



Final Presentation – (may be earlier if possible)



# Background Information

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# City of Ocean City, NJ

## Master Plan Extract

### History of the Boardwalk area

- Early Plans (1960s–1980s): Established the boardwalk as the heart of Ocean City's economy and community life.
- 2000s: Focus shifted to handling tourism pressures, parking/bike congestion, and outdated zoning and lodging areas.
- 2010s (Pre-Sandy): Planning emphasized mixed-use redevelopment and created a hospitality zone to modernize the area.
- Post-Sandy: Priorities expanded to flood protection and coastal resilience.
- **2019 Masterplan Reexamination report provided recommendations for the Boardwalk; not all implemented**
- Today: The boardwalk remains a planning and investment priority, with ongoing efforts to update standards for vibrancy, resilience, and neighborhood compatibility.



# Demographics: Ocean City, NJ

	2025	2020	2010	2000
Population	11,219	11,211	11,701	15,378
Population Density (people per square mile)	2,379	1,660	1,733	2,277
Median age	57.0 years old	56.3 years old	50.9 years old	47.8 years old
Median household income	\$101,782	\$88,412 per year	\$55,202 per year	\$44,158 per year
Median value of owner-occupied housing units (with mortgage)	\$719,100	\$603,300	\$632,200	\$224,700
Median gross rent	\$1,670	\$1,332 per month	\$1,160 per month	\$722 per month

Source: American Community Survey



# Review of Subcommittee Data Needs

33 data sets were considered; investigated 11 categories

Category	Data Set
<b>Physical &amp; Land Use Indicators</b>	<ul style="list-style-type: none"><li>• Photo Inventory / Slide Show</li><li>• Current Zoning Map and Criteria</li><li>• Boardwalk Inventory by Use &amp; Location</li><li>• Hotel Data</li><li>• Ocean City Parking Data</li></ul>
<b>Economic Indicators</b>	<ul style="list-style-type: none"><li>• Beach Tag Revenue</li><li>• Sales Tax Comparison</li><li>• Amusement Park Data</li></ul>
<b>Social &amp; Cultural Indicators</b>	<ul style="list-style-type: none"><li>• 2010 Rutgers Study</li><li>• Stakeholder Interviews</li></ul>
<b>Comparative Benchmarks</b>	<ul style="list-style-type: none"><li>• Comparison Communities</li></ul>



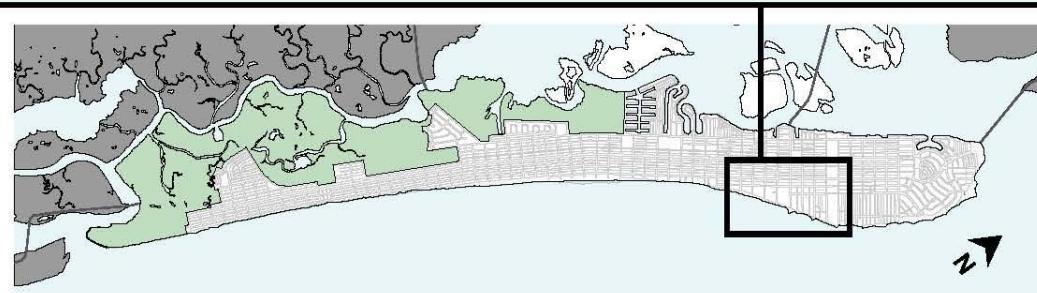
# Data Findings

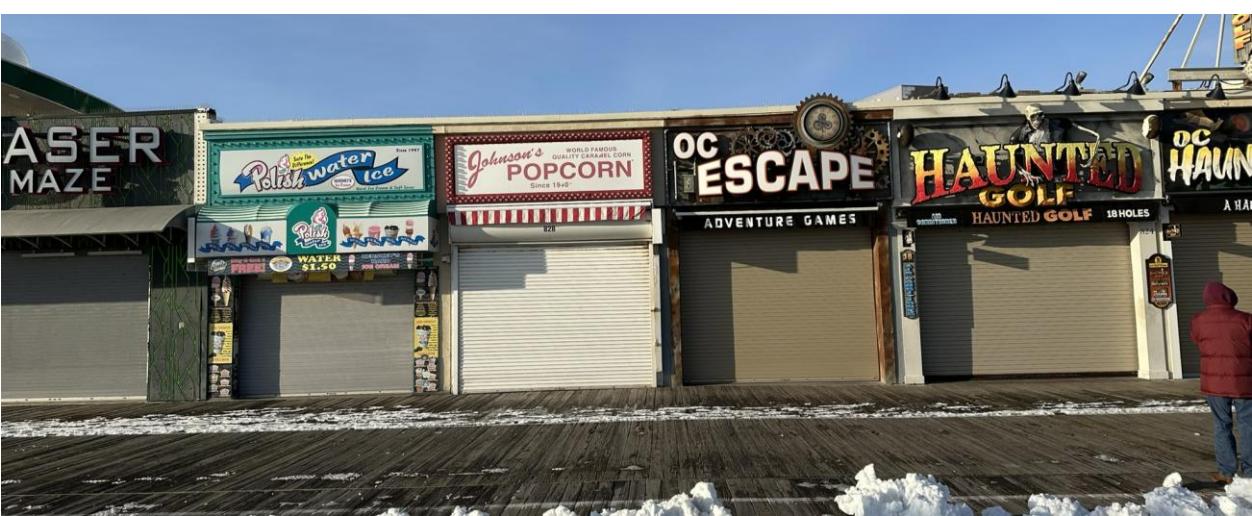
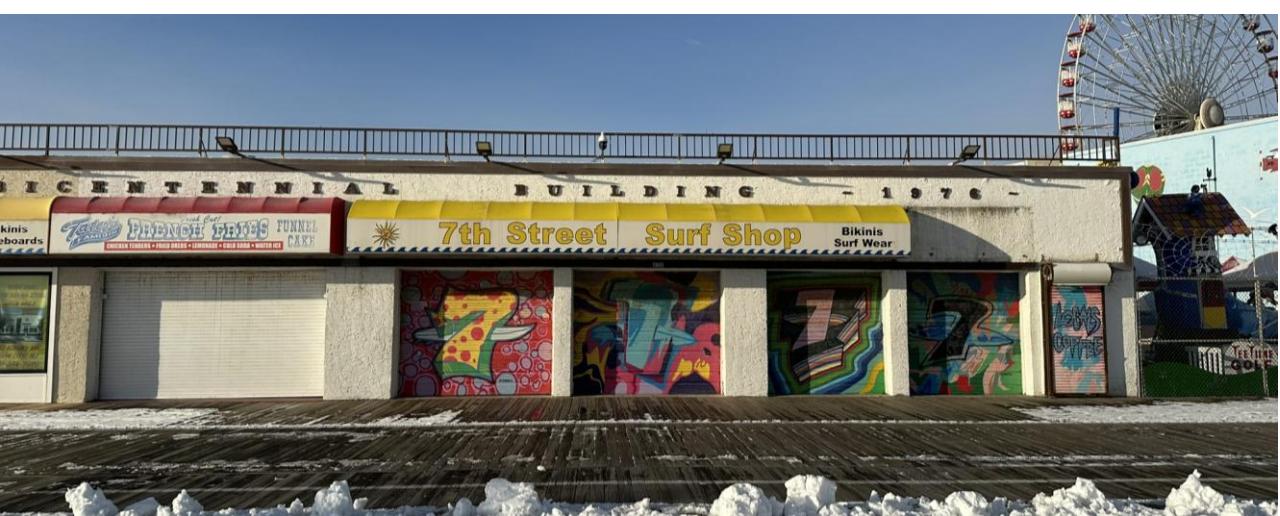
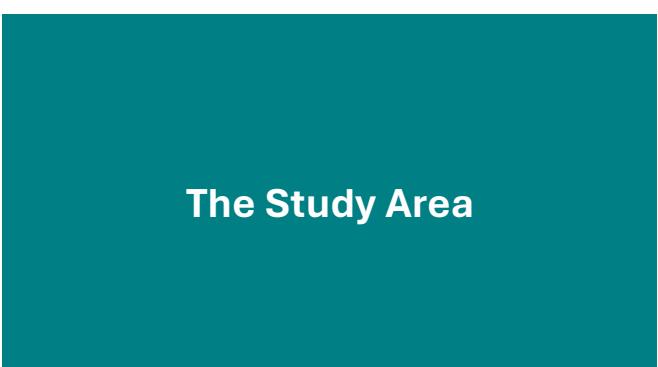
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# Study Area Map: “Boardwalk Zone”







