

Ocean City Hotel and Motel District Study

Rutgers University
Edward J. Bloustein School of
Planning & Public Policy
Comprehensive Planning Studio

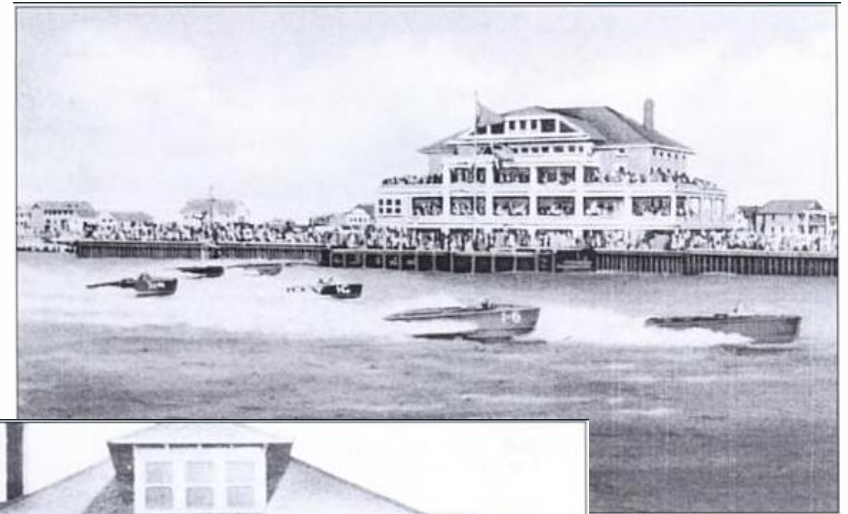
Introduction to the Studio

- Graduate Comprehensive Planning Studio directed by Fred Heyer PP, AICP and Susan Gruel, PP.
- Studio Teaching Assistant Patrick Jensen.
- Graduate students pursuing the Master of City and Regional Planning Degree.



Anatomy of the Studio

- Regular weekly meetings
- Periodic field visits and stakeholder meetings in Ocean City
- Supplemental studio sessions on Sunday afternoons
- Outside research and concept development



Research Process

- Site Visits and Guided Tours



- Secondary Research

- Meetings with Ocean City Stakeholder Groups

- Targeted Interviews

Vision

- “America’s Greatest Family Resort”
- Maintain present identity while facilitating new development opportunities
- Diversify lodging options
- Extend peak tourism season through amenities and incentives
- High quality overnight accommodations for short stays

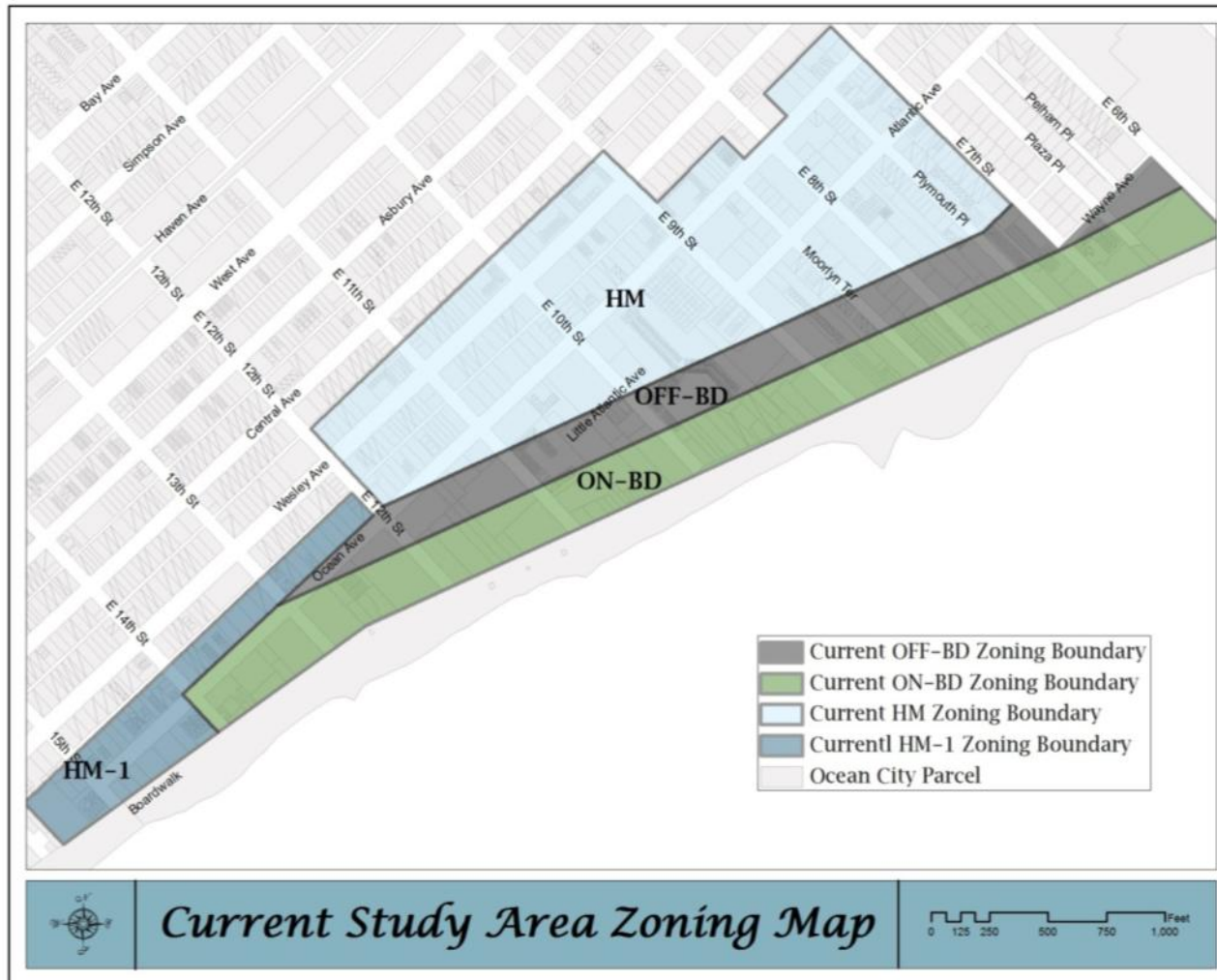


Key Objectives



- ❖ Increase first-rate accommodations
- ❖ Provide a more attractive walking and cycling experience, within the study area
- ❖ Modify zoning boundaries and code
- ❖ Expand and update marketing scope
- ❖ Accentuate Ocean City's family-friendly environment

