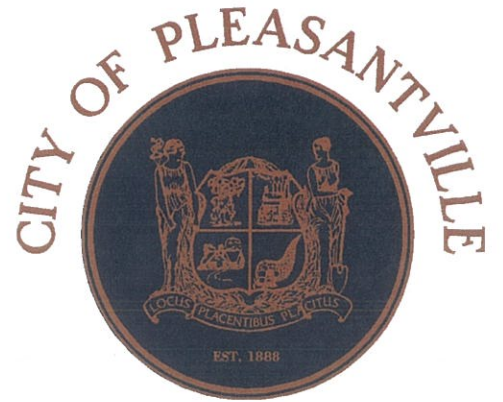


# Pleasantville Master Plan Reexamination



Prepared by  
Rutala Associates  
November 10, 2015





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**MASTER PLAN REEXAMINATION**

**PLEASANTVILLE, NEW JERSEY**

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# MASTER PLAN REEXAMINATION

## PLEASANTVILLE, NEW JERSEY

### 1. Introduction

The Master Plan is a document that sets forth the policies for land development and redevelopment as envisioned by the City and is adopted by the Planning Board. It is intended to guide both the public and private sectors in making decisions involving development. Through its goals and objectives, the Master Plan sets out a vision for the City in the years to come.

The New Jersey Municipal Land Use Law (MLUL) requires that each municipality in New Jersey undertake a periodic review and reexamination of its local Master Plan and municipal development regulations at least every ten years in order to determine the need for updates and revisions. This report constitutes the Master Plan Reexamination Report for the City of Pleasantville as required by the MLUL (N.J.S.A. 40:55D-89). The Reexamination Report is also part of the City's continuing comprehensive planning process. The City and its Planning Board have adopted numerous master plan and redevelopment reports over the years

The City of Pleasantville adopted a comprehensive Master Plan in 1979. Subsequently, the Planning Board adopted an update in 1993. This Reexamination Report serves as a review of the Pleasantville Master Plan dated November 2008.

This master planning effort is being fully funded by a grant provided by the New Jersey Department of Community Affairs (NJDCA). NJDCA has allocated Community Development Block Grant – Disaster Recovery funds for this program.

### 2. Background

The City of Pleasantville is located in Atlantic County and is approximately 7.29 square miles. The City is bounded Egg Harbor Township on the west and south, Northfield Township to the south, by the Absecon Bay and Atlantic City to the east and the City of Absecon to the north.

The City was originally settled in the 1700s and was comprised of a number of villages, including Risleyville, Pleasantville, Mt. Pleasant and Smith's Landing. These villages







### **3. Requirements of the Periodic Reexamination Report**

The MLUL requires that the Reexamination Report address each of following statutory requirements:

- 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 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.
- 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," P.L.1992, c. 79 (C.40A:12A-1 et seq.) 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.

### **4. General Municipal Goals**

The Municipal Land Use Law empowers municipal governments with the right to control the physical development of the lands within their bounds. N.J.S.A. 40:55D-2 of the Municipal Land Use Law, as amended, lists 15 general purposes regarding the local planning process. The City reaffirmed these general goals, listed below, in the 2008 Master Plan and does so again in this Reexamination Report.

(a) To encourage municipal action to guide the appropriate use or development of all lands in this state in a manner that will promote the public health, safety, morals and general welfare;

- (b) To secure safety from fire, flood, panic and other natural and man-made disasters;
- (c) To provide adequate light, air and open space;
- (d) To 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;
- (e) To promote the establishment of appropriate population densities and concentrations that will contribute to the well-being of persons, neighborhoods, communities and regions and the preservation of the environment;
- (f) To encourage the appropriate and efficient expenditure of public funds by the coordination of public development with land use policies;
- (g) To 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;
- (h) To encourage the location and design of transportation routes that will promote the free flow of traffic while discouraging location of such facilities and routes that result in congestion or blight;
- (i) To promote a desirable visual environment through creative development techniques and good civic design and arrangements;
- (j) To 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;
- (k) To 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;
- (l) To encourage senior citizen community housing construction;
- (m) To 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;
- (n) To promote utilization of renewable energy sources; and
- (o) To 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.

(p) To enable municipalities the flexibility to offer alternatives to traditional development, through the use of equitable and effective planning tools including clustering, transferring development rights, and lot-size averaging in order to concentrate development in areas where growth can best be accommodated and maximized while preserving agricultural lands, open space and historic sites.

## **5. Review of Current Planning Documents**

The following documents were reviewed and considered in the development of this Reexamination.

### **Master Plans**

- City of Pleasantville Municipal Master Plan, 1979
- Revised Municipal Master Plan, 1993
- City of Pleasantville Reexamination Report, 1999
- Recreation Master Plan, 2001
- Comprehensive Master Plan Update, 2008

### **Other Plans**

- Zone Development Plan for the Pleasantville Urban Enterprise Zone
- Transit Village Development Plan
- Revitalization Plan for the Urban Coordinating Council Area
- Neighborhood Preservation Program Plan (Waterfront District)
- Neighborhood Preservation Program Plan (Midtown District)
- Weed and Seed Program Plan
- Rehabilitation Plan for the City –Owned Land Disposition Program, 2003
- Amended and Restated Redevelopment Plan for the Cambria Avenue Redevelopment Area, 2006
- Redevelopment Plan for the Expanded City Center Area, 2007
- Redevelopment Plan for the California Avenue Tract, 2008
- Redevelopment Plan for Block 189 Rehabilitation Area, 2010
- Redevelopment Plan for the Narcissus Avenue Rehabilitation Area, 2010
- Local Government Energy Audit Report, 2011

- Amended and Restated Redevelopment Plan for the Lakes Bay Waterfront Redevelopment Area, 2011
- Rehabilitation Plan for Woodland Terrace – New Hope Community
- City of Pleasantville Hazard Mitigation Grant Applications, 2013
- City of Pleasantville Bicycle and Pedestrian Circulation Study, 2013
- Strategic Recovery Planning Report, 2014
- City of Pleasantville “Getting to Resilience” Recommendation Report, 2015

## **Section 1 - Major Problems and Objectives in 2008 and the Extent to Which Problems and Objectives Have Been Reduced or Have Increased**

### **5.1.1 Master Plan Update 2008**

The Master Plan Update 2008 outlined a detailed set of goals and objectives that were to guide the City’s future for General Development, Land Use, Housing, Circulation, Utilities and Infrastructure, Community Facilities, Open Space & Recreation, Economic Development and Historic Preservation. Those goals and objectives are listed below.

#### **5.1.1.2 General Development Goals**

In 2008, the City identified the need to revise local regulations and policies to ensure that new development had no negative impacts upon the City. The City also identified the need to use the State Redevelopment Law and the Urban Enterprise Zone legislation as a way to assist the City’s revitalization. Specific General Goals and Objectives from the 2008 Master Plan update are listed below.

1. Manage growth while protecting against the potential negative impact of growth
  - Use all tools and programs to ensure growth in Pleasantville is comprehensively planned and managed.
2. Keep pace with the economic climate in the city and utilize appropriate tools to update regulations and policies.
  - Review and update municipal policies and regulations
  - Utilize new tax maps as basis for creating a revised zoning map.
  - Continue to update maps and reference documents.



