



7.0 HOUSING PLAN ELEMENT

7.0.1 Regulatory Requirements

The *Municipal Land Use Law*²⁵⁴ provides that a municipal Master Plan may include a Housing Plan Element addressing, but not limited to, residential standards and proposals for the construction and improvement of housing.

Under the 1985 New Jersey Fair Housing Act²⁵⁵, all municipalities that choose to enact and enforce zoning ordinances must prepare a Housing Element as part of the community's Master Plan. As such, a Housing Plan Element became one of the *mandatory elements* of a municipal Master Plan²⁵⁶.

Required components of a Housing Plan Element are:

- (a) An inventory of City's housing stock by age, condition, purchase or rental value, occupancy characteristics and type;
- (b) A projection of the City's housing stock, including the probable future construction of low and moderate income housing, for the next six years;
- (c) An analysis of the City's demographic characteristics, including household size, income level and age;
- (d) An analysis of the existing and probable future employment characteristics of the City; and
- (e) A determination of the City's present and prospective fair share for low and moderate income housing and its capacity to accommodate its present and prospective housing needs, including its fair share for low and moderate income housing.

This Housing Plan Element is designed to:

- A. promote a variety of housing types over a spectrum of affordability ranges;
- B. encourage the ongoing maintenance of the City's existing housing stock; and
- C. recognize the City's constitutional obligation to provide a realistic opportunity for the provision of affordable housing to families of low and moderate incomes under regulations established by the New Jersey Council on Affordable Housing.²⁵⁷

²⁵⁴ N.J.S.A. 40:55D-28(b)(3)

²⁵⁵ C.52:27D-310 et seq.

²⁵⁶ Restated as such under the Municipal Land Use Law at N.J.S.A. 40:55D-62

²⁵⁷ "COAH"



7.1 Current Status

- 7.1.1 Neither the 1993 Update nor the 1999 Reexamination contained a Housing Plan Element as required by the *Municipal Land Use Law*. While the 1993 effort deferred such an Element until after publication of the [then pending] COAH “revised requirements”, the 1999 effort stated that the authors had reviewed the City’s demographics and the status of housing in Pleasantville, found that the City had no affordable housing requirement²⁵⁸ and therefore recommended that the City not file for COAH Certification of its Affordable Housing Plan.²⁵⁹
- 7.1.2 In December 2004, COAH’s “Third Round Methodology and Rules”²⁶⁰ became effective. Under such **2004** Third Round Rules, municipalities incurred a Growth Share Obligation of one (1) Affordable Housing Unit for every eight (8) Market-Rate Units constructed between January 1, 2004 and January 1, 2014 and one (1) Affordable Housing Unit for every 25 jobs generated by nonresidential construction occurring between January 1, 2004 and January 1, 2014.
- 7.1.3 As part of this Comprehensive Master Plan Update, it was the City’s intent to develop this Housing Plan Element as a policy analysis to determine what form any future Fair Share Plan would take. In this way, COAH-related issues could be identified and impacts evaluated while the ultimate form a Fair Share Plan could be debated.

Before this Housing Plan Element was completed the New Jersey Court, Appellate Division, responding to an appeal brought by affordable housing advocacy groups, invalidated COAH’s 2004 Third Round Rules, finding that the regulations were based on invalid calculations, arbitrary rules and unconstitutional provisions. Under the Court’s ruling, all municipal actions related to COAH’s Third Round were stayed ~ including the preparation of new Fair Share Housing Plans ~ until COAH adopted revised regulations.

Such revised regulations were adopted in May 2008 and became effective in June 2008.²⁶¹ Under such **2008** Third Round Rules, municipalities incur a Growth Share Obligation of one (1) Affordable Housing Unit for every four (4) Market-Rate Units constructed between January 1, 2004 and January 1, 2018 and one (1) Affordable Housing Unit for every 16 jobs generated by nonresidential construction occurring between January 1, 2004 and January 1, 2018.

²⁵⁸ Under COAH’s First and Second Round Rules, a municipality’s affordable housing obligation was based on a complex formula factoring the number of existing affordable housing units in the municipality, the need for affordable housing in the municipality and the lands available in the municipality to provide such housing units. Based on this formula, Pleasantville’s obligation was 0 units of new construction housing and approximately 62 units of rehabilitation housing (much of which had been created utilizing Community Development Block Grant funds over several years).

²⁵⁹ Unfortunately, no details regarding such a plan have been found.

²⁶⁰ “2004 Third Round Rules”.

²⁶¹ “2008 Third Round Rules”.



- 7.1.4 The City submitted formal comments to COAH during the Public Comment Period attendant to the adoption of the 2008 Third Round Rules. The generality of public comments received caused COAH to propose further amendments to the 2008 Rules. At Publication, these amendments were in their Public Comment Period.

Additionally, legislation enacting significant additional amendments to the COAH regulations was signed into law in July 2008.

Finally, also in July 2008, the New Jersey League of Municipalities filed a notice of appeal with the Appellate Division of the Superior Court challenging the 2008 Third Round Rules. The League's action focuses on the economic imbalances in the regulations, and the flawed methodology comprising the vacant land analysis, the computation of jobs and housing projections through 2018.

In light of this challenge and the uncertainty regarding their continued validity, the League is seeking a limited and targeted suspension of any COAH deadline imposed by COAH for the completion and submission of the revised third round plans. If granted, it will allow municipalities to continue to satisfy their affordable housing obligations by imposing obligations on developers.

- 7.1.5 The City remains sensitive to the need for affordable housing (including workforce housing to support the growth expected in neighboring Atlantic City) in the region, has a history of supporting such efforts in Pleasantville and anticipates continuing this policy.

However, while recognizing that some form of revised affordable housing obligation will be enacted, City Planners believe that ***it is simply not possible to plan for affordable housing that will meet State regulations*** when the regulations are being challenged, already being proposed for change and further subject to change in light of the July 2008 legislation.

- 7.1.6 In light of the foregoing, this section constitutes a Housing Plan Element under the *Municipal Land Use Law*. A Fair Share Plan for the City will be developed as a companion to, but not part of, this Comprehensive Master Plan Update once the COAH rules have solidified.

7.2 Housing Analysis²⁶²

7.2.1 General Characteristics

The City's basic housing characteristics noticeably changed between the 1990 and 2000 Censuses. Population increased by just-under 19%, which translates to a 8.64% increase in the number of households and an increase in residential density of 9.19%

²⁶² Unless otherwise cited, data is derived from 1990 & 2000 Federal Censuses: Summary Files 1 and 3.