Study Area

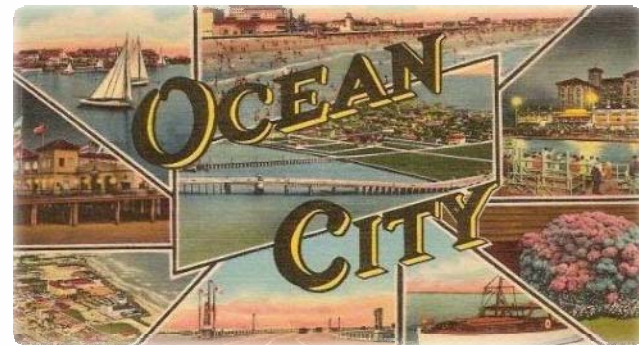
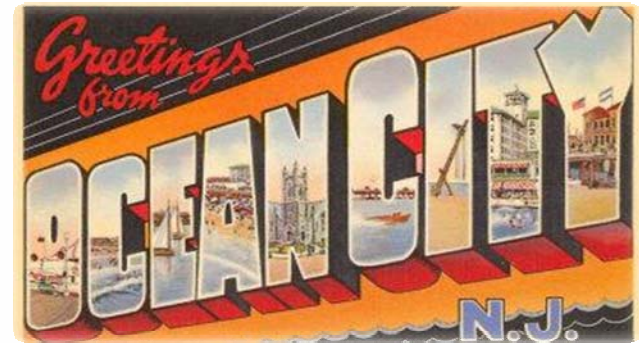


Five Key Recommendation Categories

1. Marketing
2. Accommodations
3. Aesthetics
4. Zoning
5. Special Project Areas

Marketing Recommendations

- “Healthy Living” branding and campaign
- Courting specific market segments that are likely to be attracted to Ocean City
- Obtaining membership in hospitality marketing and training associations



Accommodation Recommendations



- Promote “mixed-use hotels”
- Encourage “satellite” facilities
- Zoning changes
- Facilitate development on municipal land

Aesthetic Improvements

- Areas of focus:
 - Street-ends
 - Rear of the Boardwalk
 - 9th Street Gateway
- Goals:
 - Improved perception of safety
 - More pleasant pedestrian experience
 - Consistency with Ocean City's luxury family resort image



