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### It's a good time to pursue again lowering the speed limit on Landis Avenue

With the new law passed by the state legislature (See page 3) giving municipalities and counties the authority to decide what laws are appropriate pertaining to roadways owned by the county or the municipality, the North End Association is joining again with the Strathmere Improvement Association to petition the county to lower the 40 mph speed limit to 35 mph and the 35 mph area in the busy part of Strathmere to 30 mph.

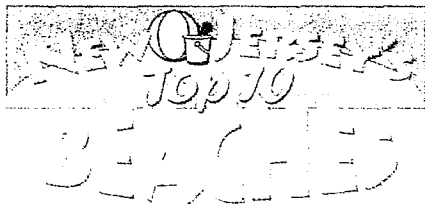
During the bust summer season, it is dangerous for pedestrians to cross the busy road to get to the beach. Since the shoulders were shortened two years ago, it is even more dangerous for beach goers parking on the narrow shoulders and exiting with children and beach equipment, and for runners, walkers, and bikers. And don't forget the endangered Diamondback Terrapin turtles trying to cross the road both ways to and from the dunes.

Please join the effort to get some action, like the lower speed limits, pedestrian crosswalks, and signs. Remember that our Mayor is also a Cape May County Freeholder. Please write, e-mail, or call the following:

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|--|--|--|
| Mayor Leonard Desiderio  | Freeholder Director Daniel Beyel                                     | County Engineer Dale Foster  |
| 4416 Landis Avenue   | 4 Moore Road, DN 101   | 4 Moore Road, DN 402   |
| Sea Isle City, NJ 08243  | Cape May Court House, NJ 08210                                       | Cape May C.H., NJ 08210  |
| <a href="mailto:mayorden@seaislecitynj.us">mayorden@seaislecitynj.us</a> | <a href="mailto:Beyel@co.cape-may.nj.us">Beyel@co.cape-may.nj.us</a> | <a href="mailto:coengineer@co.cape-may.nj.us">coengineer@co.cape-may.nj.us</a> |
| 609-263-4461   | 609-390-7808   | 609-465-1035   |

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### Vote Sea Isle City for #1 Beach in NJ



**SEA ISLE CITY**—Sea Isle City would like to thank all of our residents and visiting friends who voted to make our City #9 in the 2009 New Jersey's Top 10 Beaches contest. Last year was our first year on the charts and we know that we can reach #1 in 2010! Please go to [www.njtop10beaches.org](http://www.njtop10beaches.org) to cast your vote for your favorite beach—Sea Isle City. You can vote in all four categories listed: Family Destination, Day

Trips, Ecotourism, and Shore Events. Voting will take place until midnight on Friday, April 30<sup>th</sup>. Please help us spread the word that Sea Isle City is the place to be in the summer time!

New Jersey's Top Ten Beaches for 2010 will be revealed at NJMSC/NJSG's annual State of the Shore Media Event on Thursday, May 27th, 2010.

# S.I.C. Polar Bear Plunge Weekend Successfully Survives the Blizzard



Despite the blizzards, Sea Isle City pulled through and went on to have the 16th Annual Polar Bear Plunge. Approximately 15,000 people attended the event this year. Friday night kicked off the weekend with the Polar Bear King and Queen Contest. Frank Reed and Trudy Craney were

voted in for another term and are the 2010 Polar Bear King and Queen. Contenders were Jennifer Shrader and Michael DeNunzio.

Saturday began with the opening of the Vendor and Food Market, and at noon participants in the costume contest flooded the big tent. The winners were: Best in Show - McManus family of Springfield, PA as Nuts 4 SIC (1st); Peter Staffeld and friends of Lehigh Valley, PA as the Sea Isle Turtles (2nd). Individuals - David Gross of Washington, NJ (1st); Tom Robinson of Pennlyn, PA (2nd). Families - Snyder family of Sea Isle City (1st); Hand and Weber families of North Wales, PA (2nd). Group - Greg Morano, Lou Pantalone and friends of Hammonton, NJ (1st); and Natasha Ahmad and Amy Savastano of Sea Isle City and Ocean City (2nd).

The Polar Bear Run/Walk for Autism was held on Sunday. The winner of Eagles tickets was Susie Schad-Dillon, who raised \$1,300 for the event. Together the whole Schad family



Best in Show at the 2010 Polar Bear Plunge Costume Contest went to the McManus family of Springfield, PA for "Nuts 4 SIC."

raised money from Virginia to Massachusetts with a combined total of over \$2,000. First place male and female winners overall were Jason Fitzgerald, 17:53, and Kim Leathers, 20:31. Both received a trophy and a \$100 gift certificate to Mike's Seafood.



Members of the Schad family group



There were 1,160 registered polar bears this year. Despite the weather, thousands still came to participate in and witness the 2010 Polar Bear Plunge in Sea Isle City.



Irene Jameson (second from left), the original Polar Bear Queen, and Jim Bennett, owner of LaCosta Lounge, sponsor of the plunge and emcee for the events, stand with the newly crowned 2010 Polar Bear Queen and King, Trudy Craney and Frank Reed.