	1990	2000	CHANGE	
			(#)	(%)
Persons	16,027	19,012	2,985	18.62%
Households	5,893	6,402	509	8.64%
Density	2.72	2.97	0.25	9.19%
Housing Units	6,759	7,042	283	4.19%
Occupied	5,893	6,402	509	8.64%
Owner-Occupied	3,272	3,605	333	10.18%
Renter-Occupied	2,621	2,797	176	6.71%
Vacant	866	640	-226	-30.72%
For Sale or Rent	421	406	-15	-3.56%
Seasonal	120	62	-58	-48.33%
Other (Abandoned)	325	172	-153	-47.08%

While the City did not experience a significant increase in the production of new housing units in the intra-census years, the occupancy rate has increased by while the vacancy rate has decreased. Much of the increase in the occupancy may be attributed to sharp decreases in the number of seasonal and abandoned (not for sale or rent) vacant housing.

Figures indicate that Pleasantville has a relatively high level of renter-occupied housing, with 44% of all occupied housing being renter-occupied.²⁶³

Significantly, percentages of both renter-occupied (44%) and owner-occupied (56%) housing ~ as a function of all occupied housing units ~ have remained appreciably unchanged since 1990.

While home-ownership did increase during the intra-census years, that increase was relatively small. This figure however may not present a current picture for the City in terms of home ownership. An (anecdotal) review of the residential real estate market in Pleasantville finds a sharp increase in owner-occupied home purchases over the past (approximately) 5-year period.²⁶⁴

Vacant housing in the City decreased substantially during the intra-census years, with drastic improvement (decrease) in both seasonal (48%) and abandoned (47%) vacant units. Again, an (anecdotal) review of the residential real estate market in the City finds this trend continuing over the past (approximately) 5 years.²⁶³

²⁶³ Planning theory considers a 30%:70% renter:owner ratio to be health for a community.

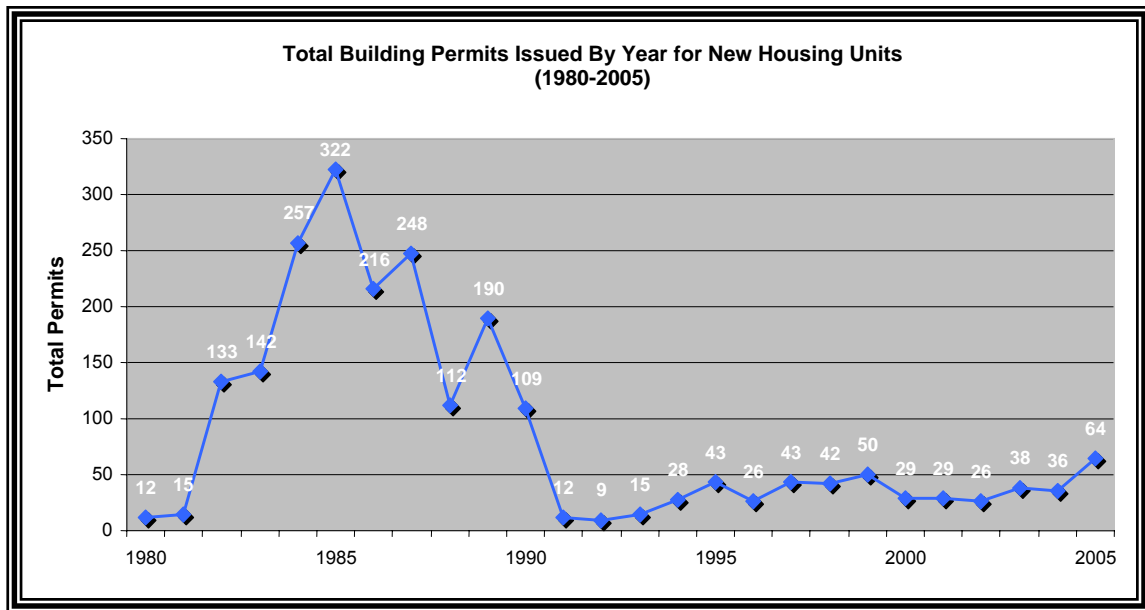
²⁶⁴ Evidence to support this supposition will not be available until the 2010 census results are released.



7.2.2 Housing Construction

An analysis of residential building permit data (1980-2005) finds that the City experienced an upsurge in annual housing construction in the 1980s, with the peak year for being 1985 (322 units).

New housing starts decreased sharply in the early 1990s, but have rebounded over the past ten years, when annual new construction has remained steady at (an average of) 38 units annually.²⁶⁵



