



## 5.0 STATEMENT OF OBJECTIVES, PRINCIPLES, ASSUMPTIONS, POLICIES & STANDARDS<sup>32</sup>

5.01 The *Municipal Land Use Law* requires that municipal Master Plan include a “Statement of Objectives, Principles, Assumptions, Policies and Standards upon which the constituent proposals for the physical, economic and social development of the municipality are based”.

5.02 The 1993 Update and the 1999 Reexamination detailed at length the historical issues and [then current] trends facing the City.

This Comprehensive Master Plan Update utilizes these efforts as background, and updates the Statement based on current conditions and policy direction.

5.03 In addition to satisfying the statutory requirement for the required Statement, this section will satisfy N.J.S.A. 40:44D-a, b. & c. as relates to the requirements for a Master Plan Reexamination under the *Municipal Land Use Law*.

5.04 For organizational purposes, issues comprising this Statement shall be classified via the various Master Plan Elements specified in the *Municipal Land Use Law*<sup>33</sup> ~ as applicable to Pleasantville.

A review of the issues facing the City reveals certain themes which overlap into various Subject headings. To eliminate duplication, to the extent possible, this section presents such recurring items as single entries when appropriate ~ but separately where the focus of the entry is materially different.

Accordingly, the following sections must be read as a single Statement.

### 5.1 General

5.1.1 Principle: The *Municipal Land Use Law*<sup>34</sup> grants municipalities the power to control the physical development of the lands within their corporate boundaries and provides fifteen (15) guiding purposes to be achieved by their land use / development regulations.

The City of Pleasantville affirms its commitment to these purposes and adopts same as general guidelines for this Comprehensive Master Plan Update, the Land Use Ordinance, policies and practices for all appropriate municipal agencies in the administration of their duties and responsibilities. Specifically:

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<sup>32</sup> “Statement”

<sup>33</sup> N.J.S.A. 40:55D-28

<sup>34</sup> N.J.S.A. 40:55D-2



1. Encourage municipal action to guide the appropriate use or development of all lands in this State, in a manner which will promote the public health, safety, morals, and general welfare;
2. Secure safety from fire, flood, panic and other natural and man-made disasters;
3. Provide adequate light, air and open space;
4. Ensure that the development of individual municipalities does not conflict with the development and general welfare of neighboring municipalities, the county and the State as a whole;
5. Promote the establishment of appropriate population densities and concentrations that will contribute to the well-being of persons, neighborhoods, communities and regions and preservation of the environment;
6. Encourage the appropriate and efficient expenditure of public funds by the coordination of public development with land use policies;
7. Provide sufficient space in appropriate locations for a variety of agricultural, residential, recreational, commercial and industrial uses and open space, both public and private, according to their respective environmental requirements in order to meet the needs of all New Jersey citizens;
8. Encourage the location and design of transportation routes which will promote the free flow of traffic while discouraging location of such facilities and routes which result in congestion or blight;
9. Promote a desirable visual environment through creative development techniques and good civic design and arrangement;
10. Promote the conservation of historic sites and districts, open space, energy resources and valuable natural resources in the State and to prevent urban sprawl and degradation of the environment through improper use of land;



11. Encourage planned unit developments which incorporate the best features of design and relate the type, design and layout of residential, commercial, industrial and recreational development to the particular site;
  12. Encourage senior citizen community housing construction;
  13. Encourage coordination of the various public and private procedures and activities shaping land development with a view of lessening the cost of such development and to the more efficient use of land;
  14. Promote utilization of renewable energy resources;
- and
15. Promote the maximum practicable recovery and recycling of recyclable materials from municipal solid waste through the use of planning practices designed to incorporate the State Recycling Plan goals and to complement municipal recycling programs.

5.1.2 Principle: Pleasantville recognizes the City's need to manage growth while protecting against the potential negative impacts of growth.<sup>35</sup>

The State of New Jersey, through the State Plan, has designated nearly all of Pleasantville<sup>36</sup> as a PA-1: Metropolitan Planning Area. Metropolitan Planning Areas are designed to provide for much of the state's future growth through revitalization of cities and towns; promotion of growth in compact forms; stabilization of older suburbs; redesign of areas of sprawl; and protection of the character of existing stable communities.<sup>37</sup>

While growth in general ~ and commercial growth in particular ~ is welcomed in Pleasantville, the ability to manage growth so as not to overburden City services is anticipated to remain a concern in perpetuity.

