Ventnor Master Plan Reexamination

August 6, 2026

Why Reexamine the Master Plan

New Jersey Municipal Land Use Law requires that municipalities reexamine their Master Plan to guide land use, zoning, and development every ten years. The last reexamination was in 2016.

Examine the major problems and objectives related to land development when the last Plan was adopted.

Discuss the extent to which such problems and objectives has been reduced or have increased.

Review the extent to which there has been significant changes in the assumptions, policies, and objectives forming the basis of the Plan.

Recommend specific changes.

Stakeholder Involvement

- Meetings with & Information Gathering from:
  - Ventnor Business Association
  - Ventnor Board of Education
  - Ventnor Planning Board Master Plan Committee
  - Atlantic County Regional Planning Department
  - Adjoining Communities
  - New Jersey Department of Community Affairs
  - New Jersey Department of Transportation
  - New Jersey Economic Development Authority
  - Federal Emergency Management Agency

Demographic Changes

- Population has dropped 29% since the year 2000.
- In the last decade:
  - School age population dropped 25%
  - The number of residents under 54 years old has dropped 31%
  - The number of residents 55-year-old and older has increased 14%
  - Population below the poverty rate has dropped 3.6%
  - Population with Bachelor's Degree or higher increased 7.4%

Regional Economic Profile

The County labor force has shrunk by almost 19,000 jobs since 2010.

Employment in Education & Health Services and Food & Beverage continues to grow.

The largest industry sectors are Accommodations & Food Services (26.8%), Retail Trade (10.7%), Health Care (16.9%), and Education (9%).

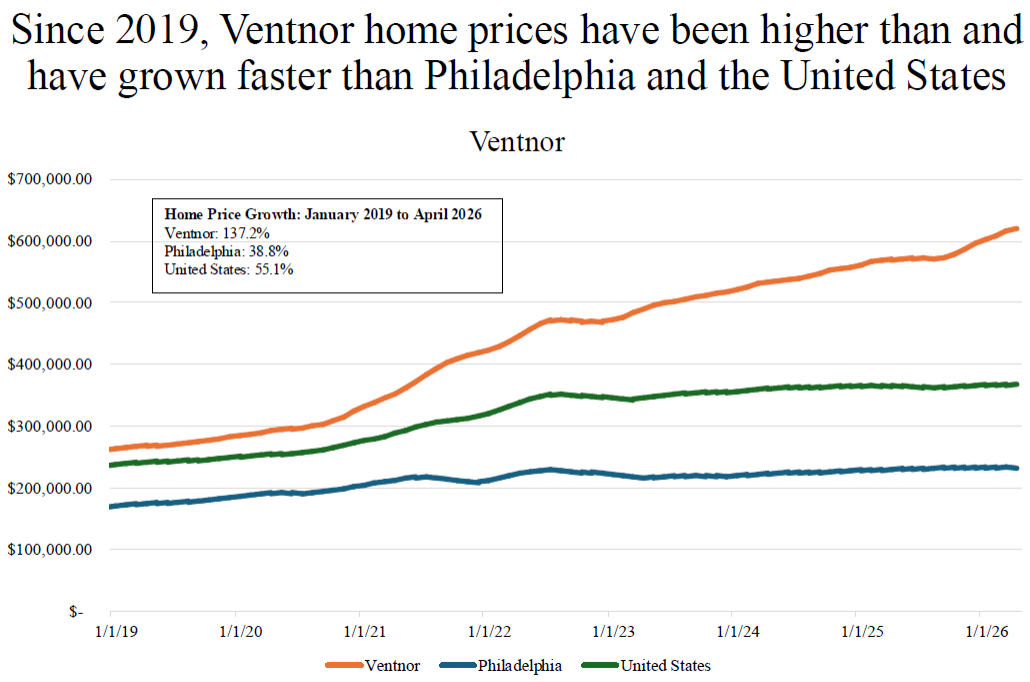
Accommodation and food services dropped sharply by 24 percent – this is primary due to the closure of four casino hotels in 2014.

Health care and social assistance, professional and technical services, administrative/support services and construction services all grew.

Overall, the county is still service-based, with over half of the jobs tied to tourism & retail trade related sectors.

Ventnor Economic Profile

- Ventnor's economy employs 1,424 people, a 7.2% decrease in the past decade.
- The largest industry sectors are Retail Trade (16.8%), Accommodations & Food Services (16.7%), Education (12.1%), and Health Care (11.7%).
- In the last decade, Ventnor has a strong move towards tourism-related jobs.
- Accommodation and food services more than doubled and became one of the largest sectors by 2023 – this was partially due to permitting liquor licenses in the City.
- Several sectors declined, including construction, health care, finance, and real estate.
- The data indicates a smaller, more concentrated local economy that is shifting toward seasonal and service-based industries.