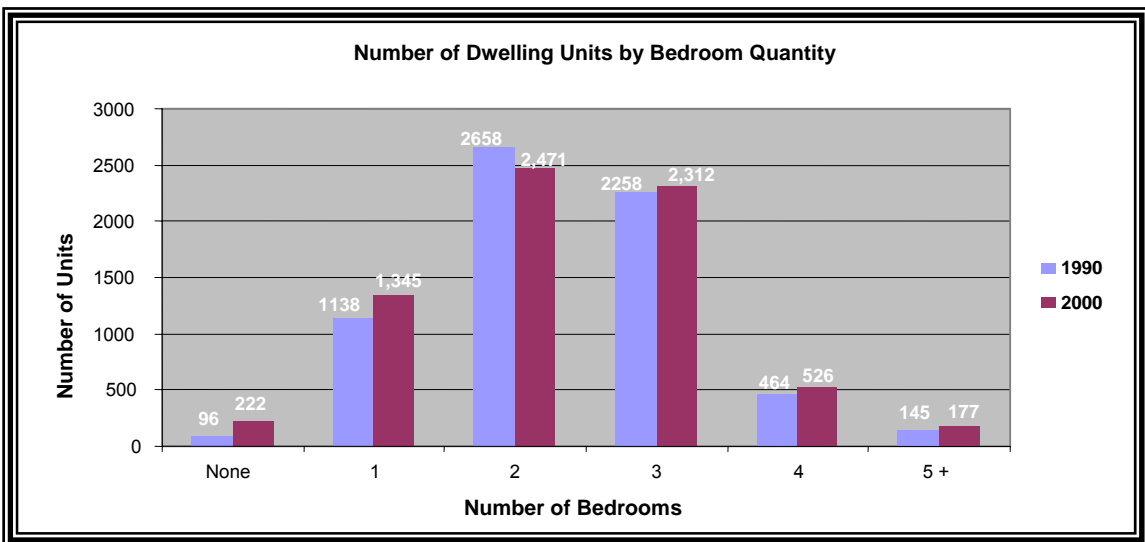
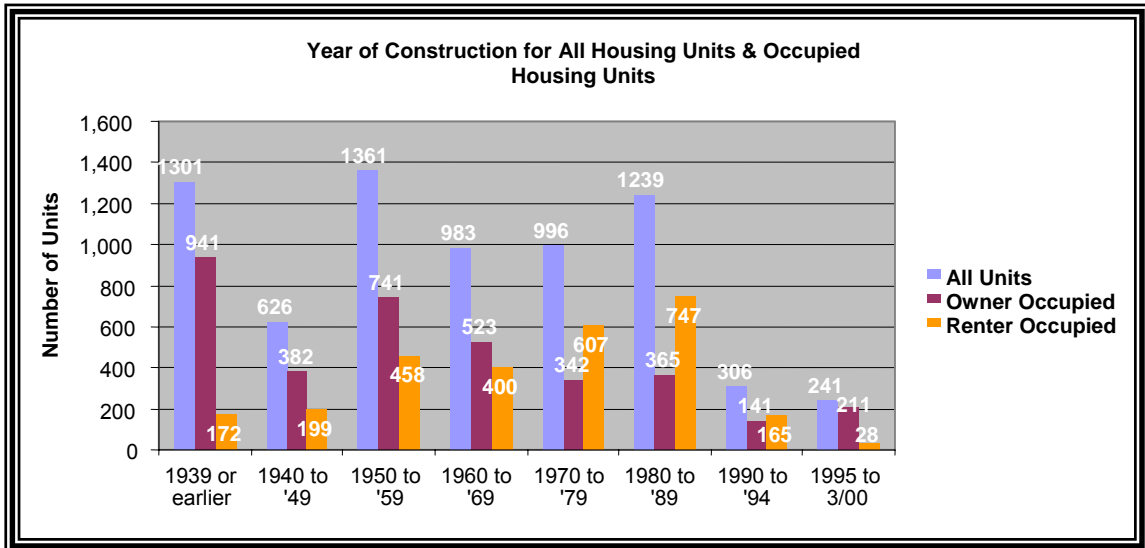
7.2.3 Age

While the median construction date for all housing units in Pleasantville is 1962, owner-occupied units tend to be older than rental units, with median construction dates of 1959 and 1973, respectively. This discrepancy reflects historic trends toward owner-occupied housing before 1970 and renter-focused construction in the more recent era.²⁶⁶

While the typical home in Pleasantville is a two-bedroom unit, this configuration was the only unit-type that decreased in quantity between 1990 and 2000.

²⁶⁵ Source: HUD State of the Cities Data System.

²⁶⁶ One would assume that the 2010 Census will depict a reversal toward home-ownership construction as suggested by the aforementioned (anecdotal) review of the residential real estate market in the City.



7.2.4 Substandard Units

Housing units are generally considered to be substandard where they lack basic facilities (such as complete plumbing or kitchens), or where they are overcrowded (generally defined as having, on average, more than one person per room). By analyzing Census data, one is able to calculate the City's "rehabilitation share" under COAH guidelines.

COAH begins with the amount of overcrowded units built prior to 1939 (Pleasantville has 61 such units) and adds to this figure the number of units lacking complete plumbing (35). The resultant figure is then multiplied by COAH's "low-moderate deterioration share"²⁶⁷ in order to arrive at a

²⁶⁷ provided by COAH for each county



municipality’s “Rehabilitation Share”. After various credits, the final (Adjusted) Rehabilitation Share is derived. Based on this formula, the City of Pleasantville has a total Adjusted Rehabilitation Share of 62 units.

CHARACTERISTIC	# UNITS
1. Overcrowded (1 ⁺ person per room)	678
1a. In Structures built prior to 1939	61
2. Lacking complete plumbing	35
3. Lacking complete kitchen	10
4. Deteriorated Housing (1a+2+3)	106
5. Rehabilitation Share (4x71.5% ²⁶⁷)	76 ²⁶⁸
5a. Minus Share Credits	0
5b. Minus Spontaneous Rehabs	10
6. Adjusted Rehab Share (5-5a-5b)	66