3. Redevelopment in the City should utilize all state and federal programs to assist in the City's revitalization.
  - Utilize the local redevelopment law and Urban Enterprise Zone to spur development.
  - Work to reverse or remove conditions which cause or spread blight in areas in need of redevelopment and work to develop underutilized lands.
  - Eliminate blighting influences and prevent the spread of blight.
  - Provide for the activation of underutilized lands.
  - Renovate, rehabilitate or replace substandard or underproductive building or improvements.
  - Protect and enhance lands and buildings which are not detrimental to the public health safety or welfare.

### **5.1.1.3 Land Use Policies**

The City's 2008 Land Use Goals focus on encouraging smart growth strategies such as creating walkable communities, providing transit options, and protecting the natural environment while permitting development. The City also encouraged mixed use development, developing and utilizing high quality design standards and promoting vertical development in certain areas. The City identifies redevelopment as the primary tool to encourage economic development. Specific Land Use Goals and Objectives from the 2008 Master Plan update are listed below.

1. Encourage a varied mix of land uses in order to ensure that the quality of life for City residents is maintained.
  - Encourage a variety of land uses and building types in order to attract a diverse population of residents and businesses.
  - Use all tools and programs to ensure the quality of life for City residents.
2. Maximize, to the extent practicable, Smart Growth Planning Principles in the revitalization of the community.
  - All solutions should be collaborative.
  - Provide an appropriate mix of uses.
  - Encourage infill and redevelopment while still protecting the natural environment.
  - Plan new development to be walkable and to create a sense of place.
  - Conserve and preserve open space.

- Provide transportation and housing choice and opportunities.
- Lower barriers to provide opportunities for smart development.
- Utilize high quality planning and design standard when making development decisions.

3. Maximize use of PA-1 designation.

- Support economic development.
- Utilize redevelopment where applicable.
- Modify development regulation to take advantage of the City's attributes such as the marine tidal marshes and Atlantic City skyline while still protecting the natural environment.
- Explore vertical developments to provide housing opportunities.
- Discourage inappropriate and incompatible land uses which may result in negative impacts to existing development patterns.
- Modify zone boundary lines where a zone boundary line bisects a lot or block.

4. Maximize use of Redevelopment.

- Create marketable parcels for redevelopment by re-planning lands, infrastructure improvements, land consolidation and subdivision.
- Promote redevelopment that is sensitive to the surrounding environmental conditions and stakeholders.
- Remove obstacles to land disposition, provide for land uses which are not detrimental, and eliminate permitted uses which have the potential to cause disruption.

5. Improve building design and provide aesthetic design controls.

- Endorse the Designs Criteria for the Central Business District prepared by the City's Urban Enterprise Zone.
- Adopt additional architectural design standards to promote a desirable visual environment in commercial and residential section of the City.

**5.1.1.4 Housing Goals**

Stabilizing and protecting residential neighborhoods is the primary focus of the Housing Element. The 2008 update recommends developing more affordable and work force housing, as a way to serve underserved housing markets. Finally, the 2008 update recommends



creating housing to serve a segment of the housing market not currently represented in the City. Specific Housing Goals and Objectives from the 2008 Master Plan update are listed below.

1. Stabilize and protect residential neighborhoods to insure decent, safe and sanitary housing for all residents.
  - Strengthen the City’s code enforcement to ensure all buildings are properly maintained.
  - Stabilize existing residential neighborhoods by eliminating negative influences.
  - Adopt a de-conversion ordinance to ensure that large single family structures are not illegally converted into rooming houses or apartments.
  - Maintain the existing Land Use Plan to regulate development patterns and density and reinforce the integrity of the City’s residential and commercial districts.
  - Establish specific standards to ensure continued integrity of residential areas.
  - Maintain efforts to reduce density in single family zone districts.
2. Create housing to serve a segment of the housing market not currently represented in the City.
  - Provide for the renovation, rehabilitation or replacement of substandard units.
3. Provide affordable housing and workforce housing.
  - Determine if the City should participate in the Council of Affordable Housing process.

#### **5.1.1.5 Circulation Goals**

The primary focus of the Circulation Element is to address unsafe conditions on state and local roads particularly for rush hour traffic on north-south roads. Eliminating conflicts between vehicles and students leaving the school complex on Reading Avenue and Mill Road was another primary goal. Parking in the downtown and promoting more mass transit and bicycling continue to be City goals. Specific Circulation Goals and Objectives from the 2008 Master Plan update are listed below.

1. Promote the safe, orderly and efficient movement of vehicular traffic and pedestrians throughout the City.
  - Identify and address unsafe conditions on Black Horse Pike.

- Identify and address conflicts between vehicular traffic on New Road and Delilah Road and students going to and leaving the school complex on Reading Avenue and Mill Road.
  - Identify and address conflict between vehicles, pedestrians and bicycles along Main Street in the downtown commercial area.
2. Promote mass transit.
    - Maximize the Transit Village designation.
    - Promote goals, objectives and programs of the City's Transit Village including creation of adequate parking supply.
    - Utilize redevelopment tools to encourage transit ridership.
  3. Address rush hour traffic concerns on north/south roads as well as Delilah Road.
    - Review opportunities to increase the number one-way paired streets.
  4. Encourage the use of the City's bicycle paths as a transportation corridor.
    - Encourage use of bicycles and walking as opposed to private automobiles.
  5. Increase parking in the commercial downtown areas.
    - Develop a comprehensive parking plan for the CBD.
    - Create parking standards for the CBD which currently has none.
    - Review all City parking requirements to insure adequacy.
    - Utilize government owned land for public parking and explore feasibility of developing structured parking.
    - Utilize the parking utility to operate parking lots and structures.
    - Institute an in-lieu of parking fee to be used to construct additional parking.

#### **5.1.1.6 Utilities and Infrastructure Goals**

The Utilities and Infrastructure Element focused on funding, storm water and fire protection. Specific Utilities and Infrastructure Goals and Objectives from the 2008 Master Plan update are listed below.

Repair/replace aging infrastructure.

- Prepare a 6 year capital plan.



- Utilize Urban Enterprise Zone funds to underwrite infrastructure improvements required for economic development projects.
- Require developers to reconstruct curbs and sidewalks surrounding their facilities and to resurface adjacent roadways to the center line of the street as part of development projects.
- Evaluate upgrades to the storm drainage system and evaluate tidal flooding problems.
- Work with private utilities to insure adequate upgrades to infrastructure including the water distribution as it relates to fire protection.

#### **5.1.1.7 Community Facilities, Open Space and Recreation Goals**

The 2008 Update focused on providing adequately maintained recreation facilities. It also recommends that resource friendly development occur where possible. The development of a green building and/or sustainability plan was also recommended in 2008. Finally, the 2008 Update calls for the City to work with the School Board to review the physical conditions of the City's public schools. Specific Community Facilities, Open Space and Recreation Goals and Objectives from the 2008 Master Plan update are listed below.

1. Provide adequate recreation facilities and services to all residents.
  - Maintain passive and active parks.
  - Provide for appropriate illumination in all parks, playgrounds and bicycle paths.
  - Create outdoor recreation opportunities around the redeveloped municipal Marina.
  - Provide adequate parking near the Recreation Center.
  
