



1.0 INTRODUCTION

1.0.1 The City of Pleasantville is in a transition period. Once a thriving residential and commercial community, the City has, over the past decades, seen considerable social and economic decline; to the point where Pleasantville has been ranked as one of New Jersey's the most distressed communities.¹ Statistically, the City is suffering from high unemployment, an extremely high percentage of low income and welfare recipient households and relatively low property values as compared to the balance of the County and the State. Businesses have left the City and significant portions of the municipality exhibit physical and social blight.

Over the years Pleasantville Policymakers have commissioned numerous planning and economic development studies designed to identify the root causes of this decline and to reverse these conditions. These actions have resulted in the City making application to numerous state and federal agencies for financial and technical assistance. As a result of this proactive effort, the City of Pleasantville is the only New Jersey Municipality to receive every designation of distress that the State is empowered to confer. Specifically, Pleasantville is a(n):

- Special Urban Area designation under NJ's Urban Aid legislation.
- NJ Economic Development Authority Urban Initiatives.
- Urban Enterprise Zone (select portions of the municipality).
- Transit Village (downtown).
- Urban Coordinating Council area (Waterfront District).
- Neighborhood Preservation Program area (Waterfront & Midtown Districts).
- State of New Jersey Abbott School District.

Additionally, the Federal government has declared Pleasantville to be:

- A Federal Weed and Seed Community.
- A Federal Housing and Urban Development Hope VI Community.

Finally, the City itself has declared sections of the community as being In Need of Redevelopment while designating the entire municipality as being be In Need of Rehabilitation under the New Jersey *Local Redevelopment and Housing Law*.²

1.0.2 As a result of the City's actions, Pleasantville is beginning to see a trend toward revitalization. Residential property values are escalating and developers are again showing interest. Clearly, programs made possible by the aforementioned designations are proving successful.

¹ Pleasantville was ranked the State's 39th most distressed community in the most recent update (1996).

² N.J.S.A. 40A:12A-1 et seq.



1.0.3 The ability of Pleasantville as a community to respond to these trends is critical if the City is to take full advantage of these improving conditions. Without proper planning, growth trends can reverse themselves or, alternatively, can escalate beyond the City's ability to manage the change.

1.1 **Municipal Master Plan**

1.1.1 The New Jersey *Municipal Land Use Law*³ requires municipalities to adopt a municipal Master Plan before it enacts a municipal development ordinance and municipal zoning. As specified in *MLUL* section 28, a municipal Master Plan is a report (with maps, diagrams and text) addressing two (2) mandatory and 11 optional development-related planning topics.⁴ It is prepared for and adopted by the municipal Planning Board as a policy document, and typically includes a series of recommended actions. Said recommendations have no force or effect however, until they are enacted by the municipal Governing Body by ordinance.

1.1.2 After initial adoption, the *MLUL*⁵ requires a municipality to periodically conduct a reexamination of its master plan and development regulations as follows:

The governing body shall, at least every six years, provide for a general reexamination of its master plan and development regulations by the planning board, which shall prepare and adopt by resolution a report on the findings of such reexamination. The reexamination report shall state:

- The major problems and objectives relating to land development in the municipality at the time of the adoption of the last reexamination report.
- The extent to which such problems and objectives have been reduced or have increased subsequent to such date.
- The extent to which there have been significant changes in the assumptions, policies, and objectives forming the basis for the master plan or development regulations as last revised, with particular regard to the density and distribution of population and land uses, housing conditions, circulation, conservation of natural resources, energy conservation, collection, disposition, and recycling of designated recyclable materials, and changes in State, county and municipal policies and objectives.

³ N.J.S.A. 40:55D-1 et seq. ("MLUL")

⁴ While optional under N.J.S.A. 40:55D-28, a Housing Plan Element is required by N.J.S.A. 40:55D-62 before a municipality may enact a Zoning Ordinance, thereby effectively making it a Mandatory Master Plan Element.

⁵ N.J.S.A. 40:55D-89



- The specific changes recommended for the master plan or development regulations, if any, including underlying objectives, policies and standards, or whether a new plan or regulations should be prepared.
- The recommendations of the planning board concerning the incorporation of redevelopment plans adopted pursuant to the *Local Redevelopment and Housing Law*, 40A:12A-1 et al. into the land use plan element of the municipal master plan, and recommended changes, if any, in the local development regulations necessary to effectuate the redevelopment plans of the municipality.