7.2.5 Value & Price

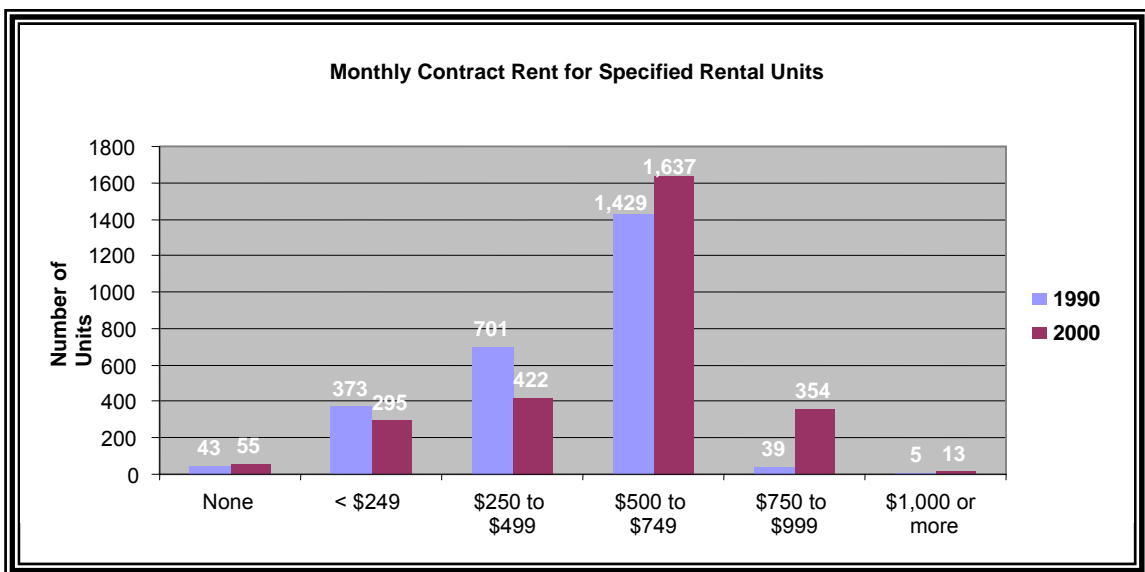
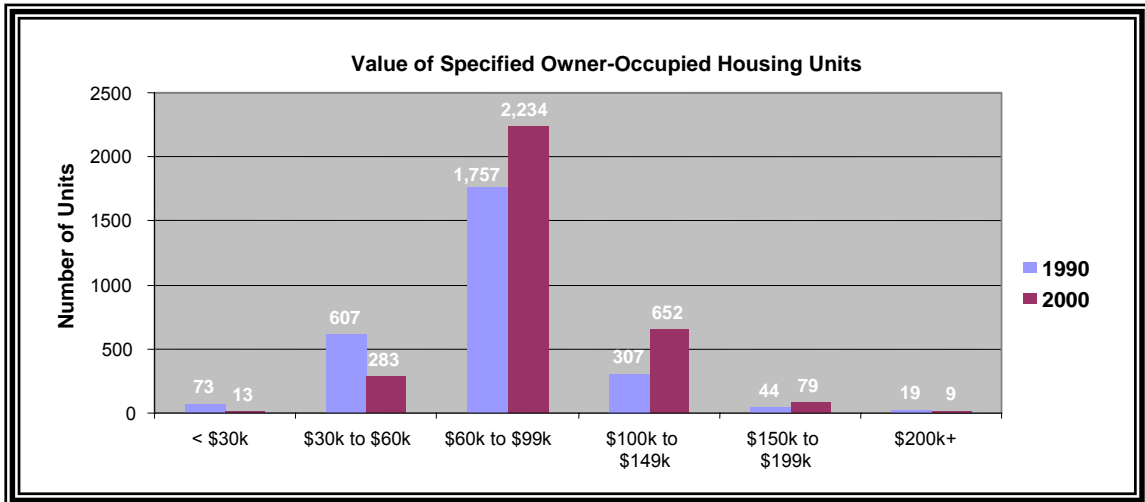
Both the median value of owner-occupied housing units and the ‘contract rent’²⁶⁹ for rental-occupied units in the City increased during the intra-census years. The median value of owner-occupied units in Pleasantville increased by nearly \$12,300 (17%) while the median monthly contract rent increased by \$81 (15%⁺).

While an increase in home values may be viewed as beneficial to the City’s existing homeowners, it could make entry into the home ownership market more difficult for first-time homebuyers as well as in-migrating and lower-income households. Additionally, the increase in rental rates has the same negative effect on affordability without having any benefit for existing residents (aside from those who own rental properties). Accordingly, the affordability of housing in the City will continue to grow in importance throughout the coming years and decades.

	1990	2000	CHANGE	
Median Value of Owner-Occupied Units	\$74,200	\$86,500	\$12,300	16.58%
Median Monthly Contract Rent	\$525	\$606	\$81	15.43%

²⁶⁸ Rounded

²⁶⁹ rent paid monthly during a lease, exclusive of utilities.



7.2.6 Affordability

National standards consider market-rate housing to be “affordable” at a given income level where a household does not spend more than 30% of its monthly income on direct housing expenses. This section considers units in the City which are “affordable” in this market-rate context.

COAH sets qualifying income levels by housing region (Pleasantville is in Region 6) and number of persons per household; and defines moderate-income households as households having not more than 80% of the COAH Region’s gross median household income and low-income households as those having not more than 50% of the Region’s gross median household income.



These definitions of low and moderate-income can be applied in a market context to provide a rough estimate of housing unit affordability in the City.²⁷⁰

COAH's (2008) median household income limits for COAH Region 6 are²⁷¹:

INCOME LEVEL	HOUSEHOLD SIZE				
	1 PERSON	2 PERSON	3 PERSON	4 PERSON	5 PERSON
MODERATE	\$45,355	\$51,834	\$58,314	\$64,793	\$69,976
LOW	\$22,678	\$25,917	\$29,157	\$32,397	\$34,988

Based on COAH standards, maximum monthly rental housing costs²⁷² at each income level are:

MONTHLY HOUSEHOLD AFFORDABILITY LIMITS	HOUSEHOLD SIZE				
	1 PERSON	2 PERSON	3 PERSON	4 PERSON	5 PERSON
MODERATE INCOME	\$1,134	\$1,296	\$1,458	\$1,620	\$1,749
LOW INCOME	\$567	\$648	\$729	\$810	\$875

Pleasantville's median household income is \$36,913²⁷³ (updated to \$37,355²⁷⁴ for 2004).

Pursuant to the 2000 Census²⁷⁵, the following numbers of *rental units* are affordable at the COAH-mandated income levels in the City:

²⁷⁰ The most recent comprehensive home cost data available for this analysis is from the 2000 Census, which differ slightly from the more recent COAH-defined (regional) income levels. This Housing Plan Element assesses unit affordability based on Census data in order to allow for an 'apples-to-apples' comparison.

The COAH-defined (regional) income levels are higher than those included in the 2000 Census for the City (for family sizes larger than 1 person). Accordingly, use of the Census figures makes the calculations included herein conservative estimates.

²⁷¹ <http://www.state.nj.us/dca/coah/incomelimits.pdf>

²⁷² COAH calculates Monthly Affordability Limits for Household Expenses as (annual income / 12) x 0.3

²⁷³ As reported in the 2000 Census.

²⁷⁴ Pleasantville Housing Authority 2004

²⁷⁵ The 2000 Census breaks out Gross Rent into cohorts of Less than \$200, \$200-\$299, \$300-\$499, \$500-\$749, \$750-\$999, \$1,000-\$1,499 and \$1,500 or more. It is therefore not possible to calculate a precise number of units at the Affordability Levels specified.

Accordingly, the true number of units affordable to low- and moderate-income households is believed to be somewhat higher than the Census data suggests.



# RENTAL UNITS MEETING COAH AFFORDABILITY LIMITS	HOUSEHOLD SIZE				
	1 PERSON	2 PERSON	3 PERSON	4 PERSON	5 PERSON
MODERATE INCOME UNITS	2,533	2,533	2,533	2,708	2,708
LOW INCOME UNITS	570	570	570	1,522	1,522

Calculating the number of affordable *owner-occupied* units in the City requires an assumption as to mortgage term, down payment and interest rate. For this analysis, a thirty-year mortgage with 5% down payment and 7% interest rate are assumed. Within this framework, a \$179,420 home would result in a monthly payment of \$1,134; thereby being ‘affordable’ at the moderate income level. Similarly, a \$89,710 home would result in a monthly payment of \$567; thereby being ‘affordable’ at the low income level.

