

**ORDINANCE ADOPTING THE FINDINGS, CONCLUSIONS AND DECISION OF THE PLANNING BOARD OF THE CITY OF VINELAND AS SET FORTH IN RESOLUTION 6696, REGARDING THE REQUEST TO AMEND ORDINANCE 2004-25, AS AMENDED, ENTITLED AN ORDINANCE ADOPTING THE CENTER CITY REDEVELOPMENT PLAN CONSISTENT WITH RESOLUTION 5203 OF THE PLANNING BOARD SO AS TO DENY A PROPOSED AMENDMENT THERETO AT 822 EAST WOOD STREET, BLOCK 3015, LOT 15 FOR THE USE AS AN INTERNET CAR SALES BUSINESS, AN INSURANCE OFFICE AND A SECOND FLOOR RESIDENTIAL APARTMENT.**

**WHEREAS**, on March 23, 2004, the City of Vineland adopted Ordinance 2004-25, An Ordinance Adopting the Center City Redevelopment Plan consistent with Resolution 5203 of the Planning Board of the City of Vineland; and

**WHEREAS**, the City Council acknowledges that a Redevelopment Plan is meant to be an evolving plan subject to amendment from time to time consistent with the interest to revitalize the Center City area; and

**WHEREAS**, Martin Jay Einstein has requested the City Council consider amending the Redeveloping Plan to convert an existing insurance office and second floor apartment so as to permit a proposed internet auto sales business in addition to the existing uses at 822 East Wood Street Block 3015 Lot 15; and

**WHEREAS**, City Council passed a Motion to request the Planning Board review the proposed Redevelopment Plan Amendment so as to permit the Requested Use; and

**WHEREAS**, on February 7, 2025 Planning Staff submitted a Redevelopment Plan Amendment Report recommending against the addition of an internet auto sales business with the existing insurance office and second floor residential apartment and presented its findings to the City of Vineland Planning Board for consideration; and

**WHEREAS**, on April 9, 2025, the Planning Board took testimony from planning staff including Kathleen Hicks, PP., recommending a denial of the amendment to the Center City Redevelopment Plan based upon the following findings:

1. The applicant proposes an internet car sales business. Additionally, the application form was revised to state the property would be used ‘for storage of up to 3 cars at a time and office to meet with clients and facilitate paperwork. Cars will mainly be sold on-line through digital auto auctions....’
2. The business operator later clarified that he planned a 72 square foot office (8 feet by 9 feet), a designated ‘display’ space for 2 cars and an exterior sign permanently attached to the building or property.
3. The current use of the building is for an insurance business on the first floor and an apartment on the second floor.
4. The property is located in a CPO Civic and Professional Office District where car sales aren’t a permitted use.
5. This redevelopment district requires a frontage of 50 feet and a lot area of 5,000 square feet. The property-in-question has a frontage of 25 feet and a lot area of 3,750 square feet. Because of the lot deficiencies, the staff felt that the use of the property should not be intensified.
6. The area behind the building available for parking is totally inadequate to handle the multiple uses of the property.
7. In the City of Vineland Master Plan, the property is designated ‘commercial’. Because the Master Plan deals with uses at a gross scale, without the refinement of the Zoning Ordinance, the proposed amendment to the Center City Redevelopment Plan is consistent with the Master Plan.

CITY OF VINELAND

**WHEREAS**, the Planning Board has considered the Redevelopment Plan amendment report from February 7, 2025 and the testimony from Planning Staff, which report is attached hereto and incorporated here in at length; and

**WHEREAS**, on April 9, 2025 the Planning Board adopted Resolution 6696, Resolutions of Findings and Conclusions and Decision of Vineland Planning Board wherein the Planning Board of the City of Vineland recommended that City Council deny the proposed amendment to the Center City Redevelopment Plan to allow an internet auto sales office in addition to the existing insurance office and residential apartment on the second floor of property located at 822 East Wood Street, Block 3015 Lot 15; and

**WHEREAS**, the findings and conclusions and the decision of the Vineland Planning Board are incorporated herein and made a part hereof, and adopted as part of the findings of City Council.

**NOW, THEREFORE, BE IT ORDAINED** by the City Council of the City of Vineland that the request to amend the Center City Redevelopment Plan so as to allow the conversion of an existing insurance office and second floor residential apartment so as to add therein an internet auto sales business at Block 3015 Lot 15, 822 East wood Street, Vineland. Is hereby denied.

Passed first reading: April 22, 2025

Passed final reading: May 13, 2025

\_\_\_\_\_  
President of Council pfs

Approved by the Mayor:

\_\_\_\_\_  
Mayor arf

ATTEST:

\_\_\_\_\_  
City Clerk rgf



## REDEVELOPMENT PLAN AMENDMENT REPORT REDEVELOPMENT PROPOSAL 2025-2

APPLICANT: Martin Jay Einstein

PROPERTY: 822 E. Wood Street (Block 3015/Lot 15)

REQUEST: Internet automobile sales

STAFF REVIEW: Kathleen Hicks, Ryan Headley, David Maillet, Sandra Forosisky,  
Elizabeth Jambor & Patrick Finley

DATE: February 7, 2025

Staff members met on February 3, 2025 regarding the above-referenced Redevelopment Plan Amendment Request. The consensus of the staff is that the request should not be approved. The property currently is home to a life and health insurance business with an upstairs apartment.