# Ocean City Boardwalk - 2025





# Zoning Map



On-Boardwalk (ON-BD)	Central Business (CB)
Hospitality Zone (HZ)	Drive-In Business (DB)
Redevelopment Area (RA)	Neighborhood Business (NB)
Residential - One Family (R-1)	Study Area
Residential - Two Family (R-2)	Boardwalk
Residential - Multifamily (R-MF)	Historic District
Public (P)	Old City Overlay Zone
Beach Dune (BD)	Special Improvement District (SID)





# Permitted Uses: ON-BD Zone and Adjacent Areas

## Beach Dune Zone (BD)

**Permitted Uses:** Open space, beach and water recreation, protective sand dunes and related improvements including snow fencing and dune stabilization plantings, stairs and walkways for beach access and dune preservation, necessary municipal buildings and structures for public safety and convenience including first aid stations, life guard stations, comfort stations, boardwalks, pavilions, piers, and related facilities, necessary shore protection and stabilization improvements including jettys, groins, bulkheads and related structures.

## On-Boardwalk Zone (ON-BD)

**Permitted Uses:** **Retail Stores**, such as: Art Galleries, Bicycle Rentals/Sales, Hoppy Shops, Specialty Clothing Boutiques, Antique Shops, Bookstores, China/ Glassware & Metalware Shops, Clothing/ Apparel & Accessory Shops, Leather Goods Shops, Gift/ Novelty & Souvenir Shops, Jewelry Shops, Camera and Photographic Supply Stores. **Entertainment Facilities**, such as: Indoor Theaters, Dinner Theaters, Auditoriums, Roller/ Ice-Skating Rinks. **Amusement Facilities**, such as: Miniature Golf Courses, Arcades, Shooting Galleries, Amusement Rides, Other Similar Uses. **Restaurants and other eating facilities**, such as: Frozen Dessert Shops, Outdoor Restaurants, Retail Bakeries, Other Similar Eating Facilities. **On-Site Parking Facilities**, and **Essential Services**

**Permitted Accessory Uses:** On-site storage of goods incidental to retail businesses, Signs, and Manufacturing associated with boardwalk businesses

*\*\*There are ENC (existing non-conforming) residential uses*

## Hospitality Zone (HZ)

**Permitted Uses:** Motel, Hotel, Rooming/Guest House, Bed-and-Breakfast, Restaurant, Retail Sales, Retail Service, Commercial Parking lot, Satellite Hotel, Triplex\*, Quadruplex\*, Multifamily Dwellings\*, One – and Two-Family Dwellings\*, Mixed-Use, Essential Services and Rental Management Services.

*\*on lots existing prior to the effective date of this ordinance*

**Permitted Accessory Uses:** Swimming pools and other recreational facilities, Bicycle Rentals, Business Centers, Meeting and Conference Facilities, On-site storage of goods incidental to conduct of the principal use, Storage of Solid Waste and Recyclable materials, Fences & Walls, HVAC Equipment, Signs, Off-Street Parking and Loading Facilities, Landscaping, Manufacturing clearly incidental to the retail business.

**Conditional Uses:** Places of Worship



# Existing Zoning: ON-BD District Regulations

ON-BD	
<b>Maximum Building Height (Stories/Feet)</b>	1 ½ stories <sup>(A)</sup> 13 feet <sup>(A) (B)</sup>
<b>Minimum Lot Area</b>	Interior: 2,250 square feet Corner: 3,000 square feet
<b>Minimum Lot Width and Frontage</b>	Interior: 30 feet Corner: 40 feet
<b>Minimum Lot Depth</b>	100 feet <sup>(E)</sup>
<b>Minimum Front Yard</b>	0 feet to 20 feet <sup>(C)</sup>
<b>Minimum Side Yard (Each/Aggregate)</b>	none
<b>Minimum Rear Yard</b>	25 feet <sup>(D)</sup>
<b>Maximum Building Coverage</b>	80 percent
<b>Maximum Impervious Coverage</b>	80 percent

## Notes

(A) Building height may be increased by an additional story not to exceed 12' in height, provided that said story is set back from the front yard setback line a minimum of 10 feet.

(B) No height limitations for amusement rides and uses.

(C) Dependent on street, refer to *Schedule B Schedule of Front Yard Setback Depths by Street – Commercial Zones* in City Code § 25-209.2.

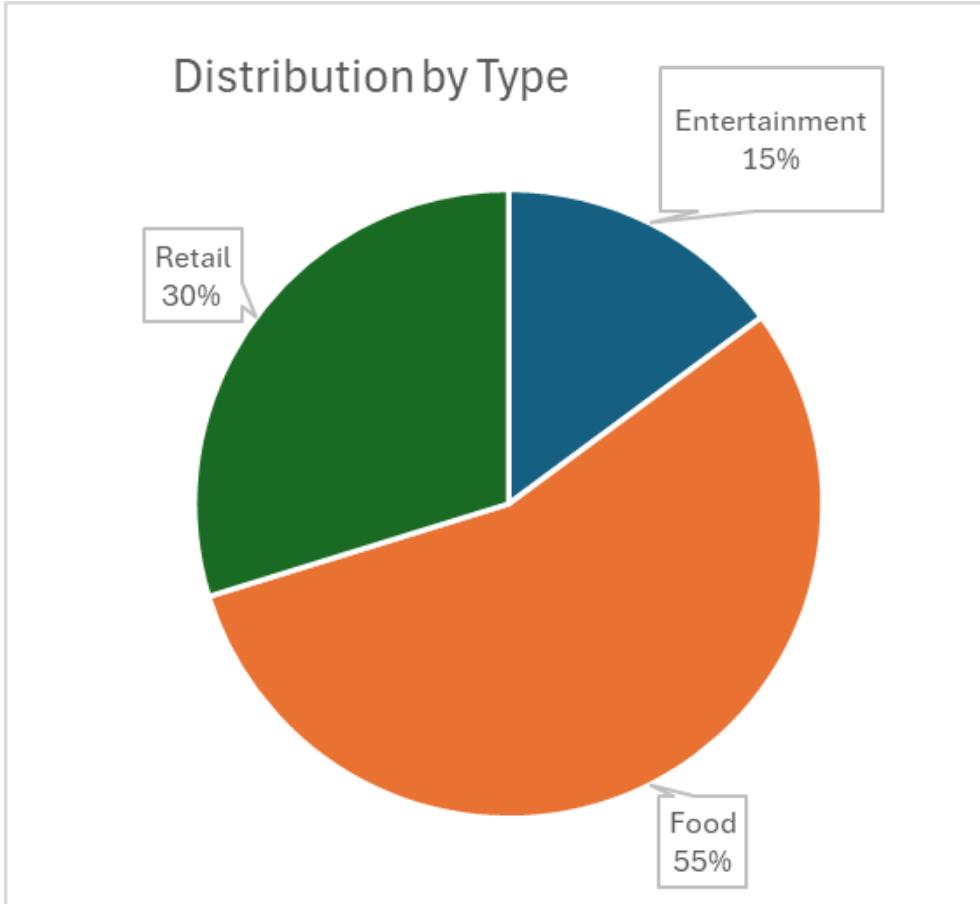
(D) Buildings fronting on the boardwalk shall require no setback from the boardwalk. The rear yard in the On-BD zone shall be the portion of the lot not fronting on the boardwalk.

