

# Green Buildings and Environmental Sustainability Element



Prepared by  
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November 10, 2015



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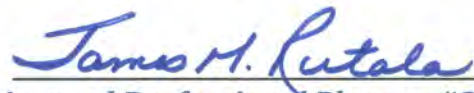
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# GREEN BUILDINGS AND ENVIRONMENTAL SUSTAINABILITY ELEMENT

## PLEASANTVILLE, NEW JERSEY

### 1. Introduction

The Green Buildings and Environmental Sustainability Element (commonly referred to as the Sustainability Plan) was added as a permitted, but not required, addition to a New Jersey municipality's Master Plan in 2008. In adding the Sustainability Element, the New Jersey's Municipal Land Use Law (N.J.S.A. 40:55D-1 *et seq.*) directs that the Element shall:

- Provide for, encourage, and promote the efficient use of natural resources and the installation and usage of renewable energy systems;
- Consider the impact of buildings on the local, regional and global environment;
- Allow ecosystems to function naturally;
- Conserve and reuse water;
- Treat storm water on-site; and
- Optimize climatic conditions through site orientation and design.

While the Municipal Land Use Law provides guidance about what a Sustainability Element should include, it does not actually speak to the issue of what sustainability means within a particular community. Since sustainability has global as well as local implications, it has opened up the definition of what exactly we mean by the term to much discussion and debate. The range of definitions is complicated by the differing objectives among world leaders, environmentalists, economists and local communities when they discuss sustainability.

There is general consensus, though, that sustainability overlaps the social, economic and environmental spheres of our lives. For Pleasantville and its population, the best definition for sustainability should be the one that they, as a local community, can best understand and act upon. The Natural Resources Defense Council has defined a sustainable community in a simple, straightforward manner that resonates with Pleasantville's vision of itself:

"A sustainable community is one that can continue in a healthy way into an uncertain future. More formally, a sustainable community reflects the interdependence of economic, environmental, and social issues by growing and prospering without diminishing the land, water, air, and natural and cultural resources on which communities depend."



Sustainable actions and sustainable living are now accepted as the basis for the ability of a community to survive and thrive socially and economically while maintaining and enhancing its natural resources for future generations. The Sustainability Element, perhaps more than any other element of the Master Plan, should influence and underlie all the other elements of the Master Plan.

The Master Plan, while it is the foundation and policy basis for municipal land use and zoning under New Jersey law, is still limited in its impact on tangible change within a community. Furthermore, municipal governments themselves require higher levels of support to make any significant difference in increasing sustainability within their borders. Pleasantville, with its compact size and location within the urban grid of Atlantic County, has little influence over much of the economy, infrastructure and natural resources of the region. For instance, Pleasantville's air quality is most certainly affected by the heavy traffic volume on the Atlantic City Expressway, Route 322 and Route 9, all of which traverse the City. The City has very little control over these roads and their functioning, but they are a daily presence delivering pounds of a variety of gases to Pleasantville's air. Yet while roads and other outside factors are not under local control, the City can make changes within the community that will improve sustainability for its citizens.

Although the Master Plan's authority is limited within the community, the Planning Board, and municipal government in general, can utilize the Master Plan to establish policies that make Pleasantville measurably more sustainable. Increases in sustainability within a community can be achieved step by step, one measure at a time. And, ultimately, these small steps can and will make a difference for the municipality and the region.

This incremental change can be seen as the intention of the legislature in adding a Sustainability Element to the Master Plan. For a small, densely populated and economically challenged community like Pleasantville, adopting a Sustainability Element that advocates practical and achievable actions consistent with the City's vision is the most effective approach to real progress toward a sustainable community.

## **2. Vision and Approach**

The recommended actions for the Sustainability Plan should be based on the vision for, and accompanying goals of, the community. A review of Pleasantville documents relative to its vision, goals and objectives is a suitable starting point for formulating the actions and targeted outcomes of the Sustainability Plan.

Pleasantville's 2008 Master Plan has five general goals that relate to its efforts to be more sustainable. They are:

- Redevelop the downtown;
- Capitalize on high density to encourage public transportation, walking and other automotive alternatives;
- Preserve existing housing stock through maintenance and rehabilitation;
- Eliminate infrastructure deficiencies that are detrimental to the environment; and
- Strive for energy savings in public facilities.

The City's Complete Streets resolution endorses and calls for the application of the concept that "streets should be designed, built and retrofitted for all users: motor vehicles, pedestrians, bicyclists, transit users and people with disabilities." And the resolution establishing the Green Team notes that the governing body of the City established the Green Team to focus attention on green issues in order to "...build a model of government which benefits our residents now and far into the future with green community initiatives which are **easy to replicate and affordable to implement**" [Emphasis added].

Each municipality must formulate its Sustainability Element to best conform to its singular needs, requirements and goals. The crucial point in understanding Pleasantville's goals in terms of implementing a Sustainability Plan is the economic circumstances and geographic location of Pleasantville. Pleasantville is a densely populated, low-lying coastal City. And it is in the bottom 10 percent of New Jersey municipalities in terms of median household income.