End of 13th Street



End of 13th Street



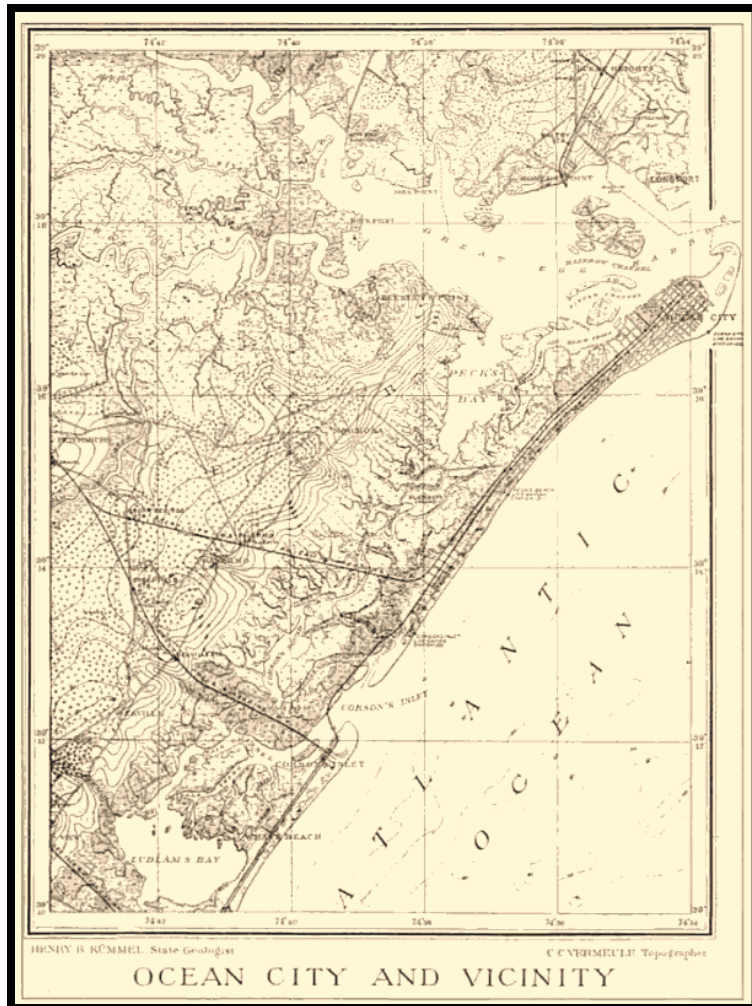
End of 10th Street



End of 10th Street

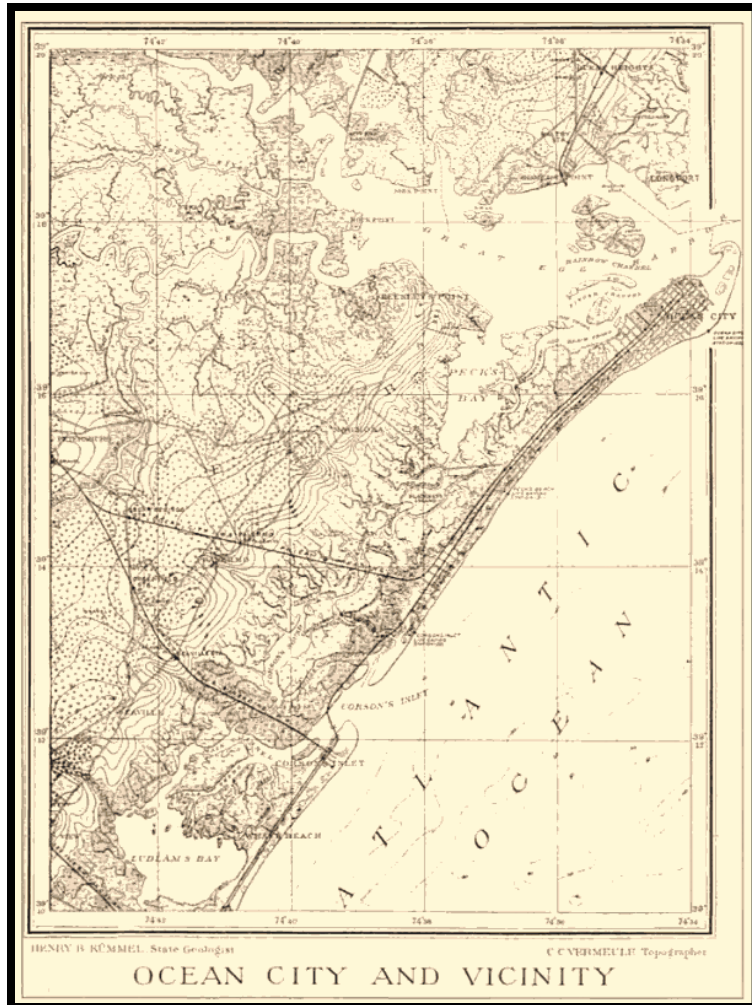


Parking and Circulation Recommendations



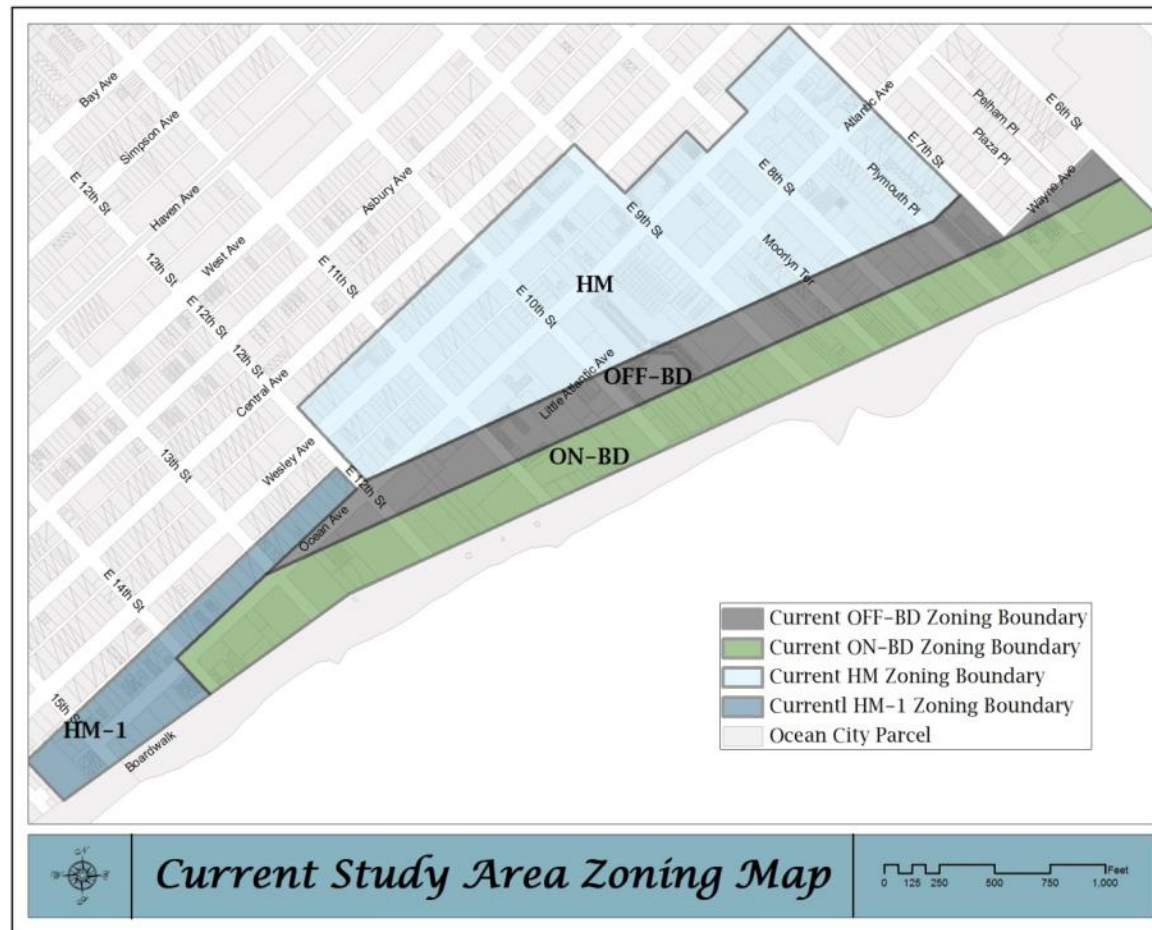
- Pedestrian & Bicycle:
 - Sidewalk maintenance
 - Legitimize intra-block pedestrian corridors
 - Restrict motor vehicle traffic at street-ends
 - Bicycle lanes, shared streets and bike racks

Parking and Circulation Recommendations



- Public Transportation:
 - Summer express bus from Atlantic City train station
- Parking:
 - Structured parking in Special Project Areas