Pursuant to the 2000 Census, 3,261 *home-ownership units* in Pleasantville are affordable to moderate income households (estimated unit value less than \$179,420) while 2,530 *home-ownership units* are affordable to low income households (estimated unit value less than \$89,710).²⁷⁶

7.2.7 Housing Stock Projection

A. The 2000 Census reports the number of housing units in Pleasantville as 7,053. As noted, the City has experienced steady (albeit small) increases in new housing units since the mid-1990s. The City issued 410 Certificates of Occupancy for Certified Housing Units (2000 through 2007). Factoring the 68 demolitions occurring over the same timeframe,²⁷⁷ the present number of dwelling units in the City can be estimated to be 7,395.²⁷⁸

Averaging the 410 Certificates of Occupancy over the eight-year timeframe results in an annual average of 51 Certificates of Occupancy issued. Subtracting an annual average of 9 demolitions over the same timeframe results in an estimated annual (average) projected growth of 42 units per year. Assuming that this general level of growth will continue for the period 2008 to 2018,²⁷⁹ an estimated 420 new units will be added to the City’s inventory, resulting in an estimated dwelling unit total of 7,473 units by the end of 2017.

For the purposes of this analysis, such figures represent “Background Growth”.

²⁷⁶ The 2000 Census breaks out Value for Home Ownership Units into cohorts of Less than \$50,000, \$50,000-\$99,999, \$100,000-\$149,999, \$150,000-\$199,999, \$200,000-\$299,999, \$300,000-\$499,999, \$500,000-\$999,999 and \$1,000,000 or more. Accordingly, it is not possible to calculate a precise number of units at the Affordability Levels specified.

²⁷⁷ as reported by NJDCA.

²⁷⁸ A true picture of demolitions and Certificates of Occupancy requires recognition of the 104 residential demolitions and 140 COs issued for the HOPE VI program sponsored by the Pleasantville Housing Authority (sections 6.3.7. A. (2) & (3) herein).

²⁷⁹ COAH’s Third Round timeframe





B. In considering Pleasantville's anticipated level of growth during the COAH Third Round timeframe, it is important to consider the potential impact of several large-scale Redevelopment projects currently either recently completed or in the planning stages. These projects, and others which may be proposed in the future, are not included in the Background Growth figures.

Specifically, and Based on COAH's (most recent) 2008 Third Round Formula:

- (1) Lakes Bay Waterfront Redevelopment Project²⁸⁰ generates a projected Growth Share Obligation of **81 COAH units**.
- (2) Cambria Avenue Redevelopment Area²⁸¹ generates a projected Growth Share Obligation of **16 COAH units**.
- (3) Narcissus Avenue Rehabilitation Area²⁸² generates a projected Growth Share Obligation of **9 COAH units**.
- (4) California Avenue Tract²⁸³ generates a projected Growth Share Obligation of **15 COAH units**.
- (5) Atlantic City Linen²⁸⁴ generates a projected Growth Share Obligation of **13 COAH units**.
- (6) The District²⁸⁴ generates a projected Growth Share Obligation of **135 COAH units**.
- (7) Franklin Square²⁸⁵ generates a projected Growth Share Obligation of **9 COAH units**.
- (8) Wellington Avenue²⁸⁶ generates a projected Growth Share Obligation of **8 COAH units**.
- (9) Additional projects identified but not specifically discussed in this Comprehensive Master Plan Update²⁸⁷ have the potential to generate a Growth Share Obligation of approximately **41 COAH units**.

²⁸⁰ Section 6.3.7. D. herein.

²⁸¹ Section 6.3.7. B. herein.

²⁸² Section 6.3.7. A. (4) herein.

²⁸³ Section 6.3.7. A. (5) herein.

²⁸⁴ Section 6.3.7. C. herein.

²⁸⁵ Section 6.3.1. F. herein.

²⁸⁶ Section 6.3.2 B. (7) iii (c) i. herein.

²⁸⁷ Carpino Delilah Road Senior Project, Balcerski Cambria Avenue warehouse project, Platinum Car Wash at Delilah and New Roads, Rose Project at New Road and Reading Avenue, Zell Project at New Road and Old Tilton Road and Simon/Cosenza Project at New Road and the Northfield municipal line.



(10) Gateway Redevelopment Area:²⁸⁸ While, at Publication, no specific redevelopment program has been proposed, this project has the potential to create a significant Growth Share Obligation for the City.

C. Likewise, in considering the Pleasantville's anticipated level of growth during the COAH Third Round timeframe, it is important to recognize the efforts the City has made over the years ~ and will continue to make into the future ~ to support affordable housing projects and programs in Pleasantville. Specifically:

(1) Pleasantville Housing Authority: 130 units of senior citizen public housing in two mid-rise structures: 80 units at 140 N. Main Street (constructed in 1969) and 50 units at 156 N. Main Street (constructed in 1984 and therefore eligible for COAH credit).

140 HOPE VI units (sections 6.3.7. A. (2) & (3) herein).

The Authority administers 400 HUD-issued housing voucher units in Pleasantville.

(2) Dekbon: Private non-profit affordable housing organization. At Publication, the City has donated lots for 6 scattered-site units (completed) and 16 units at Cayuga Avenue (planned).

(3) Caring, Inc: The City has actively supported Caring's ongoing construction of residential facilities in the City. Including:

- 3 Group homes for the Developmentally Disabled;
- 10 units at Homer Avenue;
- 10 Units at its main, Delilah Road campus (with an additional 26 units receiving approvals in 2008).

(4) Camden Archdiocese: With the active support of the City,²⁸⁹ the housing arm of the Archdiocese has recently been awarded a \$10,552,200 million HUD section 232 grant for the construction of 74 units of very low income senior housing at the site of the (former) St. Peter's Catholic School.

(5) Villa Raffaella: A 38 unit Senior Assisted Living Community owned and operated by the Hospitalier Sister's of Mercy on South Main Street.

²⁸⁸ Section 6.3.7. F. herein.

²⁸⁹ Via Resolution No. 107-2006.



7.2.8 Growth Share Projection: Housing

While COAH regulations require that Growth Share projections be based on the number of new housing units added in the ten-year period preceding January 1, 2004, annual data for Pleasantville is only readily available²⁹⁰ from 1996.

A. The following presents an annual summary of Certificates of Occupancy issued for new housing units as well as residential demolition permits issued in Pleasantville from 1996 to 2007.