Photos by Katie Dalrymple

# Towns get tool to slow fast drivers

■ A new law makes it easier for a municipality to set its own speed limits.



Staff photo by Anthony Smedile

Rosemary Hennessy stands by a 35 mph speed limit sign on Mill Street in Port Republic near her Mill Bridge Court home. A new law will make it easier for municipalities to set speed limits on their own roads.

By **ROB SPAHR**

Staff Writer

A new law will allow towns to set their own speed limits without having to seek approval from the state government.

The legislation, signed during former Gov. Jon S. Corzine's last days in office, allows municipalities and counties to create their own "reasonable and safe speed limits" for self-contained roadways within their borders, as long as a licensed professional engineer agrees the changes are appropriate.

"It simply gives towns and counties the determination on what the appropriate (conditions) are for their local roadways," said Assemblyman Brian Rumpf, R-Ocean, Burlington, Atlantic, a co-sponsor of the law. "And it allows for a quicker, and more appropriate, response to the concerns of local residents without having to waste time going through a lengthy bureaucratic process."

The law also gives municipalities and counties the ability to designate parking restrictions, crosswalks and no-passing zones, and to erect stop and yield signs. These changes also require the approval of an engineer.

State Sen. Jeff Van Drew, D-Cape May, Cumberland, Atlantic, said he sponsored the law because of past experience as a

□ See *Speed*, A10

(Continued from A1)

local and county elected official in trying to adjust local speed limits and other traffic laws. Those efforts get held up in red tape, he said.

"Checks and balances are good. You can't do away with those. But local governments have a very good sense of what the needs of their communities are," Van Drew said.

"They would tell the state what was needed, and they were right. They knew the streets. They walk the streets. But they still had to undergo a long approval process ... during which time the dangerous situation (went unaddressed)."

**NOTICE:** The Sea Isle City Council meets on a Saturday only twice a year. The first one will be held on Saturday, April 10, at 10:00 a.m. at the Public Safety Building on the second floor. This is a good opportunity to see your government in action, raise concerns, ask questions, and make recommendations, such as lowering the speed limit in the north end and Strathmere. Hope to see you there.

## NEWS YOU CAN USE

**Veterans to get free beach badges.** The city and local VFW Post 1963 are working together on this project. Veterans will have a special design on their badges, which should be on sale some time in April. To get the special tags, veterans must go to the VFW Post and present proof of service. It was presented to the Mayor and City Council by Veteran Joe Griffies, who has owned property in Sea Isle City for 25 years, and the Mayor made it happen. What a great idea!

**. Sand fences in the north end** - To protect the beach replenishment project completed last summer from 1<sup>st</sup> to 15<sup>th</sup> Street, sand fencing was added. The project was jointly funded by NJ DEP and the city. Next, the city needs to add sand fencing on the street side to hold the dunes and to keep people from walking on the dunes. Signs alone don't do it!

**. Improvements to restroom facilities at the SIC Community Lodge** - At the council meeting on January 26, Mayor Desiderio announced that the city has received an award of \$340,500 from the Department of Community Affairs to bring the restroom facilities at the Lodge in compliance with the laws governing access for those with disabilities. About time!

**. The school and city have agreed to use of school facilities** - During a meeting of the school superintendent, Mayor Desiderio, and members of the recreation department, an agreement was made for use of the school for recreation programs for children, youth, adults, and senior citizens.

Volunteers to help supervise and to offer their talents are needed. Call 263-0050 to volunteer.

**. City council approves a contract for \$350,000 for landfill** - The city is working on the idea of using materials from our dredge site to cap the landfill at 5<sup>th</sup> Street in order to continue with plans for Ludlam Bay Park, originally called Passive Park. The contract includes engineering and design. Also, a CAFRA permit is required. City Administrator George Savastano said the project is slated for 2011 and that 44% of the cost will be picked up by the DEP. The city is also pursuing funding for windmills in the landfill.

**. Resolution opposing "Jersey Shore"** - The mayor proposed that the council send a resolution opposing the televising of the TV show in Sea Isle City. Rumors this winter that the show was coming to Sea Isle, unleashed a barrage of phone calls to city hall opposing it. Whew!!

**. "Memoirs of the Polar Bear Queen" delayed** - We had permission from 10 newspapers for use of articles and photos in *Memoirs of the Polar Bear Queen*. However, because we were not able to get permission in time from The Press of Atlantic City, we were advised that we and the printer and others involved could be sued. At the last minute, we decided to postpone the printing until Polar Bear Plunge 2011. The memoir started off as scrapbooks with the intention to present the two volumes to the Sea Isle City Historical Museum. However, as many people expressed interest in getting copies, we decided to also make it into a paperback book. There are about 150 pages of photos and news stories from the first Polar Bear Plunge in 1995 to 2011. Look for the book at festivals in the fall and at Polar Bear Plunge 2011. All net proceeds will go to Autism research.

**VOTE FOR SEA ISLE FOR BEST BEACH IN N.J.**