Present Zoning Boundaries



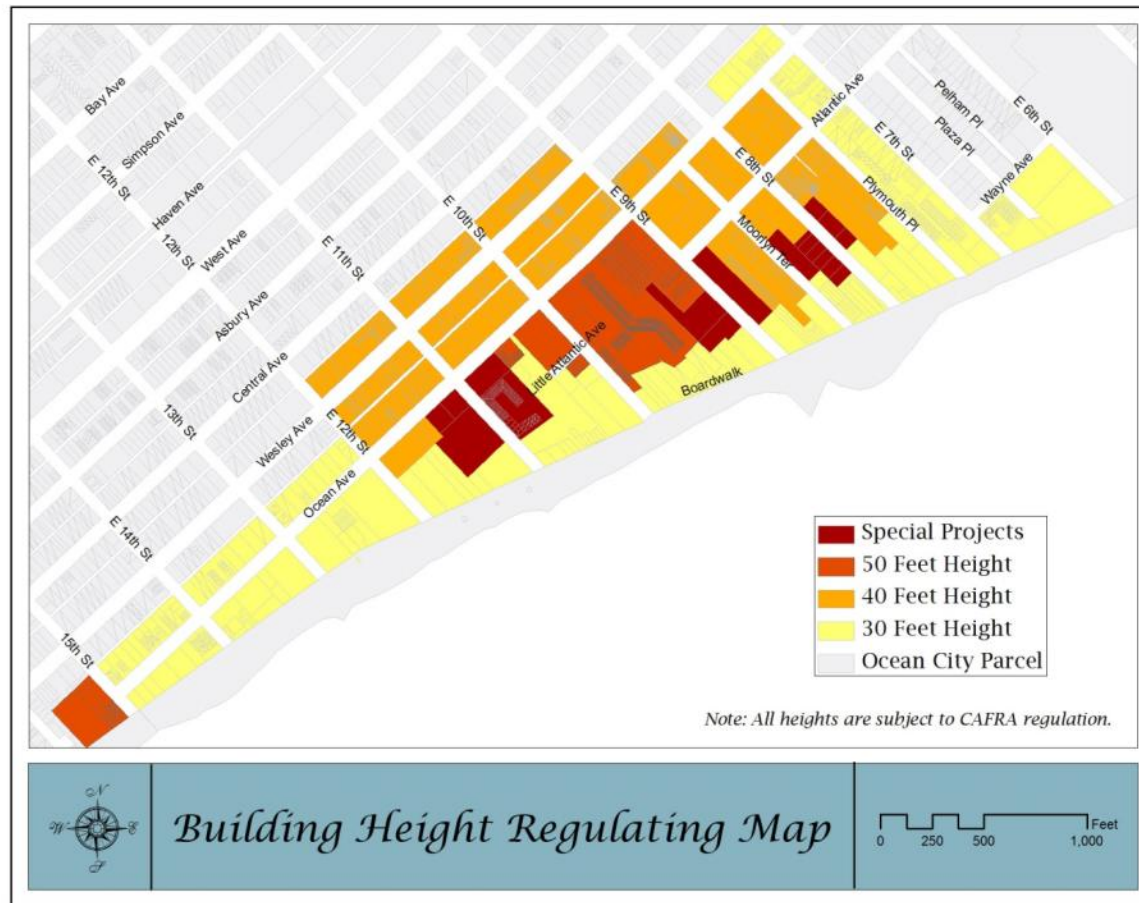
Present Zoning Boundaries

Zone District	Front	Rear	Side	Height/Stories
HM	Varies by Street	25'	HT x 40%	50/5 stories
HM-1	Varies by Street	25'	HT x 40%	21' or 27' ¹ / ₂ stories
OFF-BD	Varies by Street	25'	Varies by Lot Width	
ON-BD	Varies by Street	25'	Varies by Lot Width	13'/1.5 stories

Proposed Zoning Boundaries



Building Height Regulating Map



Multi-Use Resort zone (MUR)

- Form-Based Code
- Height Districts
 - 30'
 - 40'
 - 50'
 - Height bonus of 10'
- Special Project Areas: 60'

Permitted Uses

- Hotels
- Motels
- Rooming, boarding and guest houses
- Mixed-use facilities¹
- Residential single-family
- Residential two-family
- Residential multi-family
- Restaurants
- Retail sales
- Retail services
- Essential services

¹Mixed-use facilities include any combination of limited-tenure hospitality, multi-family residential, retail and restaurant uses; in order to receive hotel/motel height bonus, mixed-use facilities with limited tenure dwelling units must devote at least 50% of gross floor area to limited tenure accommodation uses.

Conditional and Accessory Uses

Conditional

- Satellite hotel facilities¹

Accessory

- Swimming pools and other recreational facilities
- Parking lots
- Business Centers
- Meeting facilities

¹Satellite hotels must be linked with parent properties, and are not permitted to function independently.

Height and Bulk Standards

- Up to 30'
 - Front setbacks remain the same
 - Rear setbacks: 10' (no alley access) or 20' (alley access)
 - Side setbacks: 15% or 4'
- Greater than 30'
 - Front setbacks remain the same
 - Rear setbacks: 10' (no alley access) or 20' (alley access)
 - Side setbacks: 15% or 4' – 25% of lot width past 3 stories

Special Project Areas

- Underutilized City Owned Properties
- Establish a “sense of place”
- Public-private partnership
- Municipally owned-lots on 8th and 9th Streets

8th Street Special Project Area



Great Wolf Resorts, Inc.