- A. *Objective*: City Planners affirm to use all of the tools and programs at their disposal to ensure that growth in Pleasantville is comprehensively planned and managed in as orderly a fashion as possible.

<sup>35</sup> The 1999 Reexamination is silent on this issue.

<sup>36</sup> Exhibit 7

<sup>37</sup> State Plan (pp.155-156)



5.1.3 Principle: Pleasantville recognizes that the economic and development environment in the City has undergone a rapid transformation over the past several years, and that the City's planning and development-related policies have not always been able to keep pace.

In June 2003, the City commissioned the City Engineer to prepare new and updated Tax Maps utilizing current digital / electronic technology and reflecting the most recent lot geometry (subdivisions and consolidations). While such process was required as a prerequisite to the [then] pending Citywide tax assessment revaluation project, it is the City's intention to utilize such new mapping as the base map for all future City mapping projects, many of which, heretofore, utilized old, manually-drawn maps. Such maps were completed and approved for use by the State's Division of Taxation, Department of Treasury, in October 2007.

- A. *Objective*: Review and update municipal policies and regulations on an ongoing basis to ensure that Policymakers are working with the most up-to-date information.
- B. *Objective*: Utilize the updated Pleasantville tax maps as the basis for the new Zoning Map to be created as part of this Comprehensive Master Plan Update. Adjust Zoning District Boundary Lines adjusted to reflect current parcel geometry.
- C. *Objective*: Continue to update the City's tax maps as necessary as the base map for all other pertinent City mapping. Continue to update the City's Zoning and other maps as necessary in order to maintain the most up-to-date reference documents.

5.1.4 Principle: Pleasantville recognizes that as an older, nearly built-out community, growth and improvement will generally be in the form of redevelopment and that the State of New Jersey and the Federal Government has several tools to assist the City in its efforts toward revitalization.

- A. *Objective*: Maximize use of the tools available from the State and Federal governments in the revitalization of the City; principally, but not exclusively, the New Jersey *Local Redevelopment and Housing Law* and the New Jersey Urban Enterprise Zone program.
- B. *Objective*: Reverse or remove conditions which has caused the City, in whole or in part, to be designated, variously, an Area In Need of Redevelopment or an Area In Need of Rehabilitation under the *Local Redevelopment and Housing Law*.
- C. *Objective*: Eliminate blighting influences and prevent the spread of blight by the application of comprehensive Redevelopment Plan and other appropriate controls.



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- A. *Objective*: Maximize use of the tools available from the State and Federal governments in the revitalization of the City; principally, but not exclusively, the New Jersey *Local Redevelopment and Housing Law* and the New Jersey Urban Enterprise Zone program.
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- D. *Objective:* Provide for the activation of underutilized lands which represent a lost opportunity for valuable contribution to the welfare of the community.
- E. *Objective:* Provide for the renovation, rehabilitation or replacement of substandard and/or underproductive buildings or improvements where such conditions, singularly or in combination, are detrimental to the safety, health and welfare of the community.
- F. *Objective:* Provide for the removal and replacement of substandard buildings or improvements where renovation or rehabilitation is not practicable, including where such structures do not lend themselves to reuse in a manner consistent with these Principles and Objectives.
- G. *Objective:* Protect and enhance lands and buildings which of themselves are not detrimental to the public health, safety or welfare, but the inclusion of which under the City's redevelopment efforts is necessary, with or without change in their condition, for the effective revitalization of a particular area.

## 5.2 Land Use Policy

- 5.2.1 Principle: Pleasantville recognizes the need for the City to encourage a varied mix of land uses in order to ensure that the quality of life for City residents is maintained.

At Publication, extensive efforts by the City to attract various types of growth ~ in various sections of the City ~ have been implemented, with others scheduled to commence in the near future. These efforts include residential growth in the Lakes Bay Waterfront, commercial redevelopment in the City Center Area and light industrial uses at the Cambria section of the City. These initiatives are not viewed as ends in-and-of themselves, but as the beginning of Pleasantville's renaissance. As such, they are anticipated to serve as anchors for the continued redevelopment of the City.