Pleasantville's position on the coast requires resiliency as a basis for sustainability. In addition, the City must tread a path toward sustainability that balances the exigencies of its coastal location, and consequent heightened environmental fragility, with its need for economic revival.

This Sustainability Plan, as part of the Master Plan, is designed to act as the basis for future ordinances and policies. It should be seen as a framework for strategies the City can utilize when making decisions relating to land use, community development and redevelopment, and natural resources. But the Sustainability Plan also should apply to social and economic decisions over which the City of Pleasantville has authority. It is the legislated role of the municipality to protect the public health and to promote the general welfare of the community. As will be seen in this Plan, sustainable strategies and actions interrelate and overlap with all aspects of community life. The Sustainability Plan will describe strategies to



fulfill Pleasantville's sustainable vision, utilizing and demonstrating the overlapping connections of sustainability in the goals and objectives of the City.

Pleasantville's vision for the present and for the future is to ensure its residents and visitors clean air and water and to improve the working and living environments in order to build a community that is sustainable economically, environmentally and socially. The vision is constrained by the reality of limited tax revenue and restricted control over many aspects of the economy and environment.

### **3. Prior Accomplishments**

Pleasantville has already demonstrated its commitment to sustainability with a series of actions, beginning with its application for and designation as New Jersey's first Transit Village in 1999. In 2011, the City was the 16<sup>th</sup> New Jersey municipality to adopt a Complete Streets resolution. Over the years, Pleasantville has worked to improve safety for pedestrians, bikers and public transit users as part of the City's efforts to advance livability for all residents.

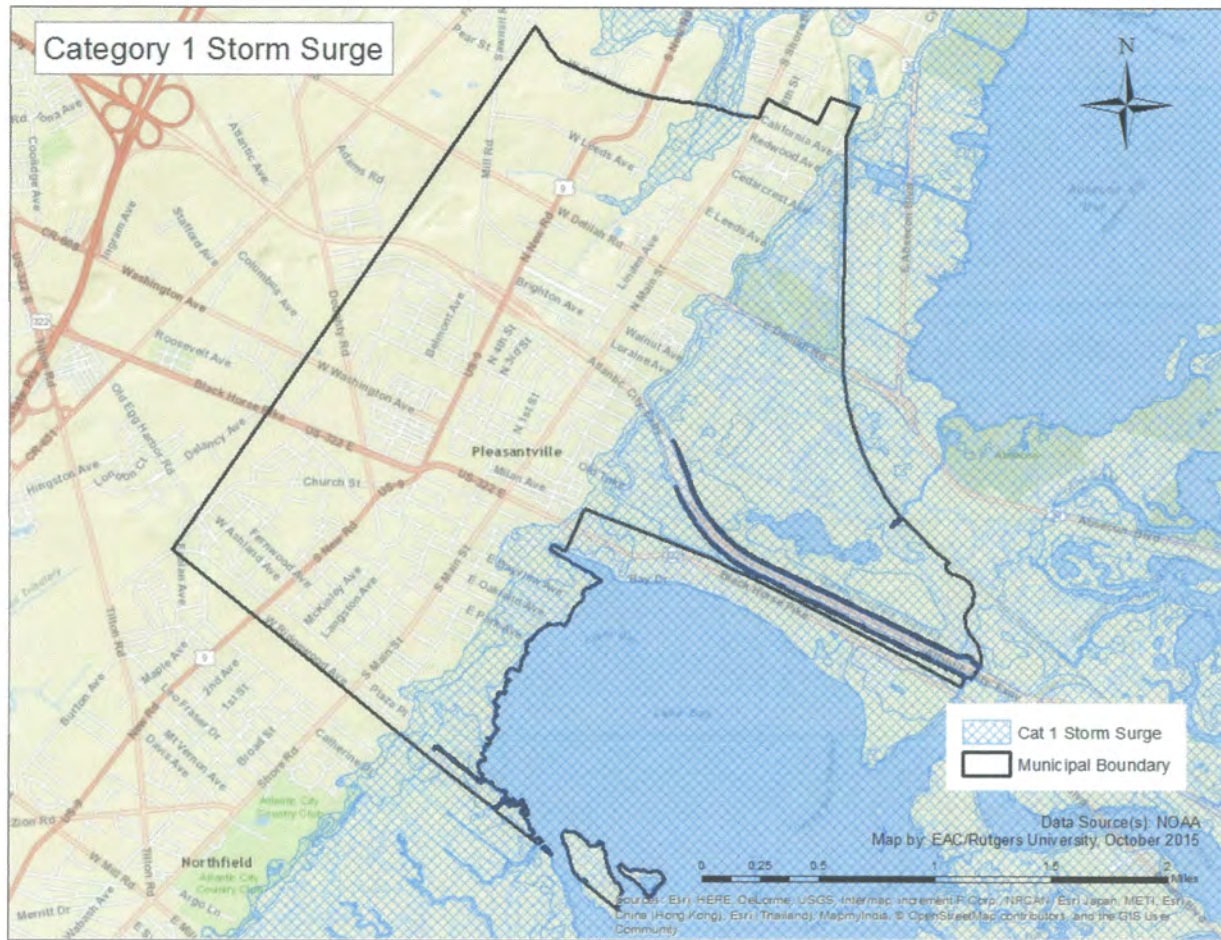
A "Bicycle and Pedestrian Circulation Study" was completed by Parsons Brinckerhoff Engineers and produced multiple suggested actions for improvements to increase bicycle and pedestrian use and safety. This study proposed improvements for routes to schools. The City and the Board of Education have worked together to develop a School Travel Plan for safer routes to schools.