Projections for 2008 to 2018 average 51 new units per year (section 7.2.7 herein) and 9 demolitions per year for a net of 420 units over the 10-year timeframe.

	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006 & 2007 (est. ~ net of HOPE VI)	TOTAL (actual)	2008 to 2018 (est.)
COs: New Units	36	62	41	53	42	37	26	41	28	25	29	420	510
Demolition Permits	33	12	9	14	21	5	5	5	2	0	0	106	90
Net New Units	3	50	32	39	21	32	21	36	26	25	29	314	420

Based on this analysis, a simple projection of units to be added to the City's inventory during the COAH Third Round timeframe (2006 to 2018) is 449 (29 units 2006 & 2007 + 420 units projected). This figure, divided by the COAH standard of 1 affordable unit for every four market-rate units results in COAH Growth Share Obligation of **112 COAH units**.

While this projection is net of the residential COs and demolition permits caused by the HOPE VI program, it does not include increases to the City's inventory which may result from the Redevelopment projects outlined in section 7.2.7 B. herein. It is therefore recommended that a more detailed projection be undertaken once the revised COAH regulations have been adopted and the scope of these Redevelopment projects are more precisely known.

²⁹⁰ from NJDCA: Division of Codes and Standards.



- B. In order to verify the findings of the Simple Growth Projections detailed above, a second projection based on South Jersey Transportation Planning Organization²⁹¹ projections was undertaken.

In 2006, the SJTPO published a “Population and Employment Projections 2030” analysis of projected growth in the region. This analysis projects a population increase of 268 persons for Pleasantville between 2007 and 2020 (SJTPO projections are based on 5-year increments). Taking into account the average household size for Pleasantville (2.97 per 2000 Census data), such increase would equate to an additional (approximately) 90 housing units during that timeframe. 90 Units translates to an estimated Growth Share Obligation of **22 COAH units** (25% of 90).

The 22-Unit Obligation based on SJTPO projections is considerably lower than the 112-Unit Obligation based on Simple Growth Projections. We note that the SJTPO projections do not appear to account for the City’s rising level of residential development driven by market forces. And neither projection includes increases to the City’s housing inventory which may result from the Redevelopment projects outlined in section 7.2.7. B. herein. It is therefore recommended that a more detailed projection be undertaken once the revised COAH regulations have been adopted and the scope of these Redevelopment projects are more precisely known.

7.3 Employment Analysis

7.3.1 General Characteristics

Data from the 2000 Census indicates that Pleasantville’s civilian labor force numbered 8,500. Of employed residents, 16% worked within the City while 84% worked outside of Pleasantville.

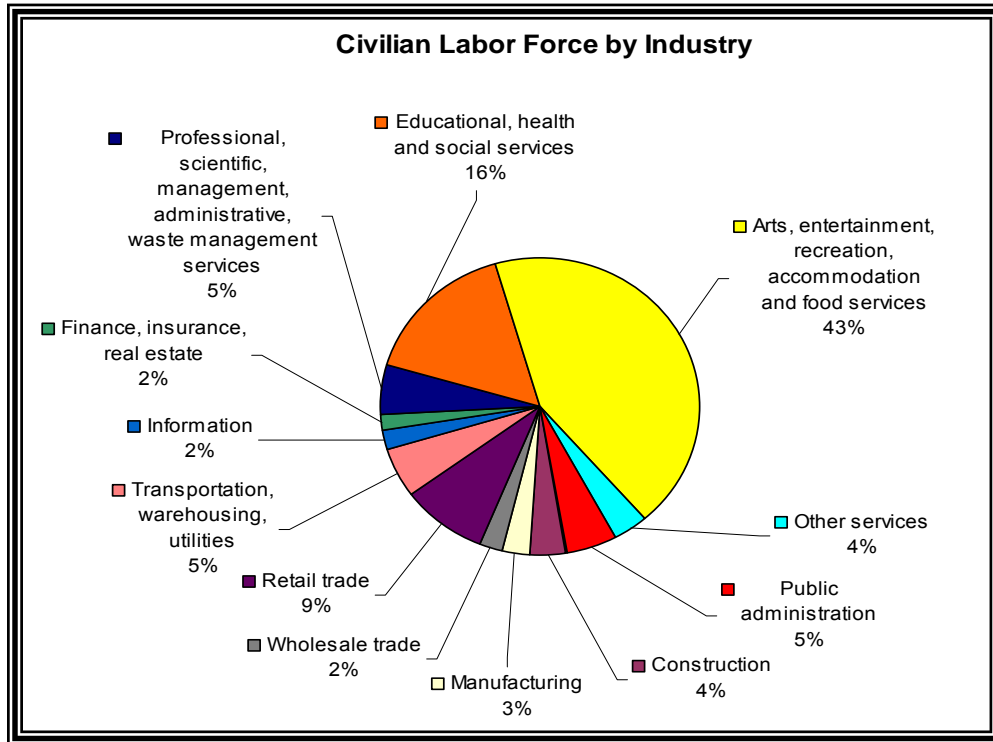
The Census classifies workers by industry. Given Pleasantville’s proximity to Atlantic City and its hotel-casino industry, it is not surprising that the largest single employment classification of City residents are the Arts, Entertainment, Recreation, Accommodation and Food Services classifications, employing 43% of Pleasantville’s Civilian workforce.

This employment pattern is expected to continue and strengthen with the expansion of the hotel-casino industry.

²⁹¹ “SJTPO”: the Metropolitan Planning Organization (“MPO”) for the Southern New Jersey Area.

MPOs are transportation policy-making organizations created by Congress in the early 1970s in order to ensure that existing and future expenditures for transportation projects and programs are based on a continuing, cooperative and comprehensive planning process.

MPO projections are accepted statistical analysis of conditions within the defined MPO area of responsibility.



Certain economic analyses released by the Census Bureau provide data pertaining to the jobs located within the City.²⁹² The most recent data released (1997) finds Approximately 1,279 jobs located within municipality.²⁹³ Specifically:

INDUSTRIES	ESTABLISHMENTS	EMPLOYEES
Wholesale Trade	32	429
Retail Trade	88	1,514
Information	8	645
Real Estate, Rental, Leasing	24	173
Professional, Scientific & Technical Services	34	175
Administrative, Support, Waste Management, Remediation Services	20	364
Educational Services	7	20-99
Health Care, Social Assistance	52	1,209
Arts, Entertainment, Recreation	1	0-19
Accommodation, Food Services	32	412
Other Services (except Public Administration)	41	196

²⁹² Unfortunately, these analyses do not provide data for every job classification. Pertinent to the City of Pleasantville, excluded are utilities, construction, transportation & warehousing, finance & insurance, management and all tax-exempt employment.