- A. *Objective:* Encourage a variety of land uses and building types in order to attract a diverse population of residents and businesses; thereby affording the best chance to comprehensively redevelop the City.
  - B. *Objective:* City Planners affirm to use all of the tools and programs at their disposal to encourage a mix of varied land uses to ensure that the quality of life for the residents of the City is maintained.
- 5.2.2 Principle: Pleasantville recognizes the need to maximize, to the extent practicable, Smart Growth Planning Principles in the revitalization of the community. Specifically:
    - A. *Objective:* Collaborate on Solutions: Community and stakeholder collaboration is critical in development decision-making.



- D. *Objective:* Provide for the activation of underutilized lands which represent a lost opportunity for valuable contribution to the welfare of the community.
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    - A. *Objective:* Collaborate on Solutions: Community and stakeholder collaboration is critical in development decision-making.



- B. *Objective:* Provide for an appropriate mixing of Land Uses.
- C. *Objective:* Encourage infill development and redevelopment. Strengthen and direct future development to areas of existing infrastructure.
- D. *Objective:* Plan and build master planned communities utilizing compact, clustered design, walkable neighborhoods and distinctive, attractive amenities offering a sense of place.
- E. *Objective:* Conserve and preserve open space and scenic resources.
- F. *Objective:* Provide transportation and housing choice and opportunities.
- G. *Objective:* Lower barriers and provide opportunities for smart development.
- H. *Objective:* Utilize High Quality Planning and design Techniques in order to create an environment for predictable, fair and cost-effective development decisions.

5.2.3 Principle: Pleasantville recognizes the need to maximize use of the State Plan's designation of Pleasantville as a 'PA-1 (Metropolitan) Planning Area' in order to support growth and (re)development.

- A. *Objective:* Support economic development activity designed to make appropriate use of the City's resources.
- B. *Objective:* Employ the Redevelopment Statute where applicable to achieve these and other municipal objectives.
- C. *Objective:* Recognizing the urban, fully-developed nature of the City, the special nature of Pleasantville's location vis-à-vis the marine tidal marshes and the Atlantic City Skyline and the opportunities presented by these elements, explore modification in the City's development regulations in order to take advantage of Pleasantville's assets and designations while appropriately protecting the natural environment.
- D. *Objective:* Within the context of Objective 5.2.3 C. herein, explore Vertical Development as a means to provide for the creation of housing units and service a segment of the housing market not currently represented in the City, increase homeownership opportunities and to support the economic and other Policies of this Comprehensive Master Plan Update, including Policies and Objectives designed to support the redevelopment of the City's commercial downtown.
- E. *Objective:* Within the context of objectives A. through D, and as an objective in-and-of itself, discourage inappropriate and incompatible land uses where such uses would serve to negatively impact existing development patterns.



F. *Objective:* Within the context of objectives A. through E, and to the extent practical, modify existing Zone Boundary Lines to eliminate instances where a zone boundary line bisects a lot or block.

5.2.4 Principle: Pleasantville recognizes the need to maximize use of the *Local Redevelopment and Housing Law* as a tool for its revitalization.

A. *Objective:* Reorganize and replan lands within the City via a combination of infrastructure improvements, land consolidation and subdivision and other mechanisms in order to create marketable parcel(s) for redevelopment purposes.

B. *Objective:* Institute land use and building controls to promote the redevelopment while remaining sensitive to the surrounding environmental conditions and stakeholders.

C. *Objective:* Remove obstacles to land disposition and development; provide for land uses which are not detrimental to the safety, health, morals, or welfare of the community; and eliminate permitted land uses which have the potential to cause disruption to adjacent communities.

5.2.5 Principle: Pleasantville recognizes that development applications often ignore architectural detail in favor of less expensive, often bland, stark and utilitarian façade designs which detract from the aesthetics of the City.

While the Planning and Zoning Boards have seen some success in encouraging developers to design buildings with more variety and interest, their power to compel better design is somewhat limited. Although nominally an aesthetic issue, such architecture impacts the stability of neighborhoods and is recognized by the *Municipal Land Use Law* as one of the purposes of that act.

A. *Objective:* Formally endorse and maximize use of the Design Criteria for the Central Business District prepared by the City's Urban Enterprise Zone (section 6.3.2 A. (5) g. ii herein) as a tool for the Planning Board, Zoning Board and the Zoning Officer.

B. *Objective:* Establish within the Land Use Plan and Land Use Ordinance, as appropriate, additional Architectural design standards to promote a desirable visual environment and ensure the continued visual integrity of the commercial<sup>38</sup> and residential sections of the City.