(E) Lots with less than the required depth at the time of adoption of this Ordinance shall be deemed to be conforming.



# Boardwalk Inventory

The Subcommittee has put together an inventory of the businesses that exist on the boardwalk today.

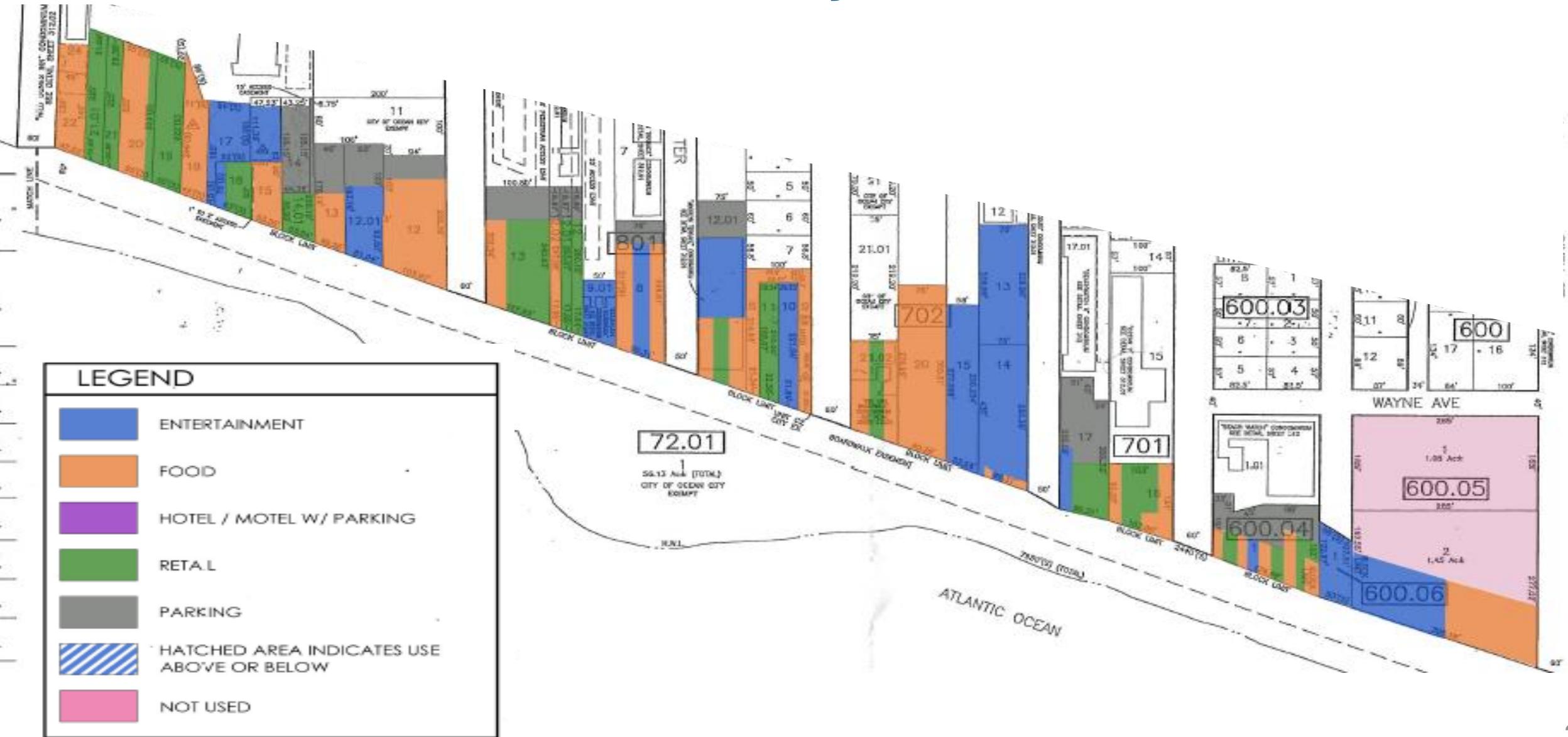


Fun Facts	
Total Number of Businesses	168
Food	92
Retail	51
Entertainment	25

The business classification type was further refined into subcategories, such as candy, takeout, food service, dine-in, golf, retail, and specialty businesses, among others.