1.1.3 The City of Pleasantville first adopted a municipal Master Plan in 1979. This document was “reviewed” and “revised” in June of 1993,⁶ and further amended via reexamination in 1999 as required by law.⁷

The City’s original Zone Plan was adopted after adoption of the 1979 Master Plan. The current Zone Plan, along with companion development regulations, was adopted in 1987. Both have been modified periodically since initial adoption, the latest amendment to the Zoning Ordinance taking place in 2005 and the latest amendment to the Zoning Map taking Place in 2008.

1.2 **2008 Comprehensive Master Plan Update**

1.2.1 A Periodic General Reexamination of a municipal Master Plan is designed to 1) review the assumptions, policies, objectives and problems facing a municipality *since the last such reexamination* as well as within the context of current conditions, and 2) recommend changes in policies / regulations to address such conditions.

Such analyses, by definition, take an incremental approach to problem identification and problem solving and are filtered by past efforts. Accordingly, there are times when a fresh look at a community is advisable.

This Comprehensive Master Plan Update is designed to take such a fresh look by approaching each (addressed) Master Plan Element as if new. While previous efforts have been reviewed for background and context, the assumptions, policies and objectives forming the basis for the recommendations contained herein have not been constrained by prior decision making.

1.2.2 With the foregoing as background, this Comprehensive Master Plan Update is in full conformance with the requirements for municipal Master Plans under section 28 of the *Municipal Land Use Law* as well as the provisions for general periodic Master Plan Reexaminations under *MLUL* section 89.

⁶ 1999 Reexamination (p. 3).

⁷ N.J.S.A. 40:55D-89



- 1.2.3 Upon completion and adoption by the Pleasantville Planning Board, this document shall serve as the operative Master Plan for the City of Pleasantville.
- 1.2.4 Upon adoption by the Pleasantville Planning Board, recommendations concerning the City's development regulations contained herein may be enacted in the form of amendment(s) to the Chapter 290 (Zoning & Land Use) of the Pleasantville City Code, or such other regulatory or policy documents as may be necessary and appropriate. Such amendment(s) require adoption by the City Council by ordinance(s).
- 1.2.5 After adoption by the Planning Board, a copy of this Comprehensive Master Plan Update, with accompanying Planning Board Resolution, shall be sent to the County Planning Board and the municipal clerk of each municipality adjoining the City of Pleasantville.



2.0 DEFINITIONS

- 2.01 For the purposes of this Comprehensive Master Plan Update, and in addition to any terms defined within the body of this document, the following terms shall have the meaning as set forth in this section.
- 2.02 Terms presented as singular or plural, masculine or feminine, or present or past tense shall be construed within the context in which they occur.
- 2.1 “ADA” shall mean the Americans with Disabilities Act (42 U.S.C.A. ~ 12101 et. seq.).
- 2.2 “Black Horse Pike” shall mean U.S. Route 40/322.
- 2.3 “CAFRA” shall mean the specific body of environmental regulations administered by the New Jersey Department of Environmental Protection under the Coastal Area Facilities Review Act (N.J.A.C. 7:7E et seq.)
- 2.4 “California Avenue” a.k.a. County Road 636.
- 2.5 "Chapter 290" shall mean Chapter 290 of the Pleasantville City Code, otherwise known as the Zoning & Land Use Ordinance of the City of Pleasantville, as may be amended from time-to-time.
- 2.6 “City” shall have the same meaning as Pleasantville.⁸
- 2.7 “City Council” shall mean the municipal Governing Body of the City of Pleasantville.⁸
- 2.8 “City Clerk” shall mean the City Clerk of the City of Pleasantville, whose office is assigned to maintain the official files of the municipality.
- 2.9 “Comprehensive Master Plan Update” shall have the same meaning as 2008 Comprehensive Master Plan Update.
- 2.10 “COAH” shall mean the New Jersey Council on Affordable Housing within the New Jersey Department of Community Affairs.
- 2.11 “County” shall mean the County of Atlantic, State of New Jersey.
- 2.12 “Delilah Road” a.k.a. Atlantic County Road 646.
- 2.13 “FEMA” shall mean the Federal Emergency Management Agency.
- 2.14 “Governing Body” shall mean the City Council of the City of Pleasantville.⁸

⁸ Within the context of the various sections of this document, the terms “Pleasantville”, “City” and “Governing Body” shall mean the City Council of the City of Pleasantville.