2. Respect and protect the City's natural environment where appropriate and foster resource-friendly development where possible.
  - Support appropriate economic development activity.
  - Use redevelopment where appropriate.
  - Designate appropriate areas for development while protecting the natural environment.
  - Explore vertical development as a means to protect the natural environment and further the City's goals of economic and residential development.
  - Create a conservation zone along the City's eastern boundary where the bay and marine tidal marsh make developed un-permittable.
  - Improve streetscapes by increasing the number of street trees along public streets.

- Improve drainage near Park and Woodland.
  - Consider developing a linear park along the waterfront areas.
3. Undertake a Green Building and Environmental Sustainability Plan as funding becomes available.
    - Encourage green building technologies (windmills, solar, geothermal and etc.).
    - Encourage LEED buildings systems.
  4. Review the physical conditions of schools to insure they meet projected need.
    - Work with the Board of Education to address physical plant issues identified in their Long Range Facilities Plan.
    - Explore adaptive reuse of buildings or redevelopment of land owned by Board of Education.
  5. Update the Recreation and Open Space Inventory (ROSI).

#### **5.1.1.8 Economic Development Goals**

The Economic Development Element recommends promoting economic development by expanding the UEZ zone, utilizing tax abatements, using the City's redevelopment powers to assemble parcels for redevelopment and creating an identity for the City. Specific Economic Goals and Objectives from the 2008 Master Plan update are listed below.

1. Work with the Urban Enterprise Zone (UEZ) to promote economic development.
  - Expand the UEZ boundary to facilitate economic growth and redevelopment.
  - Encourage redevelopment of lands and establishment of businesses within the City's UEZ.
  - Amend the PUEZ 5-Year Zone Development Plan to remain consistent with the Master Plan.
  - Utilize the UEZ plan as an economic plan element of the master plan.
  - Assist the PUEZ in its efforts to encourage growth of existing businesses and to attract new businesses.
2. Use local redevelopment powers, UEZ and other development programs to support economic development in the City.



- Utilize zoning, tax abatement and other financial and non-financial incentives to achieve economic development.
  - Maximize commercially zoned lands where appropriate.
  - Encourage business retention, expansion and attraction by providing for reorganization, consolidation and where necessary relocation to allow additional development.
  - Generate new tax ratables by returning to productive use lands which are currently unutilized or underutilized.
  - Utilize redevelopment powers and UEZ to assist qualified projects.
3. Create a sense of identity for the City and in particular the downtown.
- Establish standards to coordinate awning, lighting, signage and street furniture for different parts of the City.
  - Develop a branding template for redeveloped areas.
  - Update the City's' slogan – "Pleasantville: A City Really on the Move".

#### **5.1.1.9 Historic Preservation Goals**

The 2008 Master Plan Update major goal for historic preservation is to document the social history of the City's residents and institutions. Specific Historic Preservation Goals and Objectives from the 2008 Master Plan update are listed below.

1. Document the social history of the people and institutions in the City.
  - Respect the social history of the City's residents and institutions
  - The past gets a vote not a veto.

## **Section 2 – The Extent to Which Such Problems and Objectives Have Been Reduced or Have Increased Subsequent to the Last Reexamination**

### **5.2.1 Land Use Element**

Recent changes in market conditions may require the City to focus its land use and redevelopment efforts more generally on particular segments of the market for both residential and nonresidential development. The downtown and waterfront areas may be an exception to this as they are prime candidates for mixed use development. If certain amenities are provided along the waterfront such as a linear waterfront park or enhanced marina a second home market could be developed.

The City's focus on economic development also heightens the need for developing clear design standards to guide development that is compatible with the various City neighborhoods.

The City continues to focus on strategies to create a more walkable and bicycle friendly community as well as working with state officials to provide more transit. Many City residents rely on public transit, walking or bicycling as a way to get to jobs and for shopping. Constructing missing links in our sidewalk system and exploring opportunities to create additional bike lanes continue as a City objective.

Protecting the natural environment while allowing new development has taken on added emphasis. Recent natural events such as Super Storm sandy and regulatory changes regarding flooding will require the City to rethink certain policies and place added emphasis on resiliency.

### **5.2.2 Housing Element**

The City's housing stock is in fair condition and working to stabilize and protect residential neighborhoods continues as a City goal. Some additional focus may need to be placed on those areas of the City impacted by Super Storm Sandy. The City has worked with a number of housing providers to ensure that there is an adequate amount of affordable housing throughout the community. A focus on providing market rate housing should be considered. The City must remain vigilant in ensuring that large single family homes are not illegally converted to apartments or rooming houses.

### **5.2.3 Circulation Element**

The City continues to address unsafe vehicle and pedestrian conditions throughout the City. Vehicular traffic on major state roads has increased over the years and correcting unsafe conditions on Black Horse Pike remain a concern. Another objective that must be addressed is pedestrian safety, especially for students going to and from the school complex on Reading Avenue and Mill Road. Reducing traffic congestion and conflicts between vehicle and pedestrian and bicycles on Main Street continue to be a concern.

Parking in and around the downtown continues to be a problem. The City continues to work on solutions to providing an adequate supply of parking in the downtown.

Encouraging residents to walk or bike instead of driving remains an objective.

### **5.2.4 Utilities/Infrastructure Element**

The City continues to identify fire protection and stormwater drainage as City objectives. Finding adequate funding to address all identified concerns remains a problem. Recent



flooding events in the City have increase the awareness of storm water issues and the need to evaluate both tidal and heavy rain flooding issues.

### **5.2.5 Community Facilities/Open Space Element**

The City continues to provide a wide range of community facilities. Funding to maintain all these facilities remains a concern.

Working with the Board of Education to identify substandard physical facilities and exploring adaptive reuse of buildings and land owned by the Board continue as an objective for the City.

The use of vertical development as a means to protect the natural environment by clustering development and preserving open space, particularly near tidal marsh areas, continues as a City objective.

### **5.2.6 Energy Conservation Element**

The City has undertaken energy audits of all City buildings. Implementing cost effective strategies remain an objective for the City. Continuing to raise awareness among City residents and the development community regarding sustainable building practices and creating healthier buildings remain an objective for the city.

### **5.2.7 Economic Development Element**

Assuring the continued economic well-being of the City and its commercial and industrial areas remain an important objective of the Master Plan. The City continues to use redevelopment and the UEZ as tools to spur economic growth. The City will need to evaluate its current economic policies to ensure they are aligned with fast changing market conditions.

Rezoning of various commercial areas has occurred. These rezoning's where intended to reflect the different types of commercial areas found in the City and will need to continue to be monitored to ensure that these rezoning's are having the intended consequences. Finally the City continues to strive to create a sense of identity or brand for the City.

## **Section 3 – The Extent to Which There Have Been Significant Changes in the Assumptions, Policies and Objectives**

The City of Pleasantville has undergone significant changes since the last Master Plan was adopted in 2008. The City was impacted by Superstorm Sandy, sea level rise has become a significant issue affecting future development and the regional economy has been altered

due in part by the closing of many casinos in nearby Atlantic City. Many of the changes that have occurred are discussed in in the following pages.

### 5.3.1 Density and Distribution of Population

The 2010 US Census reports that the City of Pleasantville has a population of 20,249 persons. This is an increase of 1,237 persons or 6.5 percent from the 2000 population. This compares to an 8.7 percent increase in population for Atlantic County during the same time period. While the overall population in the City has increased over the last decade, growth has been slightly less that the region. Due to the changing employment market population growth in Atlantic County has subsided. Figure 1 identifies population trends for Pleasantville and Atlantic County from 1990 to 2013.