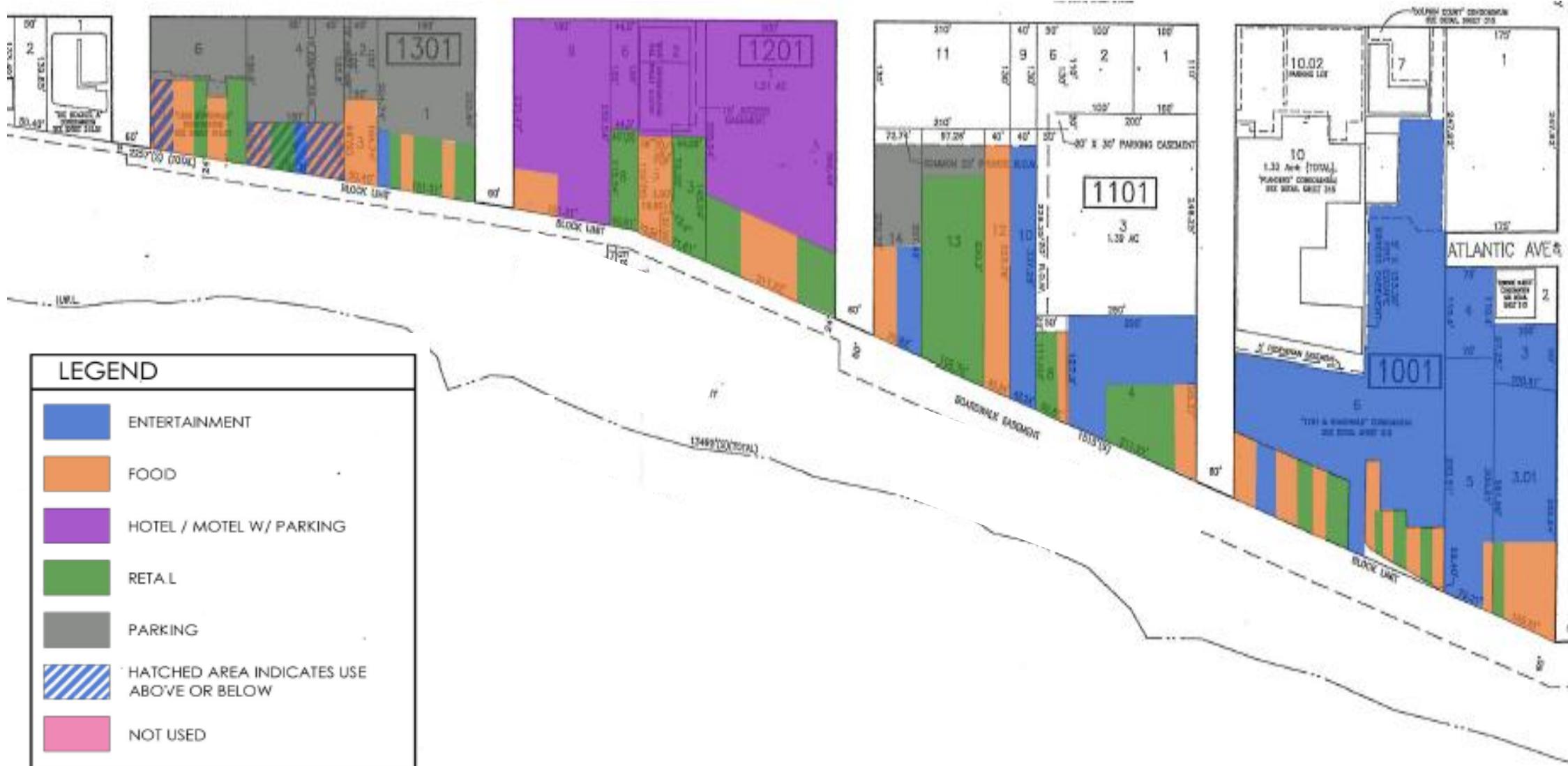


# Boardwalk Inventory – *6th thru 10th Streets*





# Boardwalk Inventory – 10th thru 14th Streets





# Existing Residential Inventory On-Boardwalk Zone

Number of properties: 10

Number of Units: 26

Note: Residential is not a permitted use



# Existing Residential Inventory On-Boardwalk Zone





# Hotel Information

The following information pages contain various data points about hotels.

Please note that “HOTELS” are defined as hotels, motels, condo hotels, B&B’s or other similar transient accommodations.

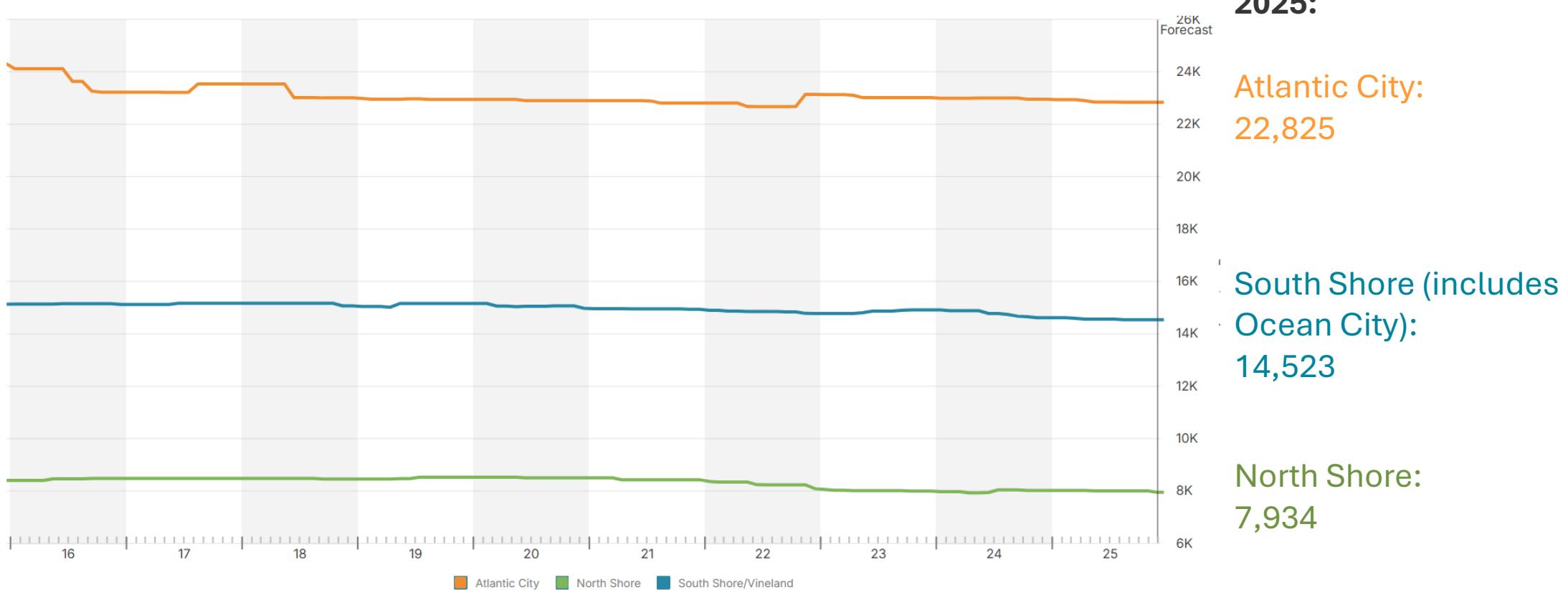


# Hotel Data

## ***Submarket Findings: Room Inventory (10 Years)***

Submarket Jersey Shore hotel room inventory has been relatively flat with a slight overall decline, 2016-2025

Hotel Room Inventory: Atlantic City, South Shore, and North Shore



Source: Room Inventory by CoStar Submarket



# Hotel Data

## *Submarket Findings: Occupancy (2 Years)*

Hotel Room Occupancy: Atlantic City, South Shore, and North Shore



Note: Data does not extend further back, and is not available at a more granular scale