The applicant proposes an internet car sales business. Car sales aren't permitted in the CPO Civic and Professional Office District. Additionally the application form was revised to state the property would be used 'for storage of up to 3 cars at a time and office to meet with clients and facilitate paperwork. Cars will mainly be sold on-line though digital auto auctions....'

This redevelopment district requires a frontage of 50 feet and a lot area of 5,000 square feet. The property-in-question has a frontage of 25 feet and a lot area of 3,750 square feet. Because of the lot deficiencies, the staff felt that the use of the property should not be intensified, and recommends that the amendment not be approved.



## REDEVELOPMENT PROPOSAL 2025-2

### NAME OF APPLICANT

Martin Jay Einstein  
P.O. Box 807  
Vineland, NJ 08362-0807  
(856)982-7707

### REPRESENTED BY

N.A.

### NAME OF CURRENT PROPERTY OWNER

Same

### DATE OF APPLICATION

January 24, 2025

### BLOCK & LOT NUMBERS

Block 3015/Lot 15

### ADDRESS

822 E. Wood Street

### EXISTING USE

Insurance agency for sale of life, health, disability, long-term care, annuities & medicare products + upstairs apartment

### PROPERTY DIMENSIONS

1,200 square foot building  
25' of frontage on E. Wood Street  
3,750 square foot (0.09 acres) according to Tax Records

### PROPOSED USE

Internet automobile sales

### REDEVELOPMENT DISTRICT

CPO – Civic & Professional Office District

UNDERLYING ZONING DISTRICT

R-B Residential-Business Zone

PLAN AMENDMENT REQUIRED (YES/NO)

Yes – Proposed use isn't permitted

**RESOLUTION NO. 6696**

**RESOLUTION OF FINDINGS AND CONCLUSIONS AND  
DECISION OF THE VINELAND PLANNING BOARD**

**WHEREAS**, City Council of the City of Vineland, on April 8, 2025, requested that the Planning Board review a proposed amendment to the Center City Redevelopment Plan for 822 E. Wood Street (Block 3015/Lot 15), submitted by Martin Jay Einstein, and provide comments regarding consistency of the proposed amendment with the Master Plan of the City of Vineland; and

**WHEREAS**, the Planning Board, having considered the sworn testimony of Kathleen Hicks, PP, AICP, Supervising Planner, having considered the Redevelopment Plan Amendment Report developed by City staff, and having considered an additional e-mail submitted by Austin Einstein, the business operator, dated February 10, 2025, made the following factual findings:

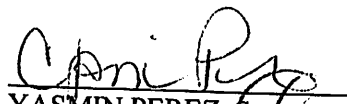
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2. The business operator later clarified that he planned a 72 square foot office (8 feet by 9 feet), a designated 'display' space for 2 cars and an exterior sign permanently attached to the building or property.
3. The current use of the building is for an insurance business on the first floor and an apartment on the second floor.
4. The property is located in a CPO Civic and Professional Office District where car sales aren't a permitted use.
5. This redevelopment district requires a frontage of 50 feet and a lot area of 5,000 square feet. The property-in-question has a frontage of 25 feet and a lot area of 3,750 square feet. Because of the lot deficiencies, the staff felt that the use of the property should not be intensified.
6. The area behind the building available for parking is totally inadequate to handle the multiple uses of the property.
7. In the City of Vineland Master Plan, the property is designated 'commercial'. Because the Master Plan deals with uses at a gross scale, without the refinement of the Zoning Ordinance, the proposed amendment to the Center City Redevelopment Plan is consistent with the Master Plan.

**NOW, THEREFORE, BE IT RESOLVED**, that the Planning Board of the City of Vineland recommends that City Council deny the proposed amendment to the Center City Redevelopment Plan to allow for the addition of an internet car sales business to the existing uses.

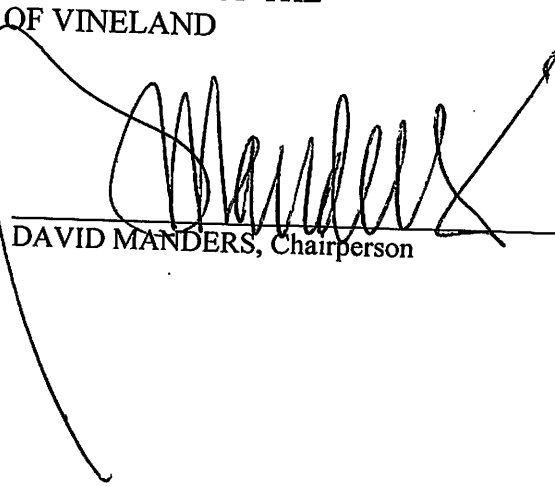
The foregoing is a true copy of the Resolution of decision adopted by the Planning Board of the City of Vineland at a meeting held on April 9, 2025, as reflected in the recorded minutes of said meeting.

ADOPTED DATE: April 9, 2025

Attest:

  
YASMIN PEREZ, Secretary

PLANNING BOARD OF THE  
CITY OF VINELAND

  
DAVID MANDERS, Chairperson

ROLL CALL VOTE

VOTING IN FAVOR

John Casadia  
David Catalana  
Jeffrey Dimatteo  
Doug Hlenz  
Michael Pantalone  
Thomas Tobolski  
Sandy Velez  
Nilsa Rosario  
Robert Odorizzi  
David Manders

ABSTAINING

None

ABSENT

None

OPPOSED

None