Figure 1 - Population Trends 1990 to 2010						
Pleasantville				Atlantic County		
Year	Population	Number change	Percent	Population	Number Change	Percent
1990	16,027	-----	-----	224,327	-----	-----
2000	19,012	2,9851	18.6	252,552	28,225	12.5
2010	20,249	1,237	6.5	274,549	21,997	8.7
2013	20,391	142	<1.0	275,862	1,313	<1.0

Source: US Census and American Community Survey

Figure 2 provides a summary of race in 2000 and 2010 for Black/African American, White, Asian and other race. The number of those identifying themselves as Black or African American decreased by 15 percent in 2010 from those in 2000. According to the American FactFinder data the number of persons identifying themselves as Hispanic or Latino almost doubled between 2000 and 2010 from 4,158 in 2000 to 8,314 persons in 2010.

Figure 2 Race 2000 and 2010					
Year	White	Black or African American	Asian	Other	Total
2000	4,755	10,969	371	2,917	19,012
2010	4,926	9,303	490	5,530	20,249

Source: American Community Survey

Figure 3 provides population by age cohort for the 2000 and 2010 Census. The largest decrease was for persons 5 to 14 years of age where a decrease of 15.7 percent occurred. The decrease in school aged children could impact future school enrollments and affect future school facility planning efforts; however, any decisions should be made cognizant of the fact that the total number of housing units increased from 2000 to 2010.



<b>Figure 3 - Population by Age 2000 and 2010</b>						
<b>Population</b>	<b>2000</b>		<b>2010</b>		<b>2000 to 2010 Change</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
Under 5	1,481	7.8	1,691	8.4	210	14.2
5 to 14	3,426	18.0	2,889	14.3	-537	-15.7
15 to 24	2,576	13.6	3,249	16.0	673	26.1
25 to 34	2,715	14.3	2,793	13.7	78	2.9
35 to 44	3,033	16.0	2,703	13.5	330	-10.9
45 to 54	2,191	11.5	2,825	14.0	634	28.9
55 to 64	1,466	7.6	1,940	9.5	474	32.3
65+	2,124	11.2	2,159	10.6	35	1.6
<b>Total</b>	<b>19,012</b>	<b>100</b>	<b>20,249</b>	<b>100</b>	<b>1,237</b>	<b>6.5</b>

Source: US Census and American Community Survey

### 5.3.2 Housing Conditions

The 2010 US Census reports that there were 7,219 housing units in Pleasantville. This represents a 177 unit increase over 2000 when there were 7,042 housing units. Of the 7,219 units the Census reports that 6,661 units (92.3 percent) are occupied. Of the 6,661 occupied units, 53.3 percent are owner occupied and 46.7 percent are renter occupied units. Figure 4 provides a comparison of housing units for 2000 and 2010. Housing development in the City over the last ten years has been at a relatively slow pace with a 2.5 percent increase in the number of housing units.

<b>Figure 4 - Housing Units 2000 to 2010</b>			
	<b>2000</b>	<b>2010</b>	<b>Percent change 2000 to 2010</b>
Total Housing Units	7,042	7,219	2.5
Occupied Housing Units	6,402	6,661	4.0
Vacant Housing Units	640	558	12.8

Source: US Census and American Community Survey

The average household size in owner occupied units is 3.22 persons and the average household size of renter occupied units is 2.74 persons per unit. The persons per household in Pleasantville is greater than the average in Atlantic County (2.63) and the State Jersey (2.7).

The 2010 Census lists 48 units in Pleasantville as seasonal, recreational or occasional use compared to 61 units in 2000. Hence, there has been a slight decrease in the number of seasonal homes in Pleasantville. Recent redevelopment plans and market forces may lead to an increase in the number of seasonal homes.

The US Census through American Community Survey provides information on the physical characteristics of occupied housing units for period 2009-2013. Figure 5 provides information on the number of units in each structure. Just over 61 percent (4,129 units) of the total units in the City are one unit attached or detached units and approximately 19 percent of the units are in structures with more than 10 units in them.

<b>Figure 5 - City of Pleasantville Number of Units in Structure</b>			
<b>Units in structure</b>	<b>2000 Census</b>	<b>2013 Estimate</b>	<b>2013 Unit Percent</b>
1-unit, detached	4,061	4,129	54.3
1-unit, attached	451	548	7.2
2 units	360	372	4.9
3 or 4 units	510	397	5.2
5 to 9 units	488	664	8.7
10 to 19 units	451	730	9.6
20 or more units	631	703	9.2
Mobile home	101	62	0.8
Boat, RV, van, etc.	0	0	0

Source: U.S. Census Bureau, 2009-2013 American Community Survey

<b>Figure 6 - City of Pleasantville Year Structure Built- 2013</b>		
<b>Year Structure Built</b>	<b>Number of units</b>	<b>Percent</b>
Total housing units	7,605	100
Built 2010 or later	117	1.5
Built 2000 to 2009	611	8.0
Built 1990 to 1999	542	7.1
Built 1980 to 1989	1,196	15.7
Built 1970 to 1979	1,068	14.0
Built 1960 to 1969	1,056	13.9
Built 1950 to 1959	993	13.1
Built 1940 to 1949	572	7.6
Built 1939 or earlier	1,447	19.0

Source: 2009-2013 American Community Survey

Figure 6 provides Census data on the year structures were built. Approximately 53.5 percent of the units in the City were built more than 50 years ago and only 9.5 percent were built prior 2000. The age of the structures in the City continues to help the City to qualify as an area in need of rehabilitation.



Figure 7 indicates that the majority of housing units in the City have between 4 and 6 rooms. Less than 6 percent of the structures have 2 or fewer rooms and only 3.9 percent have nine or more rooms.

<b>Figure 7 - Number of Rooms per Structure - 2000 and 2013 Estimate</b>			
<b>Number of Rooms</b>	<b>Number of Structures 2000 Census</b>	<b>Number of Structures 2013</b>	<b>Percent</b>
Total housing units	7,053	7,605	100
1 room	76	204	2.7
2 rooms	545	245	3.2
3 rooms	789	993	13.1
4 rooms	1,403	1,656	21.8
5 rooms	1,616	1,664	21.9
6 rooms	1,355	1,414	18.6
7 rooms	625	747	9.8
8 rooms	368	389	5.1
9 rooms or more	276	293	3.9
Median rooms	4.9	4.9	n/a

Source: 2009-2013 American Community Survey

Overall the density and distribution of the City's population and land use has not changed significantly since the 2008 Master Plan Update. The condition of the City's housing stock is fair and the City continues to encourage rehabilitation of older housing and preservation of neighborhoods. Over the last few years the City has provided a number of affordable housing units and more than meets its fair share of affordable housing. A focus on providing market rate housing should be developed.

Homes damaged by Superstorm Sandy or other events should be rehabilitated or if rehabilitation is not possible acquisition through either the state's Blue Acres or Green Acres program investigated. Funding to raise homes that experienced storm damage is available and should be pursued.

Consideration should be given to undertaking the necessary studies to permit the City to pursue the State's Neighborhood Revitalization Tax Credit Program.