Source: Room Inventory by CoStar Submarket

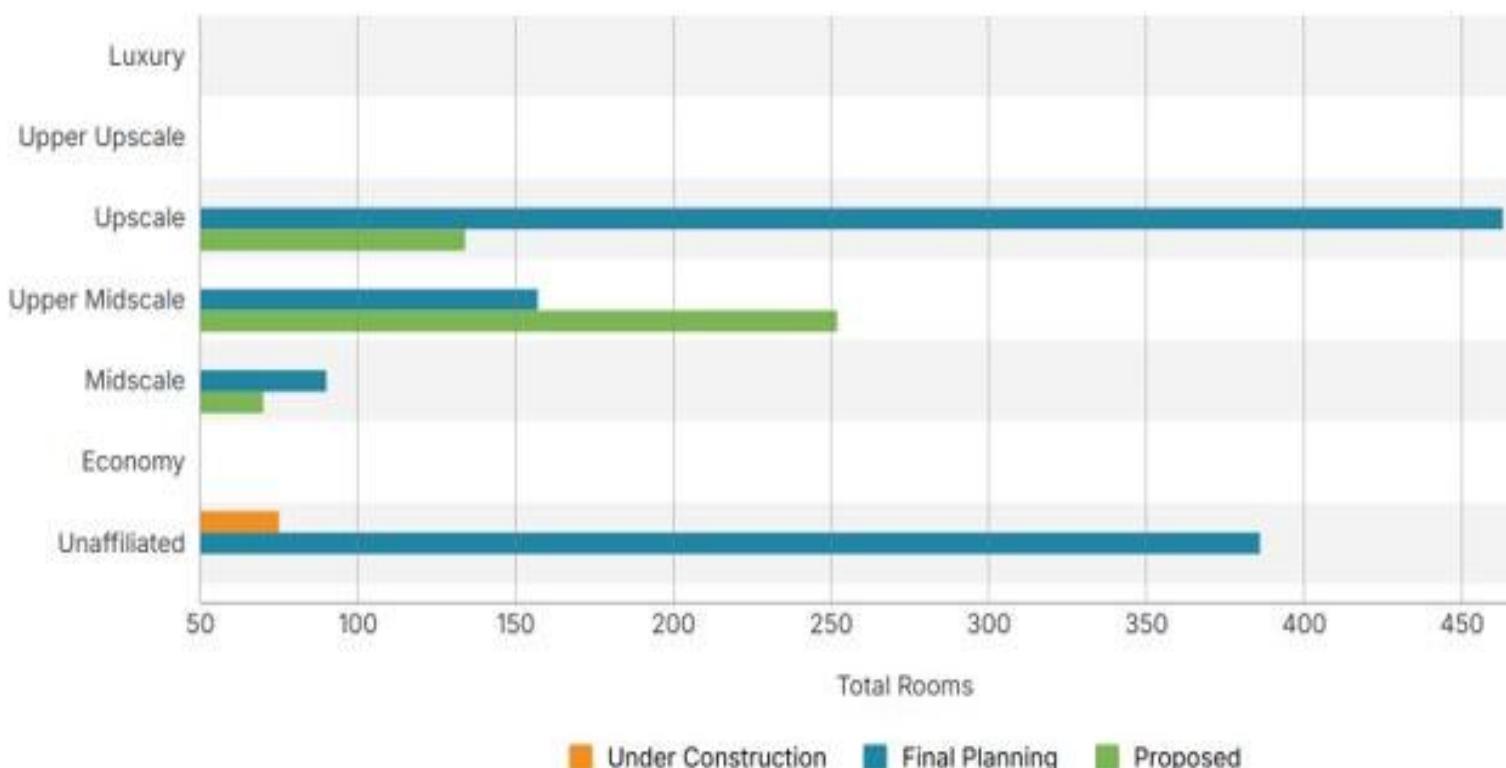


# Hotel Data

## Jersey Shore Hospitality Market Trends

Sandy Hook to Cape May

### Pipeline By Scale



Source: CoStar 2025

Roughly 1,500 rooms are in the pipeline for construction across the Jersey Shore. More rooms have been demolished over 10 years than have been delivered.

As of 2025, NJ Shore market comprises 580 hotel properties with 45,000 rooms

- 19,000 Upscale and Upper Midscale rooms
- 14,000 Midscale and Economy rooms
- 13,000 Luxury and Upper Scale rooms

### Pipeline:

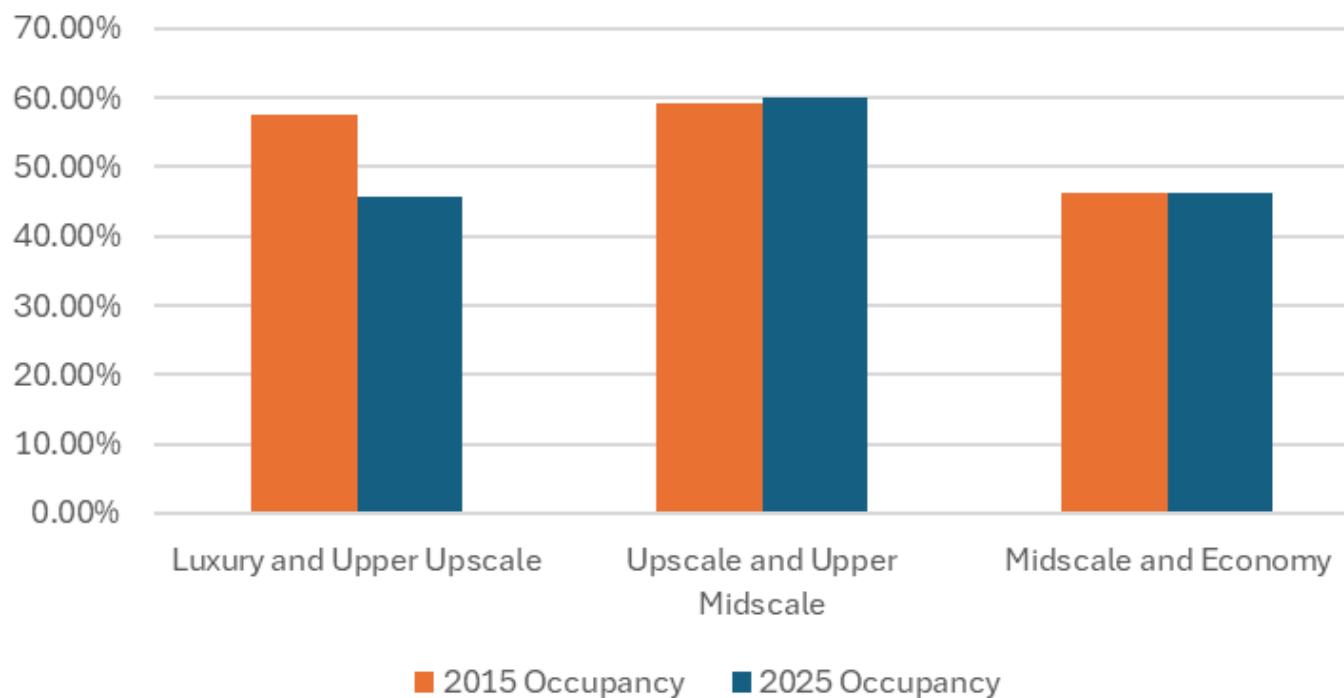
- Approximately 75 rooms are currently under construction
- 456 rooms are proposed
- 1,096 rooms are in final planning stages



# Hotel Data

## *Jersey Shore Occupancy Trends Sandy Hook to Cape May*

### Occupancy Rates by Class



Current 12-month occupancy rate is 52%, a 2% decrease from this time in 2015.

Demand for Luxury and Upper Upscale rooms dropped the most in the pandemic and has not recovered.