5.2.5 *Policies and Standards* related to land use in Pleasantville are more fully detailed in the Land Use Plan Element (Section 6.0) of this Comprehensive Master Plan Update.

<sup>38</sup> Outside of the Central Business District



### 5.3 Housing Policy

5.3.1 Principle: Pleasantville recognizes the need to stabilize and protect its residential neighborhoods and to undertake efforts to insure decent, safe and sanitary housing for all its residents.

- A. *Objective*: Strengthen and support the City's code enforcement efforts to ensure that all buildings in the City conform to acceptable property maintenance and other appropriate standards.
- B. *Objective*: Stabilize existing residential neighborhoods by eliminating negative influences and preventing the spread of such influences by the application of comprehensive controls.
- C. *Objective*: Adopt a deconversion Ordinance as part of the City's code enforcement efforts to insure that large single-family residential structures are not illegally converted into rooming houses or apartment buildings and to require deconversion where illegal conversions are found to exist.
- D. *Objective*: Maintain the adopted Land Use Plan and Land Use Ordinance as a rational plan to regulate development patterns and reinforce the integrity of the City's residential neighborhoods and commercial districts.
- E. *Objective*: Establish within the Land Use Plan and Land Development Use, as appropriate, specific standards to ensure the continued integrity of the residential sections of the City.
- F. *Objective*: Maintain the City's efforts to reduce Residential Density in its single-family Zoning Districts to appropriate levels.

5.3.2 Principle: Pleasantville recognizes the need to provide for the creation of housing units to service a segment of the housing market not currently represented in the City as well as the need to provide for increased homeownership opportunities in the City.

- A. *Objective*: Provide for the renovation, rehabilitation or replacement of substandard dwelling units within the City with decent, safe and sanitary residential units, including both rental and ownership housing and housing for a variety of age groups and affordability ranges.

5.3.3 Principle: Pleasantville recognizes the need for affordable housing in the City, including workforce housing targeted toward the needs of the employee base in Atlantic City.

The active real estate market in the region has impacted the availability of lower cost housing in the City. The high price of real estate in neighboring



municipalities has made the relatively lower-priced Pleasantville housing market more attractive; thereby driving the price of City real estate to a point where it is becoming unaffordable to the traditional Pleasantville homebuyer.

In addition to being an optional Master Plan Element under the *Municipal Land Use Law*, a Housing Plan Element and Fair Share (Affordable Housing) Plan is required by the Fair Housing Act.<sup>39</sup> A Housing Element therefore became a *required* element of a municipal Master Plan in August 1988.

Pleasantville addressed affordable housing policy as part of the 1999 Reexamination by recognizing that the COAH “Second Round Substantive Rules” then in place did not provide for an Affordable Housing Obligation for the City. Accordingly, a reexamination to the City’s Housing Plan Element was deferred until the next [i.e. this] Master Plan effort.

In 2004, COAH’s “Third Round Methodology and Rules”, which imposed a Growth Share Obligation on municipalities in the form of one affordable housing unit for every 8 market rate units constructed and one affordable housing unit for every 25 jobs created ~ became effective in December 2004.

While the City’s Housing Element and Fair Share Plan were under development as part of this Comprehensive Master Plan Update, the New Jersey Court, Appellate Division, responding to an appeal brought by affordable housing advocacy groups, invalidated COAH’s Third Round Methodology and 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.

COAH published its amended Third Round Methodology and Rules in the New Jersey Register in January 2008, with comments due by mid-March 2008. The rules were adopted in June 2008, with an effective date of December 2008.

Such Rules provide for, inter alia, a Growth Share Obligation of one affordable housing unit for every four (4) market rate units constructed and one affordable housing unit for every 16 jobs created. These regulations are viewed as overly onerous on a City like Pleasantville, with its overabundance of low and moderate income households and its efforts toward economic revitalization. Pleasantville’s comments submitted to COAH expand on the City’s situation and seek relief from any Growth Share Obligation.

Additionally, in July 2008, the legislature has adopted and the Governor has signed additional amendments to the COAH regulations.

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<sup>39</sup> mandating that all municipalities that choose to enact and enforce zoning ordinances must prepare a Housing Element as part of the community’s Master Plan (N.J.S.A. 52:270-301 et seq.)