Figure 8 provides data on the value of occupied structures. The American Community survey reveals that almost 75 percent of the occupied structures in the City have a value between \$100,000 and \$299,999. Thirty-five structures were listed as having a value over one million dollars. The median value is listed as \$157,100, which is much lower than the Atlantic County average median value of \$248,100.

<b>Figure 8 - Value of Occupied Structure - 2013</b>		
<b>Value</b>	<b>Number</b>	<b>Percent</b>
Owner-occupied units	3,648	
Less than \$50,000	141	3.9
\$50,000 to \$99,999	524	14.4
\$100,000 to \$149,999	1,004	27.5
\$150,000 to \$199,999	896	24.6
\$200,000 to \$299,999	806	22.1
\$300,000 to \$499,999	193	5.3
\$500,000 to \$999,999	49	1.3
\$1,000,000 or more	35	1.0
Median (dollars)	\$157,100	n/a

Source: 2009-2013 American Community Survey

### **5.3.3 Circulation Challenges**

Growth in the surrounding areas continue to impact the City’s circulation network. Vehicular traffic continues to increase on major roadways and safety concerns continue. The City must work with the state to correct unsafe conditions on State highways. Specific intersections that should be addressed include Black Horse Pike and Main Street, Park and Route 9 and the Atlantic City Expressway interchange at New Road. Local roads that should be improved include: New Road, Delilah Road, Main Street and the roads around the school complex on Reading Avenue and Mill Road.

The City remains committed to providing safer pedestrian and bicycle facilities so more residents can walk or bike to work. Missing links in the sidewalk and bicycle system should be completed and the pedestrian/bicycle over pass over the Atlantic City expressway constructed.

Mass transit should be improved and better promoted in the City. Consideration should be given to extending the transit village designation.

Opportunities to utilize the existing rail line to attract additional business development and provide pedestrian and bicycle connections to the region will need to be evaluated.

Finally, the City remains committed to developing a parking plan for the downtown area.

### **5.3.4 Conservation of Natural Resources**

Developing a new sustainable policy that promotes energy efficiency, water conservation, green building, reduces resource consumption and protects the natural environment will be a new focus for the City. Guiding growth away from environmentally sensitive areas and



encouraging growth in suitable locations continues to be a City policy. Additional emphasis on resiliency planning is necessary to insure that future storms and or sea level rising is taken into account in the City's development plans.

Consideration should be given to developing a comprehensive plan for waterfront areas that preserves sensitive environmental features while permitting development in appropriate areas. A waterfront linear park and enhancements to the marina are ways to preserve environmentally sensitive areas and attract new development.

The recommendations in the recently completed City of Pleasantville "Getting to Resilience" Recommendation report should be evaluated and implemented as warranted. This report points out the need to assist properties in the Lakes Bay area with storm recovery, update infrastructure and preparing for flooding due to heavy rain on Main Street from Washington Avenue to California Avenue.

### **5.3.5 Energy Conservation**

Developing a policy that promotes energy efficiency through building design will continue to be a focus for the City. An energy audit of all municipal and school facilities has been undertaken and cost efficient strategies should be implemented. The City continues to promote mass transit, bicycling and walking as alternatives to single-occupancy vehicles. Exploring solar on municipal buildings is a new policy that should be considered.

### **5.3.6 Disposition and Recycling of Designated Recyclable Material**

Pleasantville has a very aggressive recycling plan which includes curbside collection of recyclables on a weekly basis for all businesses and a bi-weekly basis for all homes. This program is provided on a contract basis by the Atlantic County Utilities Authority. Recyclables are marketed on a regional basis by the Atlantic County Utilities Authority.

### **5.3.7 Impacts of Superstorm Sandy**

Since the 2008 Master Plan Update, the city has a heightened awareness of flooding from hurricanes such as Superstorm Sandy, as well as from rising sea levels. New flood maps have been issued by the Federal Emergency Management Agency (FEMA) and new data on sea-level rise has become available.

The city experienced extensive damage as a result of Superstorm Sandy especially in the Lakes Bay area. Approximately twenty homes were substantially damaged and well over \$1 million in damage to private property was documented. Over \$875,000 in damage occurred to the Pleasantville Marina alone.



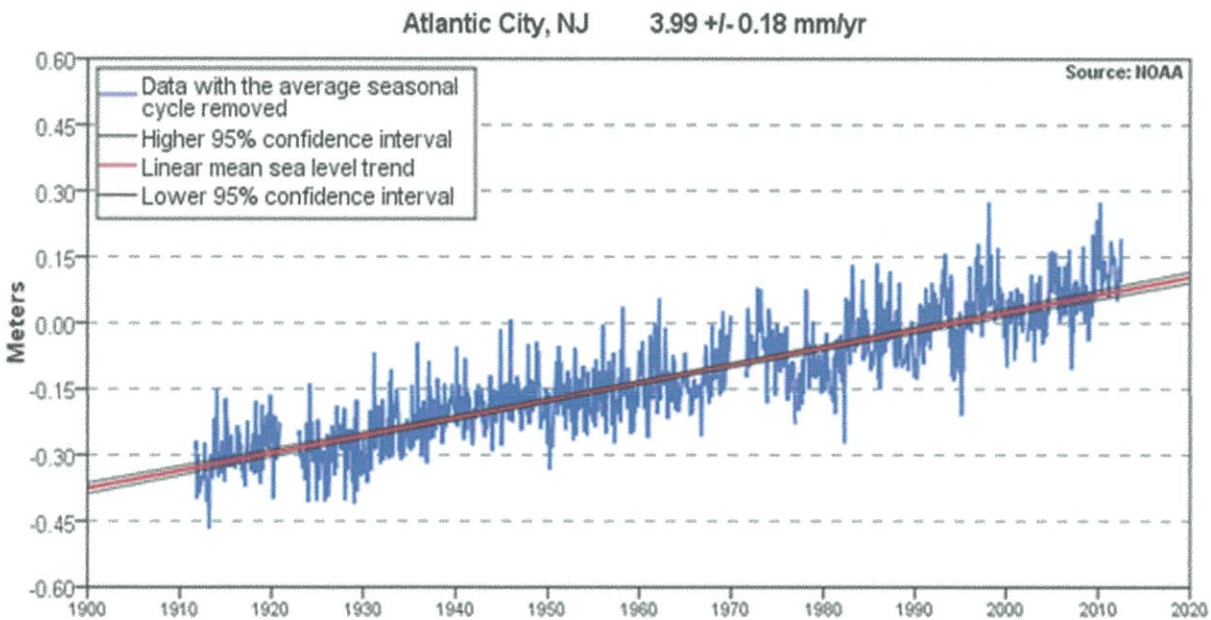


- Severe Repetitive Loss Properties insured with subsidized rates; and
- Buildings that have been substantially damaged or improved built before the local adoption of a Flood Insurance Rate Map (known as Pre-FIRM properties).

### 5.3.9 Sea Level Rise and Infrastructure Impacts

The historical rate of sea level rise along the New Jersey coast over the past half-century was 0.14 inches/year, while predicted future rates are expected to increase to 0.5 inches/year. This means that by 2050 sea level is expected to rise by approximately 1 foot and by 2100 sea level is projected to rise about 3 feet along the Jersey Shore (Figure 10).