The 2-year forecast projects:

- About the same in Luxury/Upper Upscale (45.1%)
- A slight drop in Upscale/Upper Midscale (58.5%)
- An increase in Midscale/Economy (48.6%)



# Hotel Data

## *Ocean City and Cape May County Comparison*

<b>Ocean City, NJ and Cape May County, NJ</b>		
	<b>Ocean City, NJ</b>	<b>Cape May County, NJ</b>
<b>Number of Hotels</b>	27	271↑
<b>Total Number of Hotel Rooms</b>	1,216	11,324↑
<b>Hotel Rooms per Square Mile</b>	258	45↓

Source: CoStar

### **Cape May County**

- Total of 271 hotel properties with 11,324 rooms
- Room mix: 38% upper midscale/upscale, 36% economy/midscale, 26% upper upscale/luxury
- Two hotels temporarily closed for renovations
- One 75-room hotel currently under construction
- Three proposed hotels with a total of 472 rooms would increase county room supply by just over 4%

### **Ocean City**

- Comprises 11% of Cape May County's hotel rooms



# Hotel Occupancy Snapshot

## *Memorial Day: Ocean City*

The Ocean City Chamber of Commerce conducted an informal sample survey in December 2025 of hotel occupancy over the 2025 Memorial Day weekend and provided the following data.

NOTE: This may not be indicative of pea season occupancy; further investigation is needed.

### Ocean City Hotels

	Port O' Call Hotel	Tahiti Inn	The Flanders Hotel	Impala Island Inn
<b>Friday Occupancy</b>	44%	50%	80-85%	70%
<b>Saturday Occupancy</b>	74%	80%	80-85%	90%
<b>Sunday Occupancy</b>	69%	60%	80-85%	70%

Source: Ocean City Regional Chamber of Commerce



# Hotel Data - *Coastal Trends*

The Mid-Atlantic region is experiencing a resurgence in coastal resort trends, with a strong emphasis on waterfront properties and luxury experiences:

## Waterfront Luxury

- Resorts are increasingly focusing on waterfront locations, offering stunning views and easy access to the ocean.

## Family-Friendly Amenities

- Resorts are catering to families with amenities like spas, golf courses, and activities that cater to both children and adults.

## Luxury Dining and Experiences

- Coastal resorts are enhancing their dining experiences with sophisticated design, immersive guest experiences, and elevated Southern dining.

## Community Engagement

- Many resorts are now deeply rooted in the communities they serve, offering a sense of drama and place that separates them from the rest.

These trends reflect a growing appreciation for the natural beauty and cultural richness of the mid-Atlantic region, making it an ideal destination for travelers seeking a coastal retreat.



# Ocean City Parking Data

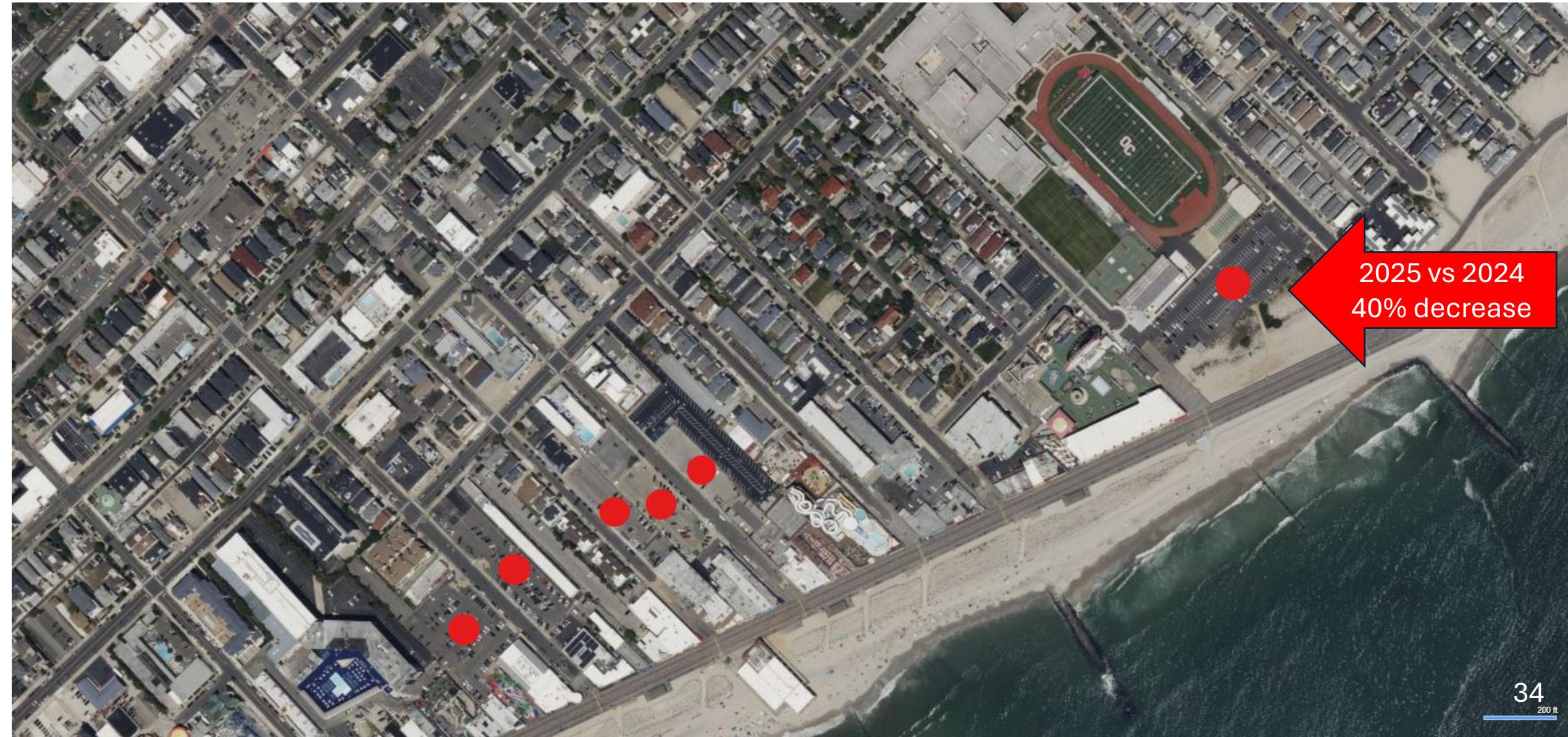
- Parking lot revenue data is compiled by the City and was obtained by the Subcommittee for review
- There are 8 parking lots that this data was collected for:
  - 9<sup>th</sup> Street South
  - 9<sup>th</sup> Street North
  - Moorlyn Terrace
  - 8<sup>th</sup> Street North
  - 8<sup>th</sup> Street South
  - High School Tennis
  - 5<sup>th</sup> Street and Boardwalk
  - 6<sup>th</sup> Street

	2023	2024	2025
<b>Total Parking Lot Revenue</b>	\$2,416,032	\$2,464,887	\$1,955,710
<b>Total Number of Parks</b>	125,827	131,995	110,316
<b>Total Number of Parking Spaces</b>	977	974	933
<b>Total Average Per Park</b>	\$19.20	\$18.67	\$17.73
<b>Total Average Per Spot</b>	\$2,472.91	\$2,530.68	\$2,096.15

- Note: Parking volume is very weather dependent



# Ocean City Parking Data





# Ocean City Beach Tag Revenue

Beach tag revenue is collected by the City and was obtained by the Subcommittee for review