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 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, just not at the level mandated by COAH.

- 5.3.4 *Policies and Standards* related to Housing in Pleasantville will be more fully detailed in the Housing Plan Element of this Comprehensive Master Plan Update (section 7.0 herein), which shall be prepared to meet the City's obligations in a manner deemed appropriate to the overall needs of the City of Pleasantville.

#### 5.4 Circulation Policy

- 5.4.1 Principle: Pleasantville recognizes a concern for the safe, orderly and efficient movement of vehicular traffic and pedestrians throughout the City.

The past several years have seen a growing number of incidents of vehicular accidents in various sections of the City. Included in these statistics is an alarming increase in the number of serious accidents involving pedestrians.

- A. *Objective*: Identify and address conditions which have caused serious and tragic incidents on the Black Horse Pike during the evening hours.
  - B. *Objective*: Identify and address conditions of conflict between vehicular traffic on New Road and Delilah Road and students going to and leaving from the school complex on Reading Avenue and Mill Road.
  - C. *Objective*: Identify and address conditions of conflict between vehicular / pedestrian and vehicular / bicycle traffic along Main Street (CR 585) in the City's downtown commercial areas.
- 5.4.2 Principle: Pleasantville recognizes the need for the City to promote mass transit to the maximum extent possible.
- A. *Objective*: Maximize the City Transit Village designation for developmental and programmatic improvements to the ½-mile area surrounding the Pleasantville Bus Station (operated by New Jersey Transit) and elsewhere in the City.
  - B. *Objective*: Promote the goals, objectives and program initiatives of the City's Transit Village,<sup>40</sup> including the creation of adequate parking supply in order to support jobs and business opportunities in the vicinity of the City Center Area.

<sup>40</sup> A Transit Village is a compact, transit-supportive, mixed-use district within walking distance of a mass transit station. The City was awarded Transit Village designation in 1998 under then-Governor Whitman's "Transportation Vision for the 21<sup>st</sup> Century".



- C. *Objective:* Utilize the tools and powers of the Redevelopment Statute and other pro-development regulations to encourage transit ridership.
- D. *Objective:* Utilize the tools and powers of the Local Redevelopment and Housing Law and other pro-development regulations to achieve Objectives i. and ii. herein.

5.4.3 Principle: Pleasantville recognizes that its north/south street system, as well as Delilah Road is inadequate to accommodate rush-hour traffic from Atlantic City to the County's bedroom communities.

- A. *Objective:* Review the feasibility of increasing the number of one-way paired streets in the City in an effort to reduce congestion on current two-way streets.

5.4.4 Principle: Pleasantville recognizes that the City's bicycle paths, while typically thought of as recreational facilities, have the ability to serve as transportation corridors, facilitating pedestrian and bicycle movement through the City and connecting Pleasantville with Northfield to the south and Egg Harbor Township to the west. At Publication, the City had completed bicycle paths from:

- Devin's Lane to New Road and then east to just before Block 59 / Lot 30.
- Ridgewood Avenue to the south side of the railroad bridge over the Black Horse Pike
- the north side of the railroad bridge to Chestnut Avenue / Second Street.

Additionally, improvements to the railroad bridge and Block 59 were pending funding approval from the UEZ. Completion is expected in the 3<sup>rd</sup> quarter 2008.

- A. *Objective:* Maximize the use of the bicycle paths as a means of circulation for the City's population. Encourage pedestrian and bicycle use as opposed to private automobiles on the City's street system.

5.4.5 Principle: Pleasantville recognizes that its inventory of parking spaces in the City's commercial downtown is inadequate to satisfy the demand generated at present, and will be increasingly inadequate as the City's downtown revitalization efforts become reality.

- A. *Objective:* Develop a comprehensive strategy to address parking issues in Pleasantville, specifically as relates to the Central Business District and surrounding areas.
- B. *Objective:* Institute parking requirements and create a Schedule of Required Parking Spaces per uses in the Central Business District, which currently has no parking requirement.



- C. *Objective:* Review existing parking requirements in the Schedule of Required Parking Spaces to insure their adequacy.
- D. *Objective:* Continue to utilize governmentally-owned land in strategic sections of the City for public parking. Explore the feasibility of developing one (1) or more structured parking garages on these lands.
- E. *Objective:* Utilize the municipal Parking Utility created in October 2002<sup>41</sup> for operation of the parking lots / structures.
- F. *Objective:* In order to fund the centralized parking structures referenced in Objective 5.4.5 E. herein, institute “in-lieu-of” parking fees wherein developers could opt to “buy-down” some portion of their parking requirement by payment of an established amount which would be dedicated to the construction and/or ongoing operation of such parking facilities.