**Figure 10 – Historic Rate of Sea Level Rise along the New Jersey Coast**



Source: [www.njfloodmapper.com](http://www.njfloodmapper.com)

It is important to take into sea level rise into account when developing land use regulations and designing infrastructure. For this reason, it is recommended that the City maintain a requirement of two feet above base flood elevation for future development.

### 5.3.10 National Flood Insurance Program Community Rating System

The City has recently joined the National Flood Insurance Program (NFIP) Community Rating System (CRS). The City has achieved a Class 7 rating which results in a 15 percent discount on flood insurance premiums in Special Flood Hazard Areas (SFHA) and a 5 percent reduction in non-SFHA areas.

The Community Rating System is designed to reward communities for taking steps to reduce flooding risk. These activities and elements include public information, mapping, regulation, flood damage reduction, and warning and response initiatives. Actions under these categories are eligible for points that are added up to designate where the community is "rated" according to class rankings of 10 through 1.

Over 1,200 communities nationwide, including 61 in New Jersey, participate in the CRS. Of those about a dozen communities are in class five, the highest ranking in the State, saving residents 25 percent off their flood insurance.

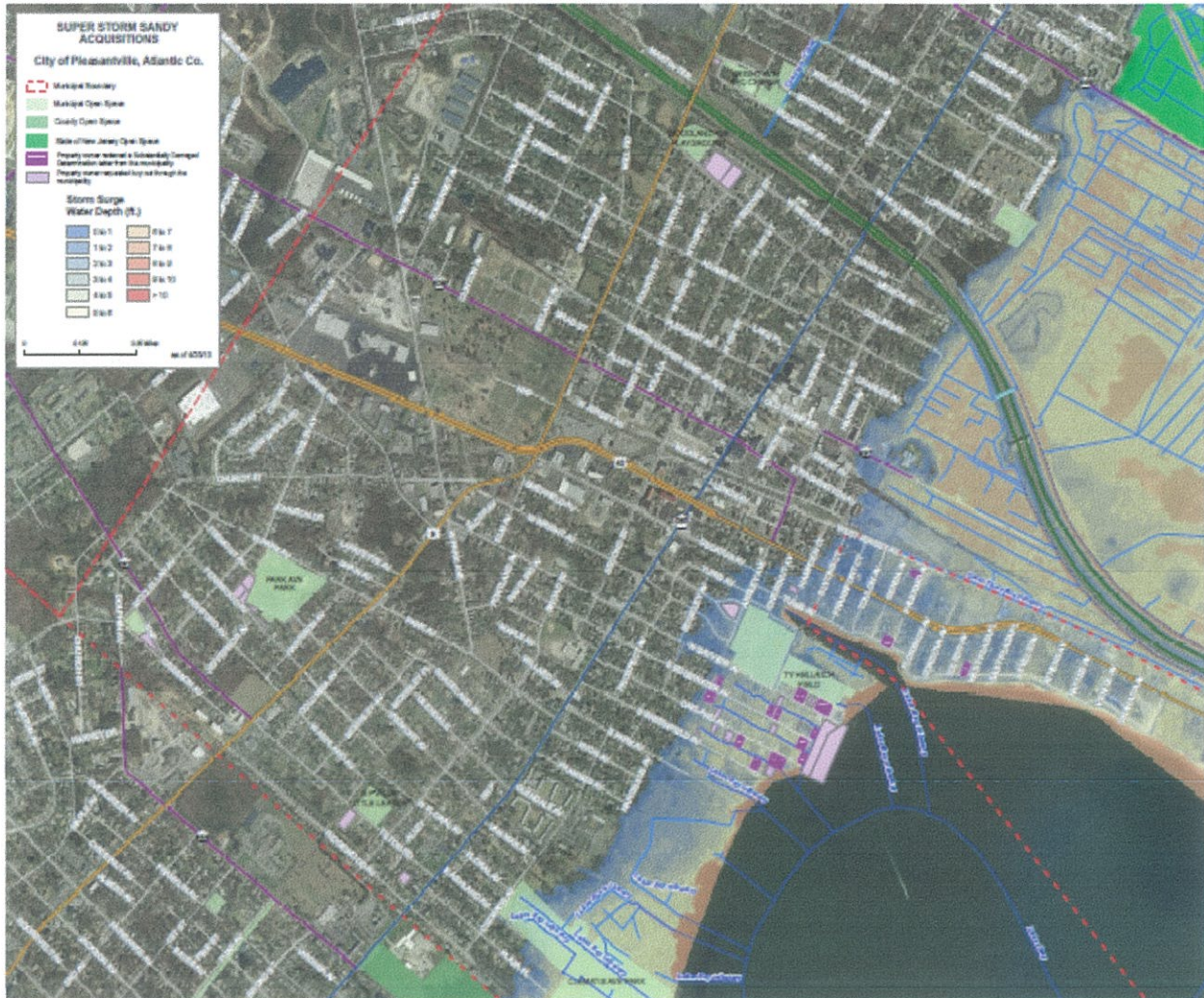
### **5.3.11 Hazardous Mitigation Grant Applications**

Immediately after Superstorm Sandy, the City prepared a series of Hazardous Mitigation Grant applications for consideration by the Federal Emergency Management Agency (FEMA). The projects highlighted in these applications include:

- Funding to purchase ten privately owned properties that are flood prone. The property owners provided letters of interest to sell their property at pre-storm values as provided for through the FEMA programs.
- Funding to elevate two hundred privately owned homes located in the floodplain. Homeowners provided letters of interest to elevate their homes if funding was available.
- Funding to purchase needed property and construct drainage improvements on Edgewater Avenue.
- Emergency generators for four sanitary sewer pump stations at Greenfield Avenue, Plaza Avenue, Cedar Crest Avenue and Doughty Road. Also an emergency generator for the Police Headquarters.



**Figure 11 – Substantially Damaged and Acquisition Properties in Pleasantville, NJ**



### **5.3.12 Strategic Recovery Planning Report, 2014**

In 2014, the City received funding from the New Jersey Department of Community Affairs to prepare a Strategic Recovery Planning Report (SRPR). The SRPR is a comprehensive planning document that contains actionable recommendations both for rebuilding the community and increasing the resilience of infrastructure and buildings. It identifies sea level rise as a challenge and projects that by 2050 sea level is expected to rise by approximately 1 foot and by 2100 sea level is projected to rise about 3 feet along the Jersey Shore. This report analyzed flood risks in the City. It also outlined multi-year investments to increase economic development and made recommendations to protect neighborhoods and infrastructure from future natural disasters.



### **5.3.13 Getting to Resilience Report, 2014**

The Getting to Resilience Report prepared by the Jacques Cousteau National Estuarine Research Reserve recommends both short- and long-term resiliency planning strategies. The majority of the short-term strategies revolve around public education on the dangers of flooding and providing information to the public on flooding and sea-level rise. Long-term strategies include land acquisition through Blue Acres or other buyout programs of land in floodplains and rewriting municipal plans and regulations to reduce flood vulnerabilities. Specific to the Master Plan process, the report recommends that floodplain management be incorporated into the Master Plan as well as potential impacts from sea-level rise and surge vulnerabilities.