²⁹³ in industries for which data is provided. Since the data provides only a range of employees for certain occupational classes, a precise number cannot be determined. In such instances, the number of employees was estimated as the mid-point of this range.



Healthcare and Social Services is the largest single category of jobs in Pleasantville, providing in excess of 1,200 jobs within the municipality.

Another large source of employment in the City is the retail trade industry. The City's 88 retail establishments employed over 1,500 workers (in 2000).

7.3.2 Employment Projection

SJTPO's 2006 "Population and Employment Projections 2030" projects 5.2% job growth for Pleasantville during the COAH timeframe, with the number of jobs predicted to grow by 416 between 2007 and 2020 (SJTPO projections are based on 5-year increments).

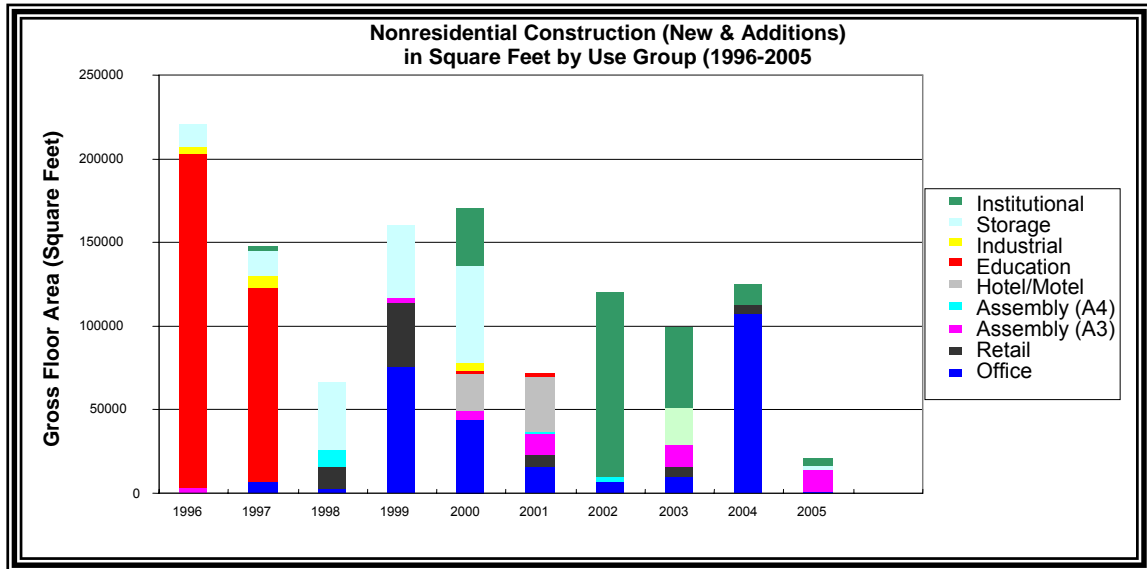
7.3.3 Growth Share Projection: Employment

A. While COAH regulations require that such projections be based on nonresidential construction occurring in the ten-year period preceding January 1, 2004, annual data for Pleasantville is only readily available²⁹⁴ from 1996. The following presents an annual summary of nonresidential construction occurring in Pleasantville from 1997 to 2005 for use groups which experienced construction over that timeframe.

YEAR	AREA (S.F.) PER USE GROUP								
	OFFICE	RETAIL	ASSEMBLY		HOTELS/ MOTELS	EDUCATION	INDUSTRIAL	STORAGE	INSTITUTIONAL
			(A3)	(A4)					
1996	7,004	-	2,858	-	-	200,638	3,078	14,043	3,200
1997	2,620	-	-	-	-	115,982	6,891	14,843	-
1998	75,546	13,278	-	9,900	-	-	-	40,359	-
1999	43,525	38,240	3,389	-	-	-	-	43,126	34,073
2000	16,134	-	5,800	-	22,306	1,806	4,286	58,280	-
2001	6,740	6,800	12,284	1,272	33,280	1,806	-	-	-
2002	10,120	-	-	3,200	-	-	-	-	48,950
2003	107,334	-	-	-	-	-	-	21,343	12,267
2004	529	5,652	-	-	-	-	-	-	4,500
2005	70	-	13,379	-	-	-	-	2,400	-
TOTAL	269,622	69,660	37,710	14,372	55,586	320,232	14,255	191,994	213,839
Annual Avg.	26,962	6,966	3,771	1,437	5,559	32,023	1,426	19,199	21,384

²⁹⁴ from NJDCA: Division of Codes and Standards.





B. The following analysis of nonresidential floor area by year and use group (1996-2005) addresses both new construction and facility expansion 1996 and 2005.

COAH has established the following formula to calculate the number of jobs created for each square foot of nonresidential construction for each use group.²⁹⁵ As applied to the aforementioned Use Groups in Pleasantville:

USE GROUP	DESCRIPTION	S.F. GENERATING 1 AFFORDABLE UNIT	JOBS PER 1,000 S.F.
B	Office buildings.	8,333	3
M	Mercantile uses (Retail)	25,000	1
A3	Assembly uses.	8,333	3
A4	Assembly uses.	8,333	3
R1	Hotels and motels	31,250	0.8
E	Schools K – 12	25,000	1
F	Factories (industrial)	12,500	2
S	Storage uses	125,000	0.2
I	Institutional uses.	12,500	2

Based on the foregoing, a simple projection of nonresidential construction during the COAH Third Round timeframe (2006 to 2018) is as follows:

²⁹⁵ Appendix 'E' of COAH's Third Round Rules.



USE GROUP	ANNUAL AVERAGE (S.F.)	GROWTH SHARE (UNITS)	X MULTIPLIER (2006 – 2013)	PROJECTED GROWTH SHARE
Office	26,962	3.2	8	25.6
Retail	6,966	0.3		2.4
(A3)	3,771	0.45		3.6
(A4)	1,437	0.2		1.6
Hotels/Motels	5,559	0.28		2.2
Education	32,023	1.3		10.4
Industrial	1,426	0.1		0.8
Storage	19,199	0.15		1.2
Institutional	21,384	1.7		13.6
TOTAL				

In summary, a Growth Share Obligation of **62 COAH units** (rounded) is projected to be generated for the time period of 2006 through January 1, 2018.

