

CITY OF WILDWOOD CRA EXPANSION REDEVELOPMENT PLAN PROJECT SHEET NO. 6

1. PROJECT TITLE - Develop Landscape Architectural Design Guidelines

2. PROJECT BACKGROUND – During the Visioning sessions, landscape guidelines were an issue brought forth. The community desires to formulate landscape designs that are more intensive than the City’s adopted requirements. The CRA is reviewing its ability to augment the required landscaping with incentives to supplement the minimum to achieve the desired goal. Landscaping contributes to a community’s sense of place, and the CRA is willing to place landscaping as a priority towards the total redevelopment effort.

3. PROJECT DESCRIPTION – Develop landscape architectural design guidelines and present them in a booklet form with visuals and text describing the elements that will implement the landscaping architectural theme. Public workshops will be held during the adoption of the guidelines to receive comments from the community.

Compliance with the guidelines shall be encouraged for new development and redevelopment projects when privately funded; however, compliance shall be mandatory when the project requests CRA funds. A newly created review committee headed by the CRA Program Coordinator and including members in the development profession shall help to review projects. It is suggested that the committee meet when necessary to review projects and make a determination whether the project complies with the design guidelines. The CRA Program Coordinator shall write specifications concerning the committee, such as membership, terms and responsibilities.

4. PROJECT OBJECTIVES –

- ♦ Protect and promote the City of Wildwood CRA Expansion. Improve the visual character of the City of Wildwood
- ♦ Develop a sense of place
- ♦ Ensure compatibility between new and existing structures

5. STEPS REQUIRED TO IMPLEMENT –

- ♦ Complete the development design guidelines
- ♦ Develop, adopt and produce design guidelines, incorporating public workshops in the process
- ♦ Create landscape architectural review committee

6. PROJECT PARTICIPANTS AND ADMINISTRATION -

- ♦ CRA Program Coordinator
- ♦ Landscape Architectural Review Committee
- ♦ Private sector developers

7. PRELIMINARY COSTS –

- ♦ Development Design Guideline - \$300,000 / mile

8. TIME FRAME – Short-term – 1-5 years