8TH Street Special Project Area



Concept 1



Concept 1



Concept 1



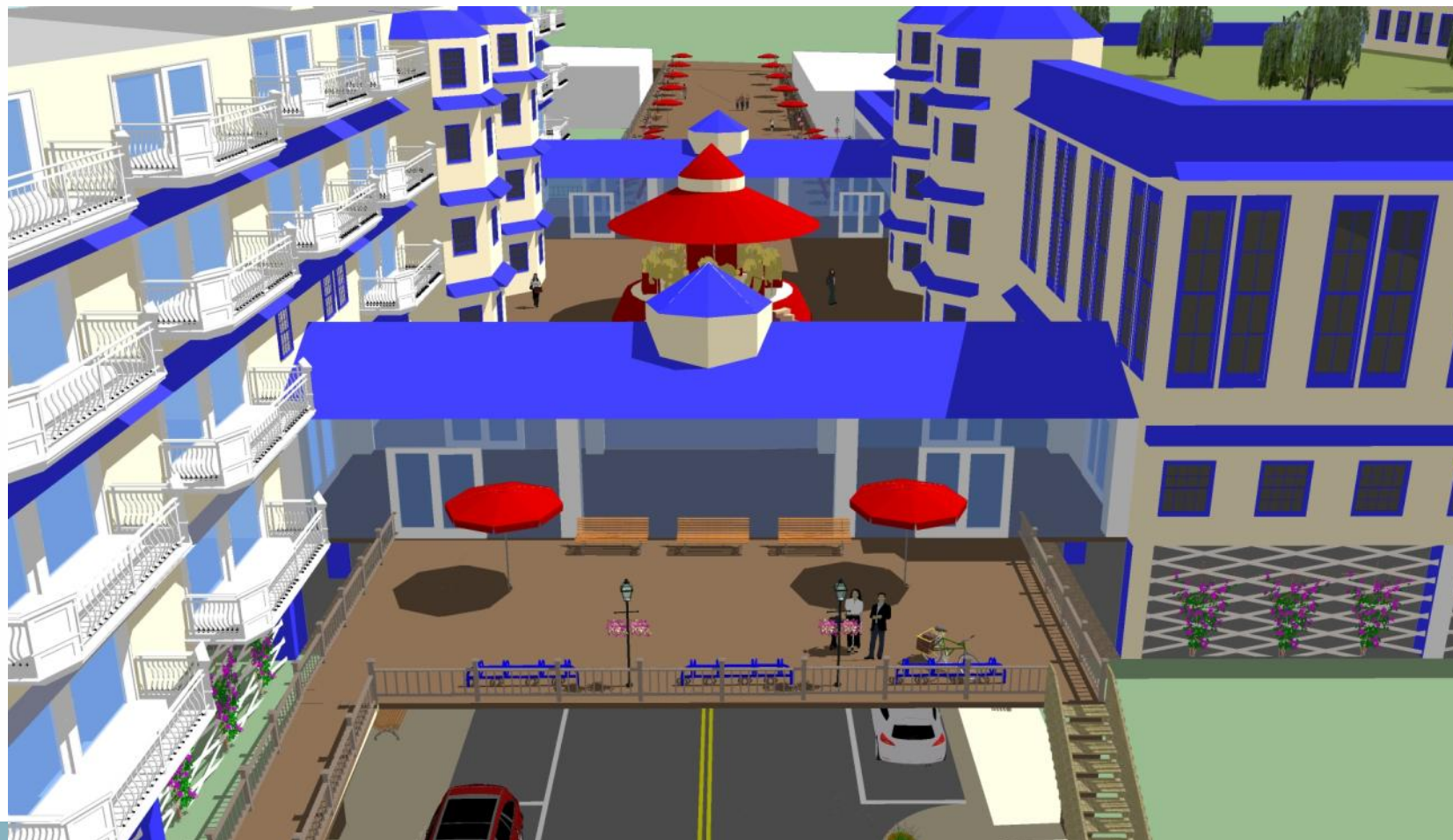
Concept 1



Concept 1



Concept 1



Concept 1



Concept 1



Summary

- 80-120 hotel rooms / suites
- Parking: 180-200 spaces
- 60,000 square foot, 4 story entertainment facility
- Boardwalk expanded about 600'