5.4.6 *Policies and Standards* related to circulation (and parking) in Pleasantville are more fully detailed in the Circulation Plan Element (Section 10.0) of this Comprehensive Master Plan Update.

## 5.5 Utilities & Infrastructure Policy

5.5.1 Principle: Pleasantville recognizes that its aging utility infrastructure is in general need of repair and may not be adequate to service the scope of development envisioned for the revitalized City.

A Storm Sewer Ordinance,<sup>42</sup> regulating on-site and off-site storm water discharge for new development, in conjunction with NJDEP’s Storm Water Management (MS-4) Rules,<sup>43</sup> was adopted in July 2006.

- A. *Objective:* Prepare a 6-year capital improvement plan consistent with N.J.S.A. 40:55D-29&30 to include subsurface utilities under City control.
- B. *Objective:* In addition to any municipal program of capital improvements, continue the policy of utilizing Urban Enterprise Zone funds to underwrite infrastructure improvements required for economic development projects when eligible.
- C. *Objective:* Review and, if necessary, revise City Code Chapter 255 (Streets and Sidewalks) regarding regulations requiring developers to construct / reconstruct curbs and sidewalks surrounding their facilities and to resurface all adjacent roadways to the centerline of the street as part of the project.

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<sup>41</sup> Via Ordinance No. 34-2002

<sup>42</sup> Ordinance No. 25-2006

<sup>43</sup> N.J.A.C. 7:8-1.2 et. seq. (as amended).



- D. *Objective:* Evaluate upgrades to the storm drainage system(s) in the City as appropriate. Evaluate tidal flooding problems and maintain, repair and replace stormwater facilities upon deterioration.
- E. *Objective:* Work with private utility providers<sup>44</sup> to insure adequate and appropriate upgrades to the City's infrastructure systems, including, but not limited to, finalizing planned improvements to the water distribution system as relates to fire protection throughout the City.

5.5.2 *Policies and Standards* related to utilities and infrastructure in Pleasantville are more fully detailed in the Utility Plan Element (Section 11.0) of this Comprehensive Master Plan Update.

## 5.6 Community Facilities, Open Space & Recreation Policy

5.6.1 Principle: Pleasantville recognizes that active and passive recreation is a critical component of a healthy residential community and that adequate recreation facilities and supporting amenities should be provided for City residents.

While the City can boast of a network of parks and playgrounds throughout the community, connecting bicycle paths and an active Recreation Department which sponsors programs for residents of all ages, the provision of adequate recreation for all City residents is anticipated to remain a concern in perpetuity.

- A. *Objective:* Continue to maintain the City's passive parks and active playgrounds with equipment designed for a use by a variety of age and ability levels.
- B. *Objective:* Provide for the appropriate illumination of all parks, playgrounds and bicycle paths to insure the safety of users.
- C. *Objective:* Create outdoor recreation opportunities based around the redeveloped municipal Marina. Provide for commercial, recreational, educational and other supporting uses to serve as amenities to the (new and existing) waterfront residential community and which are normal and customary to a full-service recreational marina.
- D. *Objective:* Prior to this Comprehensive Master Plan Update, the City leased the privately-owned land across Mulberry Avenue from the Pleasantville Recreation Center for Recreation Center parking. In or about July, 2007, the owner of this land made application to the City's Zoning Board for the construction of single-family homes on this lot. Accordingly, the City is required to find an alternate parking lot prior to commencement of construction.

<sup>44</sup> Electric, gas, communications, etc.



At Publication, the City had acquired the land necessary to replace the privately-owned parking area and had completed the design of the new parking lot. Construction was pending allocation of funding.

- 5.6.2 Principle: Pleasantville recognizes the need for the City to protect its natural resources while maximizing use of the State Plan's designation of Pleasantville as a 'PA-1 (Metropolitan) Planning Area' in order to support growth and (re)development.

Located in New Jersey's Coastal Zone, development in Pleasantville is regulated by CAFRA and the Coastal Zone Management Rules. Within the context of these and other environmental regulations, City Planners have expressed the desire to respect and protect the City's natural environment where appropriate and to foster resource-friendly development where possible.