The Resiliency Report recommends consideration of two feet of free board above flood elevation. The City will also need to develop new policies to address sea level rise and the new flood maps. This will have a major impact on homes and businesses located in flood zones.

### **5.3.14 Atlantic County Multi-Jurisdictional Natural Hazard Mitigation Plan**

Pleasantville participated in the development of this important planning document when it was prepared in 2010. Its goals include:

- Promoting disaster-resistant development;
- Building and supporting local capacity to enable the public to prepare for, respond to and recover from disasters;
- Reduce the possibility of damage and losses from natural disasters.

The plan is now being revised to incorporate post Superstorm Sandy issues and the impacts of sea level rise. Pleasantville is actively participating in this planning process.

### **5.3.15 Regional and Local Economy Changes**

Atlantic County has lost 13,000 jobs since 2006 and this trend is expected to continue for the next few years as the largest industry in the county, the casino industry adjusts to loss of market share to the surrounding states of New York, Connecticut, Pennsylvania and Maryland.

At the same time wealth is migrating to the barrier island communities that are served by main land merchants providing an opportunity for City business expansion and repositioning. The Economic Development Element discusses these changes in more depth.



### **5.3.16 Review of Zoning of Adjoining Municipalities**

The New Jersey Municipal Land Use Law (MLUL) requires that the City evaluate the relationship of its Master Plan to the plans of adjacent communities, the Atlantic County Master Plan, the State Development and Redevelopment Plan and the appropriate Solid Waste Management Plan.

There have been no significant changes in the State Development and Redevelopment Plan that the City will need to address. The State Plan classifies most of City 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.

The State Plan policy objectives for land use, housing, economic development, transportation, natural resource conservation, recreation, redevelopment, historic preservation public facilities and services all support the proposals of the City's Master Plan.

Pleasantville adjoins Absecon to the north, Egg Harbor Township to the east and west and Northfield to the south.

It is the policy of the City to work cooperatively with neighboring communities. Absecon and Northfield are predominately residential community and their land uses adjacent to Pleasantville are attached and detached housing. These uses are compatible to those of Pleasantville.

The Pleasantville Master Plan Update is consistent with the goals, objectives and policies of both the Atlantic County Master Plan and the New Jersey State Development and Redevelopment Plan.

## **Section 4 – Recommendations Changes in the City's Master Plan, Development Regulations and Zone Plan**

The Master Plan should be updated to include a new economic development element. This element should identify changes in market conditions and make specific recommendations to assist the City in formulating strategies to promote economic development with an emphasis on job retention, job creation and increasing the City's ratables.

A new Circulation Element is necessary to identify with greater specificity the required improvement to the City's infrastructure and needed safety improvements. This plan should also include a pedestrian and bicycle element. The pedestrian and bicycle element will also

identify safety issues within the City and focus on the areas around our schools. Improvements around the High School should be given priority, including a pedestrian bridge connection over the Atlantic City Expressway. The plan will identify additional bicycle connections both within the City and to neighboring communities. City tax payer funds should not be utilized to provide connections to other municipalities. Finally the plan should discuss strategies for improving safety at the bus station with NJ Transit.

Given recent storm events a Green Buildings and Environmental Sustainability Element should be incorporated into the master plan as a stand-alone element or as a policy in each element.

Stormwater management is growing in importance as the City prepares for sea level rise. The need to incorporate design standards for green infrastructure into the City regulatory structure should be included in a revised Stormwater Element.

A new Recreation and Open Space Element should be developed to provide guidance on conservation of natural resources and providing new recreation opportunities such as linear park along the waterfront and enhancing the marina. This plan should identify opportunities to enhance existing wildlife and wetland areas near Lakes Bay.

The Community Facilities plan should consider the need for a community center south of the Atlantic City Expressway and any opportunities to jointly use school space for this and other purposes.

The Land Use Element should be updated to reflect the necessary land use changes outlined in the 2008 update that have not been completed and to include new recommendations resulting from the changes recommended in the Economic Development Element, Circulation Elements, Sustainability Element and Open Space Element.

Resiliency should be incorporated throughout the Master Plan. This includes both short term and long term strategies including:

- Incorporating the federal flood maps into all policy decisions.
- Promote the protection of open space in the floodplain to reduce impervious surfaces.
- Continue to acquire lands in the floodplain and use them for passive recreation and return them to their natural state.
- Continue to work closely with the County to develop a complete hazard mitigation plan.



- Strive to increase the City's Community Rating System (CRS) rating to provide for higher insurance discount for property owners and to prepare for future natural disasters.
- Consider ways to increase the amount of impervious surface through development standards.

#### **5.4.1 Zone Changes**

The City is divided into residential zones, commercial, specialty zones, overlay zones and redevelopment/rehabilitation zones. The five residential zones are: R-50 Single-Family Residential, R-60 Single Family Residential, R-75 Single family Residential, MF Multi-family Residential and R-D Residential Duplex. The six commercial zones are: Central Business District, Regional Commercial, General Commercial, Neighborhood Commercial, Light Industry and Regional Shopping Center. The three specialty zones are: Bayside Mixed Use, Conservation and Waterfront Residential. There are also four overlay zones for professional office, limited commercial, Franklin Boulevard mixed use and New Road residential option.

The City has nine redevelopment/rehabilitation zones with six mapped. The nine redevelopment/rehabilitation areas are City-Owned Land Disposition Program, Narcissus Avenue Rehabilitation Area, California Avenue Tract, Woodland Terrace-New Hope Community, Cambria Avenue, City Center Area, Gateway, Lakes Bay Waterfront, and Pleasantville West. The redevelopment recommendations will be discussed in the redevelopment section

Specific changes have been identified in the 2008 Master Plan update for many of the zones in Pleasantville. Many of these recommendations were adopted and some have not yet been implemented.

##### **5.4.1.1 Single Family Residential Zone Changes**

The following changes for residential zones recommended in the 2008 Master Plan continue to remain valid and should be considered.

Delete freestanding signs as a permitted use in residential zones.

Adopt the Residential Site Improvement Standards (RSIS) for parking.

A plan for the Gateway Redevelopment area is needed before any changes can be recommended in the R-75 portion of it. The redevelopment area should be modified where new development has occurred along Block 273, lot 49 and Walnut Ave. Park (block 274, lots 24 & 35) and Block 273, lots 51, 52, 54 & 56 Block 274, lots 17 & 19.

The R-75 zone should be expanded east to include an isolated lot on Cedarcrest Avenue that is currently located in the Conservation zone.

#### **5.4.1.2 Multifamily Zones**

The Multifamily (MF) zone along Main Street between Pleasant Avenue and Adams Avenue containing the Pleasantville Housing Authority's senior housing development should be rezoned from MF with the lands to the south of the Housing Authority incorporated into the City Center Redevelopment Area and the lands to the north rezoned to the adjacent Central Business District. It is recommended that the City:

- Reclassify Public Utility Substations as a principle use in the MF zone.
- Remove condominium as a permitted use as it is not a type of building but a form of ownership.
- Define multifamily units as a building containing three or more dwelling units.
- Adopt the RSIS for multi-family parking standards.

#### **5.4.1.3 Waterfront Residential zone**

The Waterfront Residential (WR) zone should be revised to permit higher density market rate vertical development of 5-6 story, multifamily units along the western-edge with low rise including large single family near the water's edge.