Concept 2



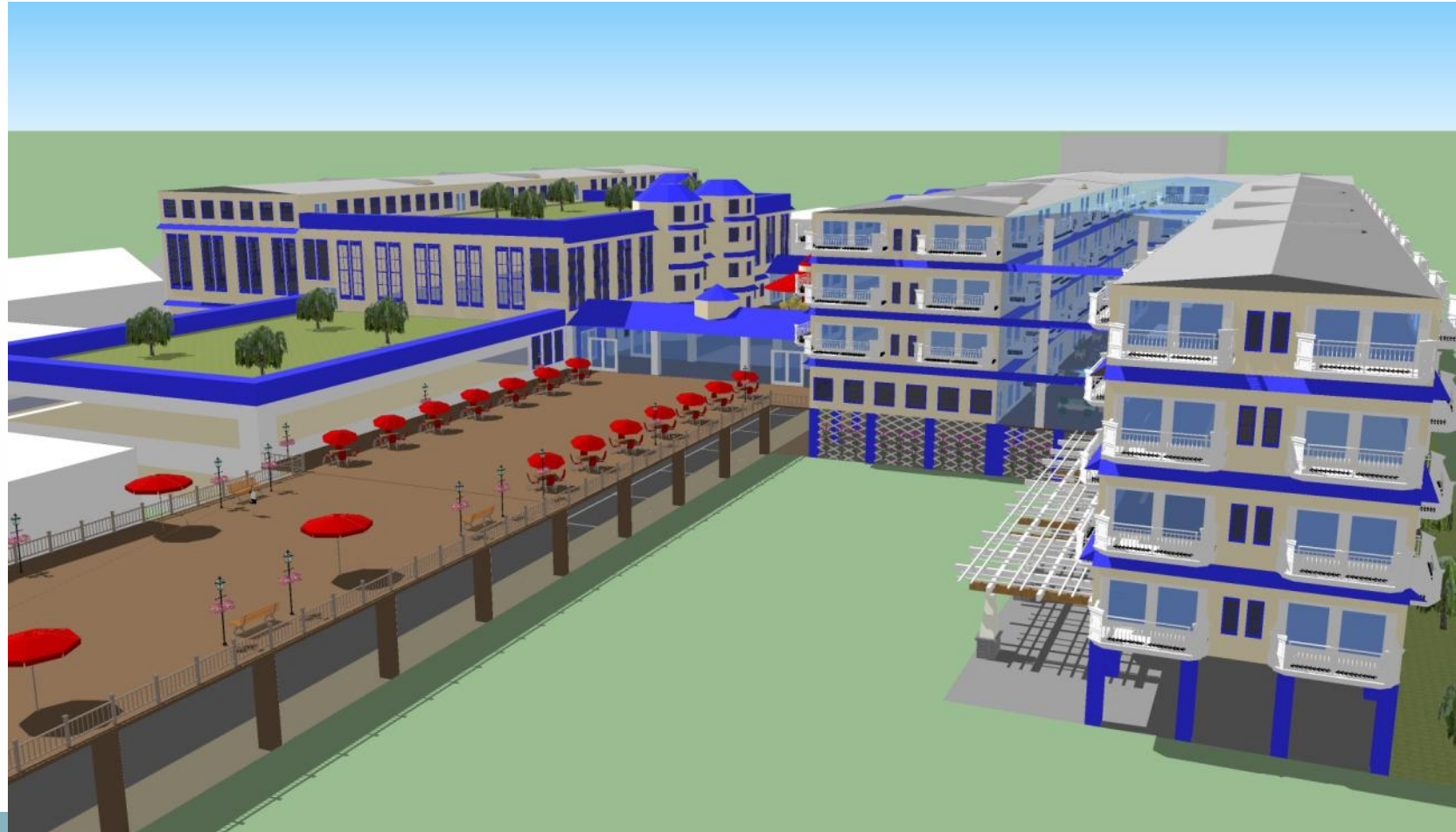
Concept 2



Concept 2



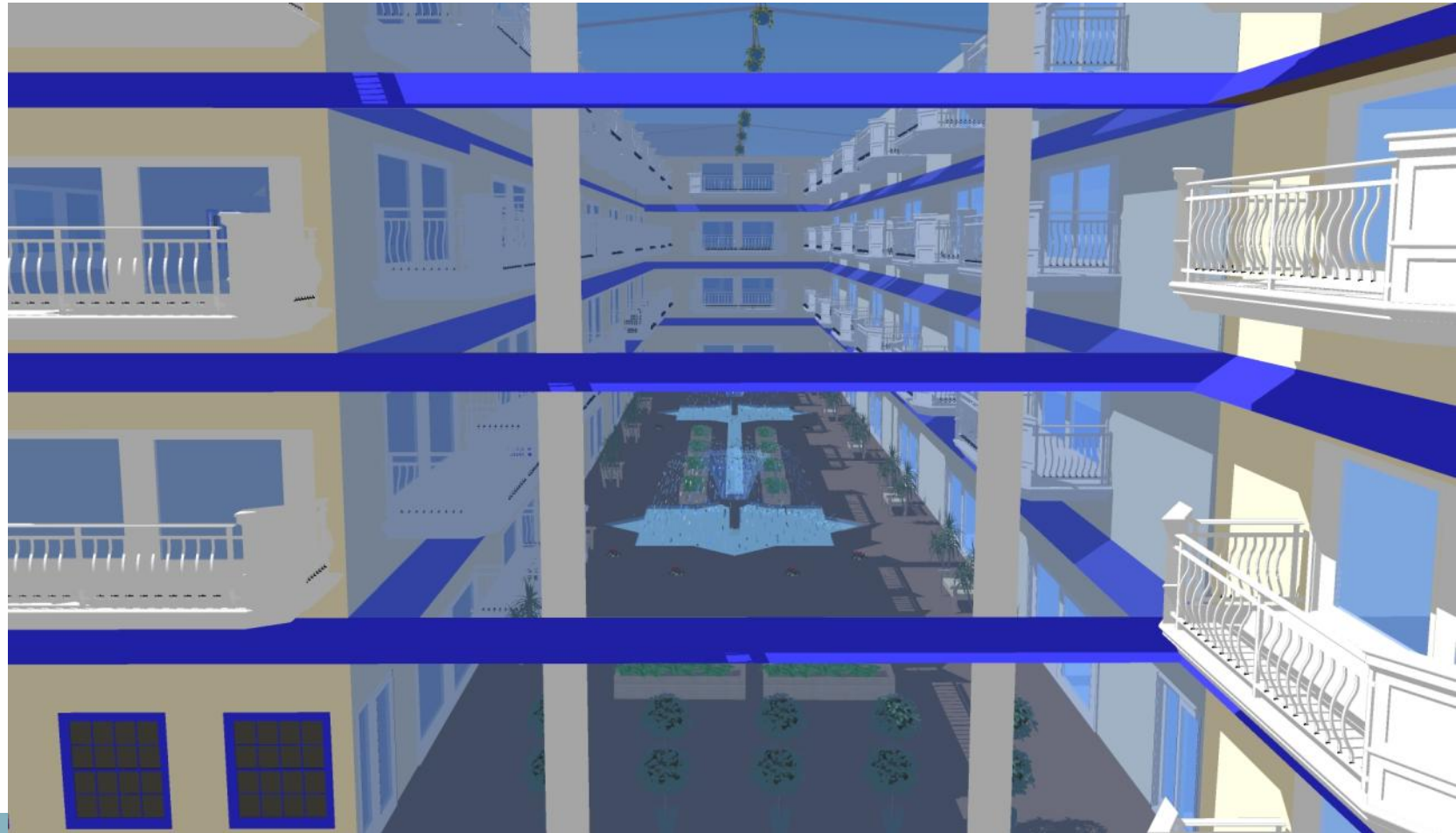
Concept 2



Concept 2



Concept 2



Concept 2



Brief Details

- Incorporation of Lots 19 and 23 of Block 702
- Entertainment facility increased to 30,000+ square feet
- 150-200 total hotels rooms / suites
- Parking: 300-400 total spaces

9th Street Development

Ocean City Official Visitors Guide 2010

“There’s something about Ocean City....
the kids realize you’re on final approach....
Excitement rushes through the car....
You’re only minutes from your destination...

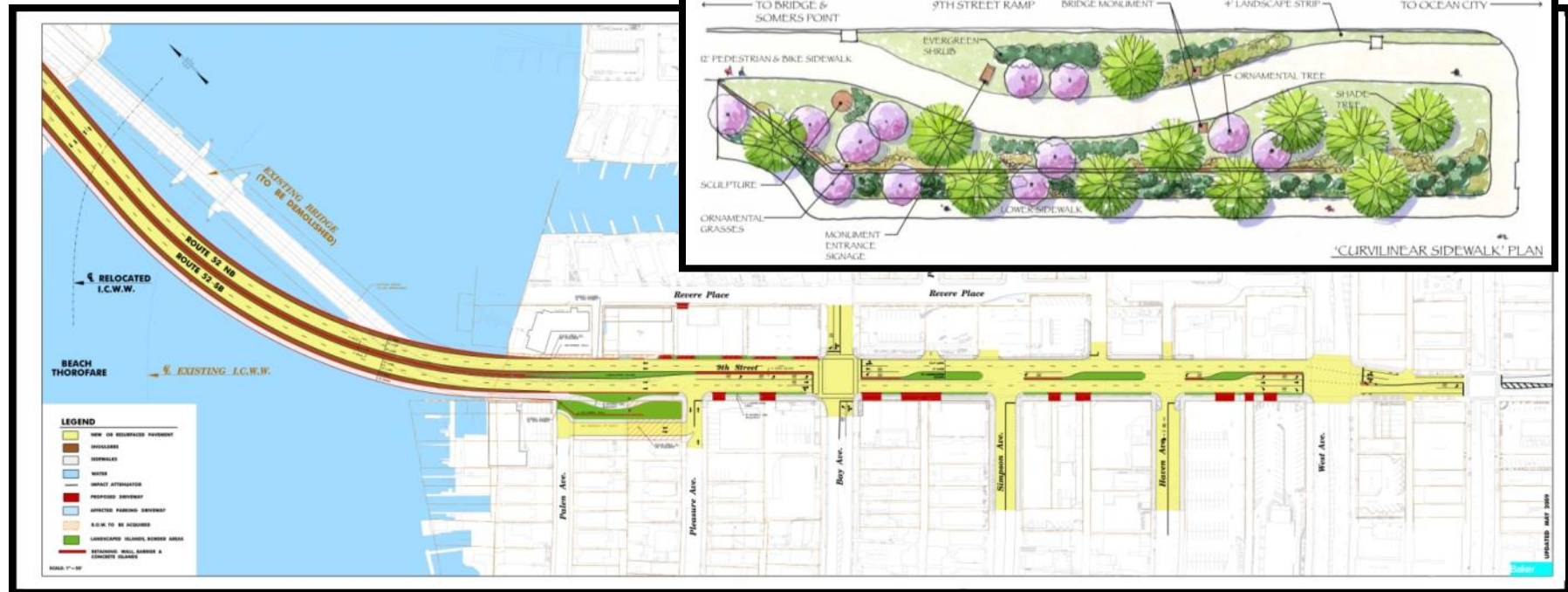
9th Street Development

“You’ve arrived”



9th Street Development

9th Street Gateway
and new bridge
begin the journey



9th Street Development

There is a missing link in the procession to the boardwalk and beach.