- A. *Objective*: Support economic development activity designed to make appropriate use of the City's resources.
  - B. *Objective*: Employ the Redevelopment Statute where applicable to achieve these and other municipal objectives.
  - C. *Objective*: Recognizing the urban, fully-developed nature of the City, the special nature of Pleasantville's location vis-à-vis the marine tidal marshes and the Atlantic City Skyline and the opportunities presented by these elements, explore modification in the City's development regulations in order to take advantage of Pleasantville's assets and designations while appropriately protecting the natural environment.
  - D. *Objective*: Within the context of Objective 5.6.2 C herein, explore Vertical Development as a means to provide for the creation of housing units and service a segment of the housing market not currently represented in the City, increase homeownership opportunities and to support the economic and other Policies of this Comprehensive Master Plan Update, including Policies and Objectives designed to support the redevelopment of the City's commercial downtown.
  - E. *Objective*: Create a Conservation Zone along the City's eastern boundary where the bay and marine tidal marshlands make development unpermissible under NJDEP regulations.
- 5.6.3 Principle: Undertake a Green Buildings and Environmental Sustainability Plan Element to the Master Plan as funding becomes available. Until such time, address 'green' technologies within the context of Chapter 290.
- A. *Objective*: Encourage 'green' technologies (windmills, solar, geothermal, etc.) as accessory uses in new construction and building rehabilitation and as principal uses *at appropriate locations* within the City (i.e., where such uses do not conflict with neighboring land uses).



B. Objective: Encourage LEED (“Leadership in Energy & Environmental Design”) building systems and technologies in all Projects as appropriate.

5.6.3 Principle: Pleasantville recognizes that aspects of its current educational physical plant (schools) are aging, undersized or otherwise may no longer be appropriate to support the City’s current and projected School population.

A. *Objective*: Work with the Pleasantville Board of Education to address physical plant issues facing the school system, including, but not limited to, issues identified within the Board of Education’s Long Range Facilities Plan, provided that these proposals do not conflict with the City’s larger revitalization efforts.

B. *Objective*: Explore the appropriate adaptive reuse of buildings or redevelopment of lands currently used by the Board of Education (for schools or other purposes) if and when said buildings or lands are no longer required by the Board.

5.6.4 Principle: Pleasantville recognizes that the City has undergone a rapid transformation over the past decade, and that certain of the City’s policies and procedures have not been able to keep pace.

A. *Objective*: Update the City’s Open Space and Recreation Inventory (“ROSI”) to reflect current conditions.<sup>45</sup>

5.6.5 *Policies and Standards* related to Community Facilities and Recreation in Pleasantville are more fully detailed in the Community Facilities Plan Element (Section 12.0) and the Open Space & Recreation Plan Element (Section 13.0) of this Comprehensive Master Plan Update.

## 5.7 Economic Development Policy

5.7.1 Principle: Pleasantville recognizes that its Urban Enterprise Zone is the lead agency for the promotion of economic development in the municipality and reaffirms its commitment to the goals and objectives of the PUEZ.

A. *Objective*: Expand the Urban Enterprise Zone Boundaries to facilitate economic growth and redevelopment projects as appropriate.

B. *Objective*: Provide for the redevelopment of lands and the establishment of businesses within the City’s Urban Enterprise Zone; thereby increasing the resources available to the Urban Enterprise Zone for economic development programs elsewhere in the City.

C. *Objective*: Amend the PUEZ 5-Year Zone Development Plan in order to remain consistent with the concepts adopted under this Comprehensive Master Plan Update.

<sup>45</sup> By letter dated March 26, 2008, NJDEP removed Block 430, Lot 25 from the ROSI in order for this lot to be used as part of the Board of Education’s Early Childhood Education Center.



- D. *Objective:* Utilize the Zone Development Plan as the Economic Plan Element for this Comprehensive Master Plan Update. Support and advance the goals, objectives and program initiatives of the PUEZ, including, but not limited to:
- the creation of jobs targeting the full spectrum of skill-levels; thereby providing the widest possible employment base for City residents; and
  - the creation of business opportunities in order to provide for the expansion of existing City businesses as well as to attract new businesses to Pleasantville.
- E. *Objective:* Assist the PUEZ in its efforts to encourage the growth of existing business and attract and develop new business opportunities; thereby increasing employment and job opportunities for the City.