Home Prices up 137% since 2019

National & State Changes in the Last Decade

- National Changes
  - Superstorm Sandy
  - COVID-19 Pandemic
  - National Flood Insurance Program – Risk Rating 2.0
    - Revised Flood Maps Expected in 2027
- State Changes
  - REAL PACT Rules – Expected to be Effective in July 2027

Local Changes in the Last Decade

- Ventnor Business Association Established.
- The liquor license referendum allowed for eateries to serve alcohol resulting in several new and improved businesses.
- Providing tax abatement for new residential construction.
- Supported Redevelopment Plans in critical areas.
- Reduced the look back period for renovations to one year to encourage property improvements.
- Added additional events to expand entertainment options and enhance the quality of life in the community.

Recommendations – Residential Development

- Amendments to the zoning code to decrease the number of non-conforming uses in residential zones.
  - Additional revisions should be made to continue reducing non-conforming uses in residential districts.
- Adopt development regulations to promote flood-resilient development, especially in high-risk flood zones.

Recommendations – Economic Development

- Continue to use Redevelopment Plans to encourage priority development.
- Develop new options for parking.
- Continue to invest in the business districts.
- Continue to promote year-round tourism by sponsoring events in the off season.
- Promote regional tourism.

Recommendations – Waterfront Amenities

- Develop the Ventnor West Eco Park.
- Continue to work with the Army Corps, FEMA, & NJDEP for beach replenishment & resiliency projects.
- Continue to pursue funding to replace the Boardwalk.
- Enhance Ski Beach.

Recommendations – Community Facilities, Open Space and Recreation

- Aside from its waterfront opportunities, Ventnor's parks and recreational facilities are great assets that should be invested in by:
  - Continuing to improve parks and recreational facilities.
  - Implementing the community forestry management plan.
  - Becoming designated as a Tree City USA Community by the National Arbor Day Foundation.
  - Consider additional uses at the Ventnor Educational Community Complex including library, theater, event space, preforming arts, and senior services.

Recommendation – Safer Streets

- Continue to invest in the City's roads to improve safety:
  - Synchronization traffic signals on Atlantic Avenue.
  - Continue to improve curb ramps for accessibility.

Recommendations – Resiliency

- Install new pump stations and elevating and install backup generators at existing pump stations.
- Elevating Wellington Avenue to keep the evacuation road clear in case of emergency.
- Closing bulkhead gaps, elevating public and private bulkheads at Newport, Portland, and Edgewater Avenues, and evaluating the piping system for the Ventnor Gardens Pump Station.
- Continuing the public education and awareness program to educate Ventnor residents on hazards, prevention, and mitigation.
- Installing a city-wide warning system to notify residents and visitors.
- Assist homeowners to secure FEMA funding for home elevation.
- Continuing to revise the Floodplain Management Plan, Repetitive Loss Analysis, Natural Resources Plan, Watershed Management Plan, mapping elevation certificates, and other actions.

Recommendations – Capital Improvements

- Complete lead service lines replacement
- Rehabilitation of the stormwater pipes along Fulton Avenue
- Improvements to the City's drinking water well
- Waterproofing and restoring City Hall in compliance with the Secretary of the Interior's Standards
- Connecting the Atlantic City Municipal Utility Authority's water main to Ventnor's Water Department System on West End Avenue
- Lateral replacement of Ventnor Heights' sanitary sewer
- Improvements to the Fulton Avenue pump station, the Lafayette Avenue sanitary pump station, and the Lily Park sanitary sewer pump station
- Replacement of the sanitary sewer main along Winchester Avenue

Recommendations – Coastal Regulations

- Actively participate in the discussion regarding revised federal and State coastal regulations to reduce hardships on local residents and businesses.
- Continue involvement in the Community Rating System (CRS) to reduce flood insurance premiums.
- Continue to work with legislators to relocate the Intracoastal Waterway to reduce Dorset Avenue Bridge openings.

Master Plan Schedule

August 2025

Public Meeting - Planning Board

Jan. - August 2026

Prepare Draft Reexamination Plan

November 2025

Public Meeting - Planning Board

August 2026

Public Meeting - Planning Board

June 2026

Public Meeting – Planning Board

Fall 2026

Public Meeting - Planning Board Plan Adoption

Ventnor City
New Jersey

Your Ideas are Welcomed!