The final approach is a little underwhelming

9th Street Development

Corner of 9th and Atlantic

Terminal node in the
procession to
boardwalk

Municipally owned lots
currently used for
public parking

Prime location for
amenities to support
the tourism industry

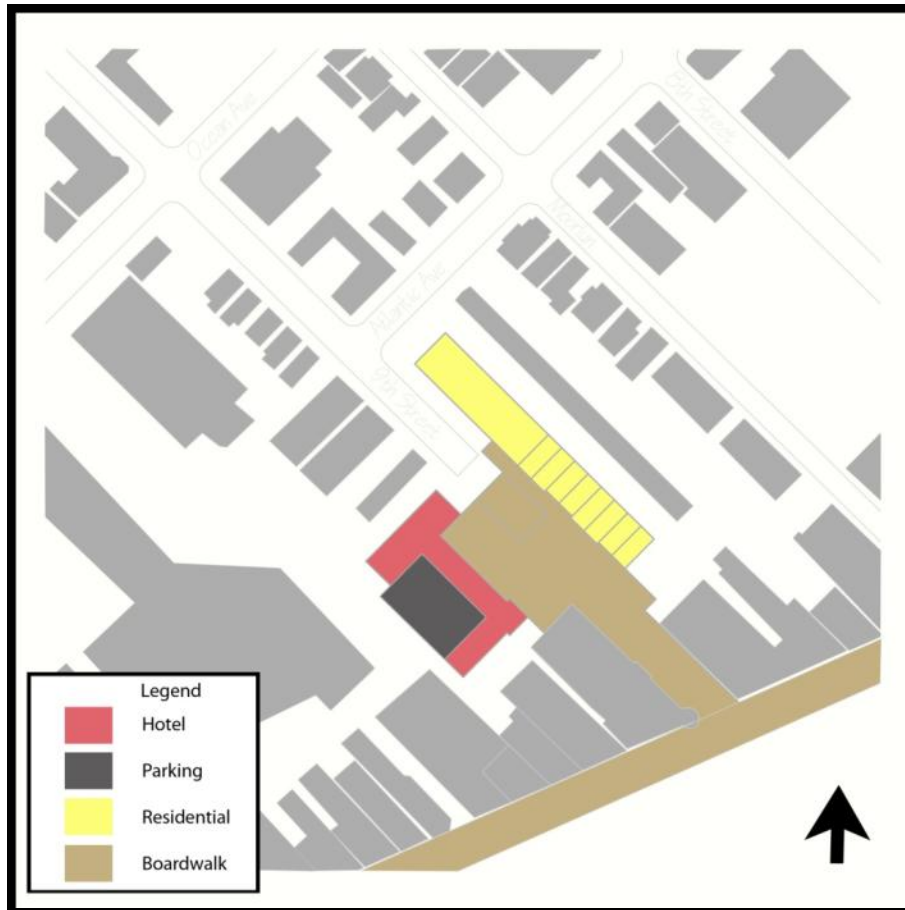
South lot 60,000 s.f.

North lot 45,000 s.f.



9th Street Development

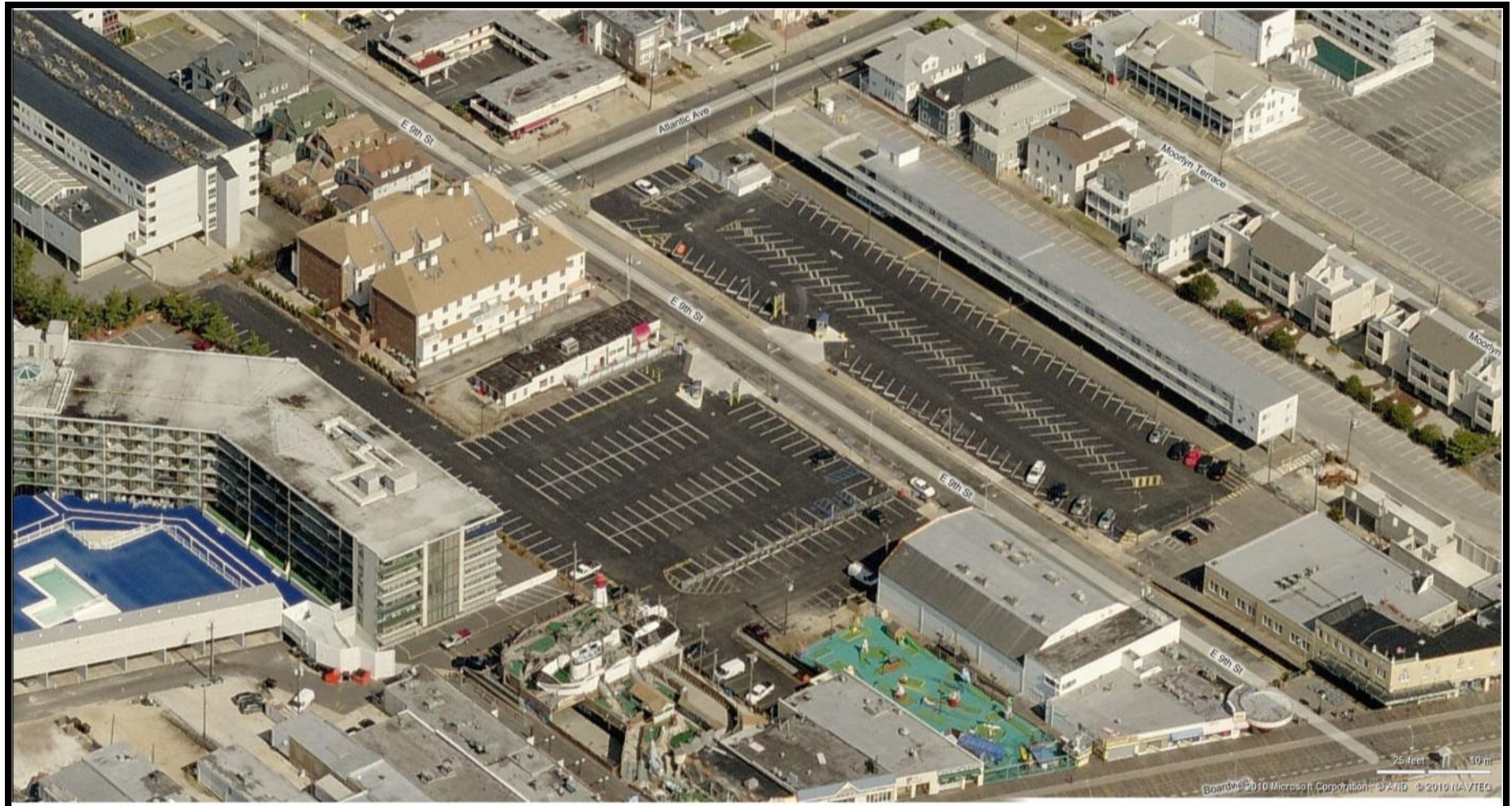
Proposal:



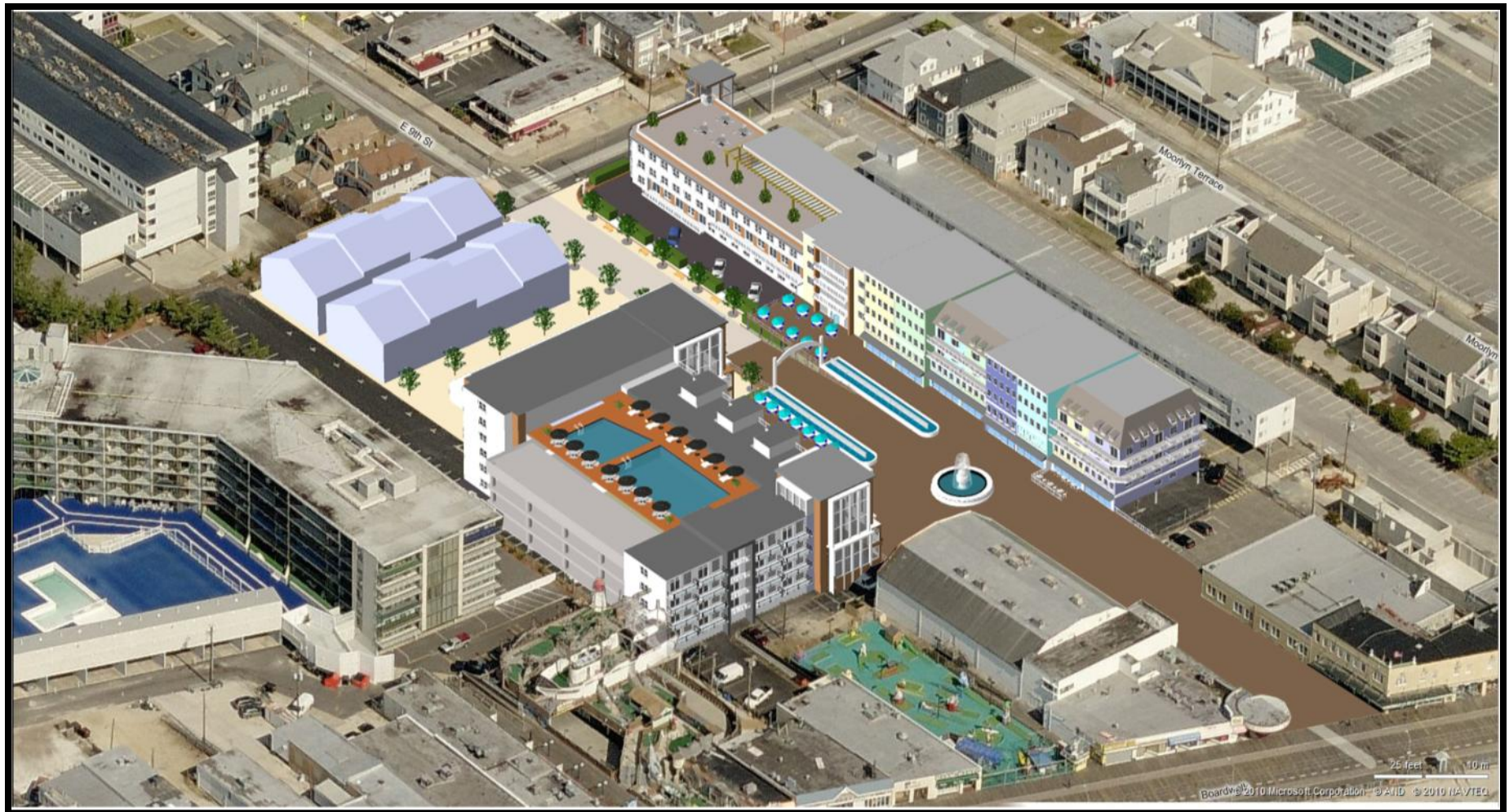
Components:

- New terminal destination space
- Extension of boardwalk becomes public plaza
- Improved pedestrian experience
- New 75-100 room luxury hotel
- New apartments/condominiums
- 200 stall parking structure hidden from view

9th Street Development



9th Street Development



9th Street Development



9th Street Development



9th Street Development



Special Projects



Conclusion



Recommendations:

- Form-based regulations
 - Control development based on height, bulk and parking rather than use
 - More accommodating to market forces while maintaining character
- Incentivize development of hospitality facilities through height bonuses.
- Encourage satellite hotel facilities
- Enhance aesthetic experience through street improvements, especially at boardwalk entrances

Conclusion



Recommendations:

- Develop currently under-utilized municipal parking lots as special public/private projects
- Establish a parking management plan
- Expand marketing campaign (capitalize on faith-based tourism)
- Continue to remain "America's Greatest Family Resort"

Ocean City Studio Fall 2010



Thank You