5.7.2 Principle: Utilize all the tools and powers available to the City through the *Local Redevelopment and Housing Law*, Urban Enterprise Zone and other pro-development programs to support economic development in Pleasantville.

- A. *Objective:* Where appropriate, utilize zoning, tax abatement and other financial and non-financial incentives and programs to achieve these Principles and Objectives.
- B. *Objective:* Maximize commercially-zoned lands where appropriate.
- C. *Objective:* Encourage business retention, expansion and attraction by providing for the reorganization, consolidation and, where necessary, relocation of existing operations to suitable locations in the City; thereby allowing for the development of facilities appropriate for each such use and insuring that uses are compatible with their surroundings.
- D. *Objective:* Generate new tax ratables and maximize tax revenue by returning to productive use, lands which are currently unutilized / underutilized, undeveloped / underdeveloped, abandoned or deteriorated, including lands which are owned by the municipality, and which, for various reasons are not likely to be developed solely through the instrumentality of private capital.
- E. *Objective:* Recognizing the financial and planning realities related to urban redevelopment projects, make available such assistance as may be at the City's disposal ~ through the powers of the Redevelopment Statute, the Urban Enterprise Zone and/or other pro-development programs ~ to assist qualified Projects. Such assistance may include, but need not be limited to, the dedication, vacation and/or expansion of certain municipal rights-of-way, the granting of air- or subsurface rights thereto, making (or, with the [re]developer, making joint) application for state and/or federal grant funds, making (or, with the [re]developer, making joint) application for state and/or federal environmental and/or other permits required to advance a Project.



5.7.3 Principle: Pleasantville recognizes the need for the City to create a sense of identity for the municipality in general and the Downtown area specifically.

- A. *Objective*: Continue to establish standards for coordinated awning, lighting, signage and street furniture in order to provide a sense of place for various sections of the City, including the Building Façade Design Criteria (section 6.3.2 A. (5) g. ii)<sup>46</sup> generated by the Urban Enterprise Zone as guidelines for the external treatment of buildings.
- B. *Objective*: In conjunction with Objective B. i., utilize the City sponsored Redevelopment projects in the City Center, Cambria Avenue, Lakes Bay and Narcissus Avenue areas as templates for the branding of these areas; thereby not only improving the subject area, but providing a positive influence on adjacent blocks.
- C. *Objective*: Since before 2000, the City has employed the slogan “Pleasantville: A City Really on the Move” as the guiding philosophy for the revitalization of the municipality and as a tagline to reinforce the sense that Pleasantville is an attractive place for people to live, work and visit.

While this slogan has served the City well, it has been the sense of municipal policymakers that it was time to update this tagline.

In 2008, the City, through the Urban Enterprise Zone, commissioned a public relations firm to work on ‘re-branding’ concepts for Pleasantville and was working cooperatively with the Redeveloper for the City Center Area in ‘area-specific’ marketing concepts. At Publication, the City has adopted the phrase “Pleasantville, Feel the Energy” and the Urban Enterprise Zone has adopted “Join Us and Grow” for its new marketing campaigns.

This Comprehensive Master Plan Update recommends that the City continue these and other efforts to market Pleasantville as an attractive place to live, work, shop and enjoy.



<sup>46</sup> On file with the City's Construction Official.



5.7.4 *Policies and Standards* related to Economic Development in Pleasantville are more fully detailed in the PUEZ 5-Year Zone Development Plan on file at the Urban Enterprise Zone offices.

## 5.8 **Historic Preservation Policy**

5.8.1 Principle: Pleasantville recognizes that the City's history is not represented by historic buildings, but in the social history of the people and institutions.

Over the past several years, the architecturally significant First National Bank building at Main Street and Washington Avenue was demolished to make way for the Business Resource Center at 2 S. Main Street and the former Pleasantville High School at Franklin and Ansley Avenues was demolished as part of the Lakes Bay Waterfront Redevelopment project. While members of the community mourn the loss of these structures, their demolition was required in order to permit larger projects with significant positive impact for the overall revitalization of the City.

Accordingly, City Planners reaffirm that while a certain level of nostalgia may attach to certain buildings and development patterns, such emotion should not limit the City's ability to create or support projects with larger significance for the revitalization of the municipality.

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