- 2.15 "Land Use Ordinance" shall have the same meaning as "Chapter 290"
- 2.16 "*Local Redevelopment and Housing Law*" shall mean the New Jersey *Local Redevelopment and Housing Law* (N.J.S.A. 40A:12A-1 et seq.).
- 2.17 "Main Street" a.k.a. County Road 585.
- 2.18 "*Municipal Land Use Law*" or "*MLUL*" shall mean the New Jersey *Municipal Land Use Law* (N.J.S.A. 40:55D-1 et seq.).
- 2.19 "New Road" a.k.a. State Route 9.
- 2.20 "NJDCA" shall mean the New Jersey Department of Community Affairs and, by extension, shall include the individual divisions and/or offices within NJDCA, including the Office of Smart Growth and the Urban Enterprise Zone Authority.
- 2.21 "NJDEP" shall mean the New Jersey Department of Environmental Protection and, by extension, shall include the individual divisions within NJDEP responsible for implementation of the Coastal Zone Management Rules, CAFRA and other environmental regulations.
- 2.22 "NJDOT" shall mean the New Jersey Department of Transportation.
- 2.23 "OSG" shall mean the Office of Smart Growth (formerly known as the Office of State Planning) within the New Jersey Department of Community Affairs.
- 2.24 "PHA" shall have the same meaning as the Pleasantville Housing Authority.
- 2.25 "Planning Board" shall mean the Planning Board of the City of Pleasantville, established pursuant to section 23 of the Municipal Land Use Law and operating pursuant to the various regulations of the Land Use Ordinance.
- 2.26 "Pleasantville" shall mean the City of Pleasantville, a body corporate and politic, and unless otherwise indicated, includes its Governing Body, elected officials, officers and staff.⁸
- 2.27 "Pleasantville Housing Authority" shall mean the Housing Authority of the City of Pleasantville, an independent agency of the City charged with administering Federally-sponsored⁹ low income housing programs on behalf of the City.
- 2.28 "Pleasantville Urban Enterprise Zone" or "PUEZ" shall mean the Pleasantville Urban Enterprise Zone, operating under the "New Jersey Urban Enterprise Zones Act" (C.52:27 H-60 et seq.) and unless otherwise indicated, includes its appointed Board of Trustees, officers and staff.

⁹ Under the auspices of the United States Department of Housing & Urban Development ("HUD")



- 2.29 “Publication” shall mean the date printed on the cover of this Comprehensive Master Plan Update, which shall signify the date this document was finalized for submission to the Planning Board.
- 2.30 “Redevelopment Statute” shall have the same meaning as the *Local Redevelopment and Housing Law*.
- 2.31 “SJTA” shall mean the South Jersey Transportation Authority, the owner and operator of the Atlantic City Expressway.
- 2.32 “State Plan” shall mean the New Jersey State Development and Redevelopment Plan, Adopted March, 2001.
- 2.33 “Urban Enterprise Zone Authority” or “UEZA” shall mean the New Jersey Urban Enterprise Zone Authority, the state overseer of Urban Enterprise Zone activities under C.52:27H-60 et. seq.
- 2.34 “1979 Master Plan” shall mean the Master Plan of the City of Pleasantville, adopted in December of 1979.
- 2.35 “1993 Update” shall mean the reexamination of the 1979 Master Plan prepared by Remington & Vernick Engineers and adopted in November 10, 1993.
- 2.36 “1999 Reexamination” shall mean the reexamination of the 1979 Master Plan (as updated through the 1993 Reexamination) prepared by Remington & Vernick Engineers and adopted in July of 1999.
- 2.37 “2008 Comprehensive Master Plan Update” or “Comprehensive Master Plan Update” shall mean this instant document entitled 2008 Comprehensive Master Plan Update for the City of Pleasantville, Atlantic County, N.J., prepared by Remington, Vernick & Walberg Engineers (with date as appearing on the front cover hereof), including all appendices and related documents included herein by reference.