REVENUE	2021	2022	2023	2024	2025
Daily Price	\$5	\$5	\$10	\$10	\$10
Weekly Price	\$10	\$10	\$20	\$20	\$20
Seasonal Price	\$25	\$25	\$35	\$35	\$35
Total Revenue	\$4,211,000	\$3,993,038	\$6,089,390	\$6,237,000	\$5,900,000
YOY Change	9.86	-5.18%	*52.5%	2.42%	-4.88%

\* Fee increase

VOLUME	2021	2022	2023	2024	2025
Daily Tags	184,648	177,350	157,424	167,180	144,149
Weekly Tags	52,397	46,692	37,854	37,615	35,210
Seasonal Tags	132,933	127,996	122,296	123,975	122,803
Total Tag Sales*	376,113	358,373	324,144	336,895	309,142
YOY Change	4.88%	-4.72%	-9.55%	3.66%	-7.99%

\*Includes Military Tags: (6,900 in 2025)



# Sales Tax Comparison

## 5-Year recap of Cape May County Shore Town Sales Tax Revenue

Year	Total (million)	85%	Percentage of total NJ sales tax collected
2020	\$566.7	\$481.70	14.1% of NJ Total
2021	\$615.2	\$522.92	10.4% of NJ Total
2022	\$632.0	\$537.2	12.7% of NJ Total
2023	\$637.5	\$541.88	12.2% of NJ Total
2024	\$668.5	\$568.22	12.4% of NJ Total
<b>Total</b>	<b>\$2,502.40 Billion</b>	<b>\$2,110.04 Billion</b>	

It is estimated that 85% of the tourism revenue generated in Cape May County comes from the beach towns of Ocean City, Sea Isle City, Avalon, Stone Harbor, the Wildwoods, and Cape May. Using that percentage, each sector, including Sales Tax, is calculated using the 85% number.



# Amusement Park Comparison

Attribute	Atlantic City	Ocean City total: 2.5 mi boardwalk, 1 mile	Wildwood	Seaside Heights	Pt Pleasant Beach	Keansburg	Beach Haven (LBI)
Boardwalk Length	~5 miles	~5 miles	~2–2.5 miles	~1.5–2 miles	~1 mile	~0.12 miles	n/a
Amusement Park Present	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Primary Amusement Park	Steel Pier	Castaway Cove	Morey's Piers (3)	Casino Pier	Jenkinson's	Keansburg Park	Fantasy Island
Year Park Opened	1898	1959	1969	1932	~1928	1903	1984
Approx. Number of Rides	~20+	~32	100+	~30	~28	~20+	~18
Boardwalk Location	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Entry Fee to Park	No	No	No	No	No	No	No
Ride Pricing Model	Tickets	Tickets	Tickets	Tickets	Tickets	Tickets	Tickets
Alcohol Sold in Town	Yes	No (Dry Town)	Yes	Yes	Yes	Yes	Yes
Alcohol Sold at Park	Yes	No	Yes (licensed areas)	Yes (licensed areas)	Yes (nearby venues)	Yes (licensed areas)	Yes (Bistro)
Legal Games of Chance	Yes	No	Yes	Yes	Yes	Yes	Yes
Ownership Type	Family / Private	Family / Private	Family / Private	Family / Private	Family / Private	Family / Private	Family / Private
Overall Vibe	Tourist / Adult-friendly	Family-focused	High-energy / Resort	Lively / Party-leaning	Family / Classic	Local / Value-oriented	Family / Small-town



# Amusement Park Comparison

Location	Park Name	Opened	Ride Scale	Entry Fee	Alcohol	Games	Ownership
Jackson	Six Flags Great Adventure	1974	Very Large (Major Theme Park)	Yes	Yes	yes	Corporate
East Rutherford	Nickelodeon Universe (American Dream)	2019	Large (Indoor)	Yes	Yes	yes	Corporate
East Rutherford	DreamWorks Water Park (American Dream)	2019	Large (Indoor Water Park)	Yes	Yes	yes	Corporate
Clementon	Clementon Park	1907	Medium	Yes	Yes	yes	Corporate
West Berlin	Diggerland USA	2014	Small	Yes	No	yes	Corporate
Freehold	iPlay America (Indoor)	2011	Small-Medium	No	Yes	yes	Family-owned
Egg Harbor Twp.	Storybook Land	1955	Small-Medium	Yes	No	No	Family-owned
Hope, NJ	Land of Make Believe	1954	Medium	Yes	No	yes	Family-owned



# Amusement Comparison

Attribute	Ocean City, NJ	Wildwood, NJ	Point Pleasant Beach, NJ	Seaside Heights, NJ
Tourism Character	Family-oriented, alcohol-free, clean beaches	Major resort, large summer crowd	Classic summer town, family-friendly	Energetic nightlife, boardwalk scene
Summer Population / Visitors	~11,000 yr-round; high seasonal draw, summer ~150,000+	~5,300 yr-round; summer ~250,000+	~4,800 yr-round; seasonal ~60,000+	~2,500 yr-round; seasonal 30,000–65,000
Hospitality / Lodging	Hotels, motels, B&Bs, vacation rentals	Beachfront hotels, motels, condos	Seasonal hotels, motels near boardwalk	Hotels/motels + short-term rentals; some upscale
Food & Beverage	Family-friendly boardwalk eats; seafood; NO ALCOHOL	Boardwalk & local restaurants; nightlife & bars off and onboardwalk	Seafood & casual dining; boardwalk & downtown. Bars off and on boardwalk and beach bars	bars/nightlife along the beach and boardwalk including a private BYOB beach
Activities & Amusements	2.5 mi boardwalk; rides, arcades, Music Pier, shops, bike riding	2+ mi boardwalk; Morey's Piers (3), water parks, festivals, arcades, restaurants , games of chance, skill games	Jenkinson's Boardwalk rides, arcade, aquarium, mini-golf, games of chance, skill games	Casino Pier rides & games, Breakwater Beach water park, arcades , games of chance , shopping, food service, bars
Best For	Families, calm beach experience	Families & thrill seekers	Families & multi-gen groups, nightlife, day trips	Young adults, nightlife, eateries and bars
Vibe / Amenities	Clean, conservative, relaxed	Vibrant, neon, event-focused	Chill, moderate crowds family and singles	Energetic, entertainment-heavy

## Photos





# Amusement Park Challenges

## Key Takeaways\*

- Amusement parks face significantly more challenges than other front operating businesses in NJ:
  - Short season of 8-10 weeks to cover a 52 weeks of expense
  - NJ school calendar creates hiring challenges
  - Weather and environment (salt) destroys parts and equipment
  - Hiring of certified staff
  - Time and cost to get and certify new rides
  - Burdensome regulatory process/ ride certification is very intense.
    - State laws and federal regulations often are at odds leaving operators in a regulatory nightmare that ultimately keeps rides closed .
  - Cost of land, property taxes and insurance have had major increases-more than double in some cases
  - Today's guests search for bigger attractions that do not fit on the smaller parks at the shore that you will find at six flags, Disney, etc .
  - Ocean City amusement parks specifically face the challenge of no alcohol sales and no legalized games of chance, skill games or midway games which are big revenue pieces and also play a vital role in the overall operation and allure for guests at other Amusement Parks.