Review the bulk standards for the WR zone and consider including building and impervious coverage requirements and new parking standards.

In addition to the WR zone areas along the water front and Lakes Bay should have zoning which would encourage second homes.

#### **5.4.1.4 Industrial zone**

All existing cemeteries should be rezoned to a new cemetery zone.

Consideration should be given to creating more light industrial zoning to attract additional jobs. Many of these areas are also appropriate for a mix of industrial and office uses.

Buffers between residential development and light industrial development will need to be maintained.

#### **5.4.1.5 Central Business District Zone**

Revise the zoning map to reflect the expansion of the Central Business District caused by the City Center Area.

Adopt the design criteria found in the Urban Enterprise zone for the CBD instead of requiring compatible with 1920's structures.



#### **5.4.1.6 Commercial zones**

The City has recently divided the commercial zone into a number of district of varying development intensity, with use and bulk standards tailored to more appropriately conform to local character. Specifically the City created a neighborhood commercial zone, general commercial zone, regional commercial zone and regional shopping center zone.

The commercial zone for the area along Black Horse Pike between Second Street and the western edge of the City line was changed to Regional Commercial (RC) to take advantage the large lot sizes and the areas potential to provide goods and service on a regional level.

Consideration should be given to enlarging the RC zone to include the lands on the south side of Black Horse Pike west of Raveling Avenue (currently zoned G-C).

The R-75 zoning along Main Street between Edgewater and Shadeland Avenues has been replaced with a Neighborhood Commercial (NC) designation and incorporate the existing COM zoning along Main between Greenfield and Ryon Avenues into this new NC zone.

The zoning map has been updated to reflect the elimination of the WC zone in favor of the Lakes Bay Waterfront Redevelopment Area.

A new General Commercial Zone (GC) has been created to replace a portion of the CBD zone along Main Street. The new GC zone along New Road has been expanded to include the adjacent R-60 zoned lands up to Mill Road.

The area along New Road between the ACE and one lot north of Delilah Road and the west side of New Road north to Sunset Court has been rezoned to General Commercial zone.

The commercial area along Main Street including the contiguous vacant land and underutilized warehouse/garage spaces to the east and west of Main Street between Delilah Road and ACE has been rezoned GC. The commercial area along New Road between Decatur Avenue/Church Street and the City's southern boundary with Northfield has been rezoned GC.

Consideration should be given to expand the GC zone east along Delilah Road to include one additional lot located in the RSC zone.

Special attention should be given to boarded-up buildings along the Black Horse Pike. Some of these are residential type structures and zoning incentives may be necessary to turn them into productive commercial uses.

#### **5.4.1.7 Industrial Zone District Recommendations**

Permit office uses in the industrial zone.

The Light Industrial zone should be expanded to include the rectangular lot located off of Martin Luther King Avenue at Ireland Street.

#### **5.4.1.8 Zoning Overlays**

The zoning ordinance has five overlay zones. They include Bayside Mixed Use Overlay, Franklin Boulevard Professional Use Overlay, New Road Professional Office Overlay and the City Center Support Overlay and the Main Street Neighborhood Commercial Overlay. No changes are recommended.

### **Section 5 – Redevelopment Areas**

The City has nine redevelopment/rehabilitation zones with six mapped. The nine redevelopment/rehabilitation areas are City-Owned Land Disposition Program, Narcissus Avenue Rehabilitation Area, California Avenue Tract, Woodland Terrace-New Hope Community, Cambria Avenue, City Center Area, Gateway, Lakes Bay Waterfront, and Pleasantville West. In general future redevelopment plans and or amendments to existing plans may focus more on mixed use industrial uses and the creation of market rate housing.

Listed below is a brief discussion of each planned redevelopment area.

#### **5.5.1 Rehabilitation/Redevelopment Areas – City wide**

Citywide Rehabilitation Area- create a mechanism to make undersized City-owned lots buildable from a zoning perspective and transfer to private developers. No changes recommended for this scattered site program.

#### **5.5.2 Woodland Terrace-New Hope Community Redevelopment Area**

This redevelopment area is a partnership of the City with the Pleasantville Housing Authority and is responsible for the HOPE VI scattered site redevelopment and the demolition of the Woodland Terrace housing complex and redevelopment with 80 single family dwellings. The City adopted the redevelopment plan in 2005 and the plan has been implemented. Consideration should be given to rezoning this area to a zone that matches the existing developments bulk standards.

#### **5.5.3 Narcissus Avenue Rehabilitation Area**

This approximately 21 acre area has both private and municipal owned lands within the redevelopment area. A redevelopment plan was adopted in July, 2007. No changes are recommended



#### **5.5.4 California Avenue Rehabilitation Area**

The California Avenue Rehabilitation area contains approximately twenty acres fronting on California Avenue bounded by the City border with Egg Harbor Township and Absecon. A redevelopment plan was adopted in June 2008. No changes are recommended.

#### **5.5.5 Cambria Avenue Redevelopment Area**

This approximately 17 acre former municipal landfill is generally bounded by Adams Avenue to the south, Islesworth Avenue/Somerset to the east, the rear property lines of lots fronting Woodland Avenue to the north and the rear property lines of lots fronting the Egg Harbor Township border to the west. Approximately five acres of the redevelopment area have contamination attributed to the landfill. A redevelopment plan was adopted in May, 2006. Consideration should be given to change the underlying zone to Light Industrial.

#### **5.5.6 City Center Redevelopment Area**

The City Center Redevelopment Area is generally bounded by Main Street, West Jersey Ave, Second Street and Martin Luther King Jr. Avenue and is intended to revitalize the downtown. The redevelopment area was expanded to include the AC Linen site and additional lands to the east bounded by Old Turnpike, Franklin Boulevard and Madison Avenue. The redevelopment plan for the expanded area was adopted in March, 2007. The 2008 update recommends expanding the redevelopment area and addresses the City's inability to exercise eminent domain for lands in the rehabilitation area.

#### **5.5.7 Lakes Bay Waterfront Redevelopment Area**

This approximately 31 acre redevelopment area includes the former Pleasantville High School, Joker's Field and the City Marina. A redevelopment plan was originally adopted in 2003 and later amended in 2006. In 2011, a second amendment was adopted to guide this redevelopment area to become a vibrant residential community with commercial and recreational amenities as many be appropriate given its waterfront location. The City is currently reevaluating this area and determining how Jokers Field can be incorporated into the redevelopment proposal by diverting Green Acres restrictions to other sites.

#### **5.5.8 Pleasantville West Redevelopment Area**

The Pleasantville West Redevelopment Area was designated in 2004 but no action has been taken to develop a plan for this area. Given the passage of time it is recommended that the redevelopment area be voided and new Preliminary Investigation be undertaken or the area rezoned to light industrial uses.

### **5.5.9 Gateway Redevelopment Area**

This area is approximately 620 acres located north of ACE. The area consists mostly of wetland and dredge spoils. The 2008 Update recommends the City defer completion of any Redevelopment Plan until a definitive development concept is proposed by the owner or a third party developer.

### **5.5.10 Block 189 Rehabilitation Area**

This redevelopment area includes 5.89 acres of land located on Block 189 and bounded by Main Street (CR585) on the west, Reading Avenue to the north, Franklin Boulevard to the east and certain properties in Block 189 to the south.