As with the residential Growth Share projections, the aforementioned calculations are skewed by a lack of available data as to the square footage of nonresidential demolitions and by an increase in the City’s nonresidential inventory which may result from the Redevelopment projects outlined in section 7.2.7. B herein. It is therefore recommended that a more detailed projection be undertaken once the revised COAH regulations have been adopted and the scope of these Redevelopment projects are more precisely known.

- C. In order to verify the findings of the Simple Growth Projections detailed above, a second projection based on South Jersey Transportation Planning Organization projections was undertaken.

SJTPO’s 2006 “Population and Employment Projections 2030” projects an increase of 416 jobs for the City between 2007 and 2020. Dividing this number by 16²⁹⁶ yields a projected growth share obligation of **26 COAH units**.

The 26-Unit Obligation based on SJTPO projections is considerably lower than the 62-Unit Obligation based on Simple Growth Projections. The discrepancy is likely due, in part, to the lack of available data as to the square footage of nonresidential demolitions. Again, this number does not include any increase in the City’s nonresidential inventory which may result from the Redevelopment projects outlined in section 7.2.7. B. herein.

²⁹⁶ COAH’s Third Round Rules create an obligation of one affordable unit for every 16 jobs created.



It is therefore recommended that a more detailed projection be undertaken once the revised COAH regulations have been adopted and the scope of these Redevelopment projects are more precisely known.

7.3.4 Cumulative Growth Share Projection

A. *Simple Growth Projections (worse case projection)*

Combining the City's Projected Residential Growth Share Obligation of 112 units with the Projected Nonresidential Growth Share Obligation of 62 units results in a Round Three Obligation of 174 units. Add the 94 unit Rehabilitation Share arising from COAH Rounds 1 and 2, and the City's total obligation is **268 COAH units**.

B. *SJTPO Projections (best case projection)*

Combining the SJTPO's Projected Residential Growth Share Obligation of 22 units with the Projected Nonresidential Growth Share Obligation of 26 units results in a Round Three Obligation of 48 units. Add the 94 unit Rehabilitation Share arising from COAH Rounds 1 and 2, and the City's total obligation is **142 COAH units**.

Again, these projections do not include adjustments due to incomplete (nonresidential) demolition data and any obligations which may be generated by the City's various Redevelopment Programs. Accordingly, it is recommended that more detailed projections be undertaken once the revised COAH regulations have been adopted and the scope of these Redevelopment projects are more precisely known.

7.4 **Population Demographic Characteristics**²⁹⁷

7.4.1 Age

The median age of Pleasantville residents was 32.7 years in 2000.²⁹⁸

During the intra-census years (1990-2000), the composition of the City's population shifted towards families with school-age children, with a 59% increase of children aged 5 to 14 during this period.

This figure corresponds to a 48% increase in population aged 35 to 59. Taken together, these statistics would indicate that the City is attracting more families than in previous years.

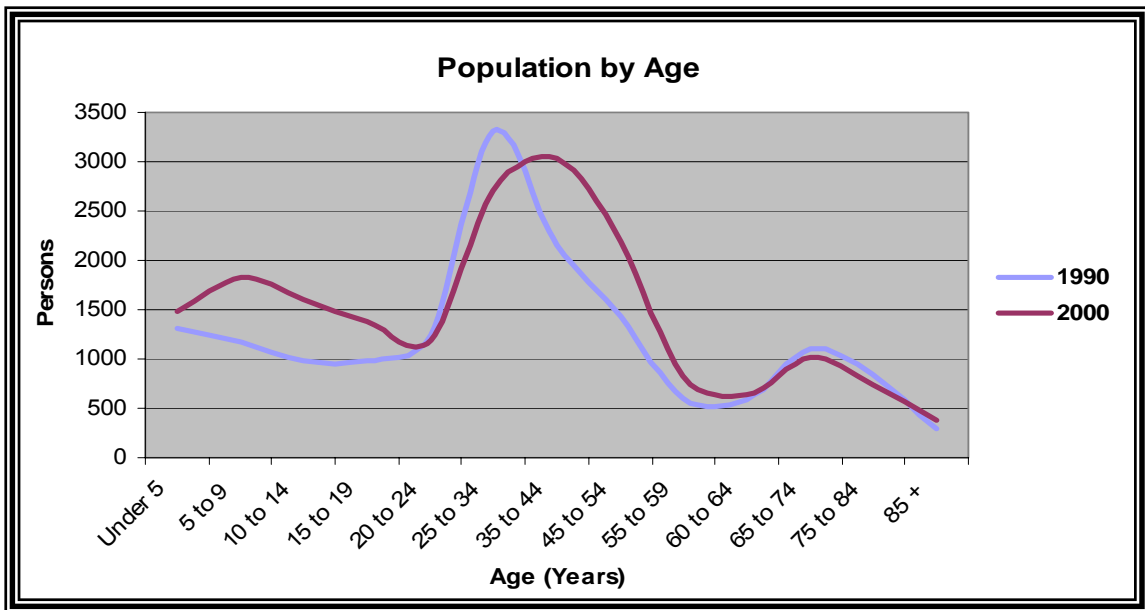
²⁹⁷ Exhibit 5

²⁹⁸ The 1990 Census does not provide a median age figure. An intra-census comparison is therefore not possible.



This conclusion is supported by the increase in Pleasantville's average number of persons per occupied housing unit, which increased from 2.72 to 2.97 between 1990 and 2000. While inconsistent with national trends toward smaller household sizes, such an increase in household size is supported by the increase of minority populations within the City, with their traditionally larger family sizes.

Conversely, Pleasantville's population of young adults and senior citizens is declining. The number of residents aged 20 to 34 fell by 14% while the number of residents 65 and older decreased 5%.



The trend toward families in Pleasantville underscores the importance of providing affordable housing alternatives for this increasing segment of the City's population.

7.4.2 Income

The City as a whole became more affluent during the intra-census years. Median *household* income increased by (approximately) 23% (\$30,037 in 1990 to \$36,913 in 2000) while the median *family* income increased by slightly over 16% (\$34,380 in 1990 to \$40,016 in 2000).

In a market setting, such increasing affluence will likely lead to more expensive housing than has been experienced in the City during previous years. Again, such a trend may be expected to decrease the number of housing units affordable to low and moderate income families.