# Rutgers Study (2010)

Rutgers University has long been interested in understanding the composition of the Ocean City boardwalk and exploring opportunities to enhance and build upon its existing successes.

## Ocean City Hotel and Motel District Study

### *Key Takeaways:*

- **Flexible Mixed-Use Zoning:** Adopt a new Multi-Use Resort (MUR) zone that focuses on building form, height, and parking—allowing hotels, residences, and shops to coexist while maintaining Ocean City’s family-friendly character.
- **Catalytic Redevelopment Sites:** Transform municipal lots at 8th and 9th Streets into signature mixed-use destinations with hotels, entertainment, structured parking, and public spaces.
- **Enhanced Identity and Experience:** Improve walkability, aesthetics, and transit while promoting a “Healthy Living” and faith-based brand to extend the tourism season and reinforce Ocean City’s family resort identity.



# Rutgers Study (2010) “Visualized Concepts”

## *9<sup>th</sup> Street Development*



## *9<sup>th</sup> Street Development*



For illustrative conceptual purposes only



# Rutgers Study (2010) “Visualized Concepts”



For illustrative conceptual purposes only



# Stakeholder Interviews

As part of this process, an outside consultant (VHB Engineering, Surveying, Landscape Architecture and Geology, P.C. [VHB]) was retained to conduct interviews with key stakeholders directly involved with the boardwalk and waterfront in various capacities. The purpose of these interviews was to draw on the expertise and insights of community members closely connected to the boardwalk, helping to develop a comprehensive understanding of its current conditions and future potential.

Specifically, VHB interviewed five stakeholder groups, including residents, business owners, hotel operators, and City representatives. Each participant responded to a standardized set of questions, with the opportunity to provide additional information and commentary as they deemed appropriate.

Note: sample size was small.





# Stakeholder Interviews

## Key Takeaways:

- Preserve Ocean City's family-friendly, historic character while embracing selective modernization that strengthens, not replaces, its charm.
- Foster year-round vitality through off-season events, improved design standards, and weather-resilient attractions.
- Balance tourism and local needs by keeping the boardwalk affordable, inclusive, and supportive of small businesses.
- Encourage diverse, experience-driven uses including stronger dining, cultural venues, and community spaces instead of repetitive retail.
- Guide growth carefully to protect scale, views, and authenticity; avoid over-commercialization.
- Reinvest strategically in infrastructure, landmark restoration, and policy updates that sustain long-term economic and cultural vibrancy.



# Comparison Communities

The following **five peer communities** have been identified for comparative analysis:

- Ocean Grove, New Jersey
- Point Pleasant Beach, New Jersey
- Cape May, New Jersey
- Wildwood, New Jersey
- Rehoboth Beach, Delaware

These peer communities have been selected based on a combination of factors:

- All Atlantic coastal beach towns with a boardwalk or ocean promenade
- Their local economies fundamentally rely on tourism
- Similar geographic size and population to Ocean City
- Some are also dry communities
- Similar economic/development concerns



# Comparison Communities

	Ocean City, NJ	Ocean Grove, NJ	Point Pleasant Beach, NJ	Cape May, NJ	Wildwood, NJ	Rehoboth Beach, DE
Dry or Not	Dry	Dry	Not dry	Not dry	Not dry	Not dry
Length of Boardwalk (miles)	2.5±	0.5±	1.0±	2.0±	2.5±	1.0±
Land Area (square miles) (excluding water)	4.72	0.37	1.42	2.47	1.54	1.17
Population	11,229	3,057	4,766	2,789	5,157	1,108
Population Density (people per square mile)	2,379	8,262	3,356	1,129	3,349	947
Median Age	57	62	47	54	48	63
Median Household Income	\$101,782	\$74,410	\$131,641	\$57,230	\$51,996	\$141,250
Median Value of owner-occupied housing units	\$719,100	\$764,200	\$813,500	\$823,800	\$361,200	\$1,238,400
Median Gross Rent	\$1,670	\$1,212	\$1,717	\$1,013	\$1,255	\$1,391



# Comparison Communities

	Ocean City, NJ	Ocean Grove, NJ	Point Pleasant Beach, NJ	Cape May, NJ	Wildwood, NJ	Rehoboth Beach, DE
<b>Number of Hotels/Motels/Inns</b>	27	17	14	58	77	35
<b>Number of Hotel Rooms</b>	1,216	342	503	2,014	2,995	2,301
<b>Hotel Rooms per Square Mile</b>	258	924	354	815	1,945	1,967
<b>Relevant Zoning Districts</b>	On Boardwalk / Hospitality Zone	Historic District Recreation	Resort Commercial / Resort Residential 1	C-2 Beach Business District / C-3 Hotel-Motel District	Boardwalk Redevelopment Zone / Tourism	Open Space / Central Commercial / Commercial-Amusement District



# Phase I - Key Takeaways

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# Phase I - Key Takeaways (Page 1 of 2)

## Physical & Land Use Indicators

- Zoning regulations (ie. mass, bulk and scale) strongly shape the boardwalk experience
- Variety of uses include 168 Businesses and 26 Residential Units
- Consideration to previous masterplan recommendations
- Opportunity for improvement/ reinvestment into buildings

## Economic Indicators

- Hotel data shows flat growth, but interest in more upscale accommodations
- Boardwalk Zone city parking utilization indicates an opportunity to explore innovative ways to use Parking as a means of more effectively supporting the City's tourism activity
- Beach Tag revenue is down slightly from 2024-2025
- Sales Tax Revenue has been a steadily increasing from 2020-2024
- Amusement Industry faces growing challenges; no new parks opened since 1984



# Phase I - Key Takeaways (Page 2 of 2)

## Social & Cultural Indicators

- Consideration to Rutgers Study
- Stakeholder interviews prioritize family friendly character of OC with a desire for long term economic and cultural vibrancy

## Comparative Benchmarks

- Comparison Communities share similar economic/ development challenges and may provide insight to their successes/challenges



# Boardwalk Subcommittee

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## Next Steps



## Phase 2 – Issue Spotting & Cause Analysis

**Purpose:** Move from collecting data and reviewing trends to understanding causes and identifying challenges

### **Key Tasks:**

- Identify positive and negative trends, and what may be driving them.
- Distinguish macro (hard to address locally) vs micro drivers (what we can address).

## Phase 3 – Solution Development & Testing

**Purpose:** Develop and evaluate potential solutions, test remedies, estimate impacts and provide a preliminary Solutions Report.

### **Key Tasks:**

- Generate and test remedies for each issue.
- Estimate impacts and interactions.
- Host public presentation

## Phase 4 – The Final Phase

**Purpose:** Integrate solutions into a single comprehensive Boardwalk Enhancement plan for public review and submission to City Council

### **Key Tasks:**

- Draft comprehensive plan and host public presentation.
- Revise based on feedback.
- Submit final to Council for comment and then submit final to Planning Board.



# Questions

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**Questions should be solely focused on the data presented today or the next steps in the Boardwalk Subcommittee Process.**



# OCEAN CITY, NJ

Thank You!

The word "Thank You!" is written in a stylized, 3D font. The "Thank" part is in pink and purple, and the "You" part is in blue and green. The letters are surrounded by numerous yellow and pink stars of various sizes and orientations, some with black outlines and diagonal stripes.