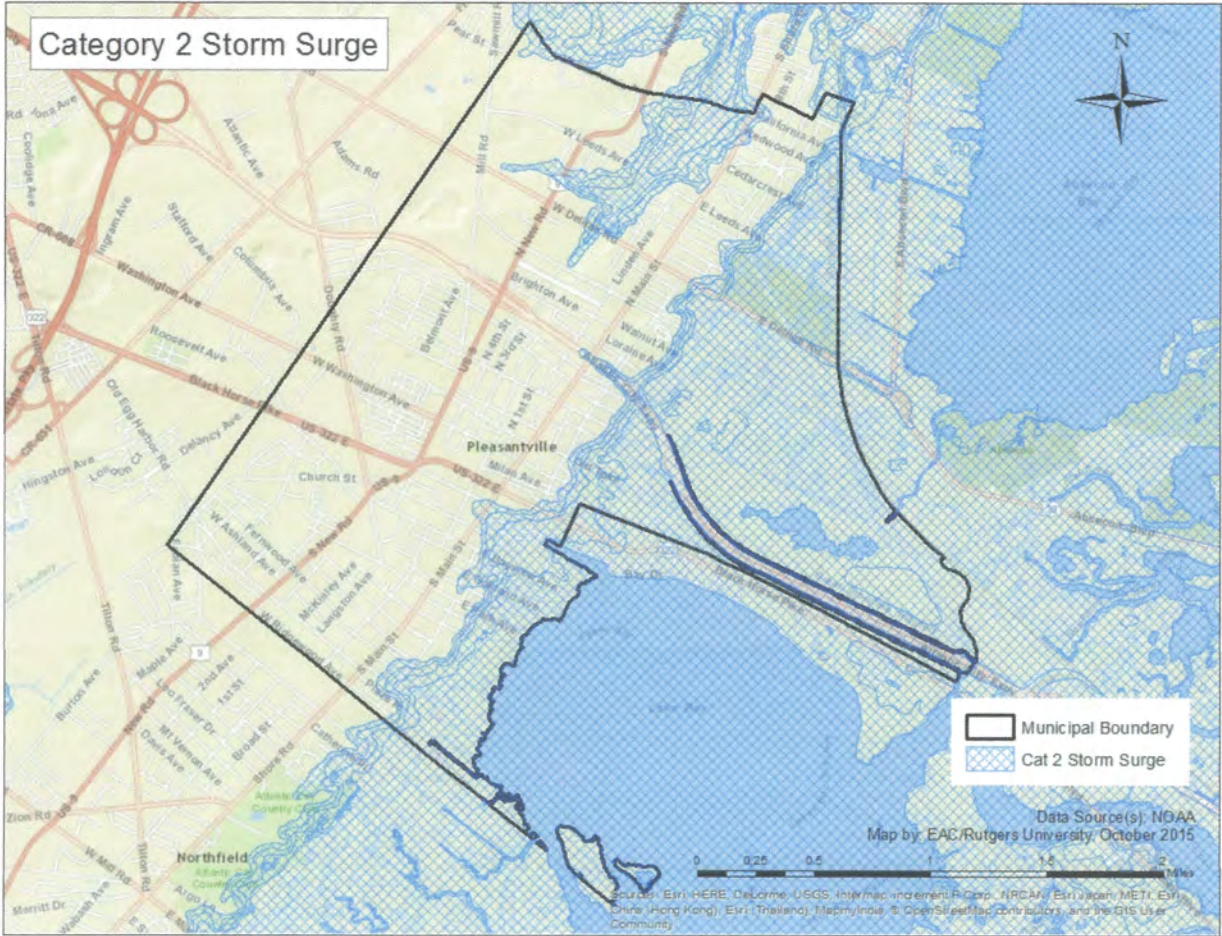
Starting in 2008, Pleasantville participated in the development of Atlantic County's Natural Hazard Mitigation Project, resulting in a report in 2010. This multi-jurisdictional hazard mitigation plan covered multiple types of natural hazards that could affect the county. It assessed vulnerabilities and made and prioritized mitigation actions to reduce vulnerabilities.

The impact of Superstorm Sandy highlighted how vulnerable the coastal region is and motivated the City to seek further guidance on resiliency and sustainability actions. The resulting two reports, "Strategic Recovery Planning Report (CME Associates, September 2014) followed by "Getting to Resilience Recommendations Report (Jacques Cousteau National Estuarine Research Reserve, April 2015) are the basis for many of this Sustainability Plan's action recommendations. These two reports demonstrate the need for sustainable resiliency in the City as they offer a variety of implementable actions to move toward resiliency.

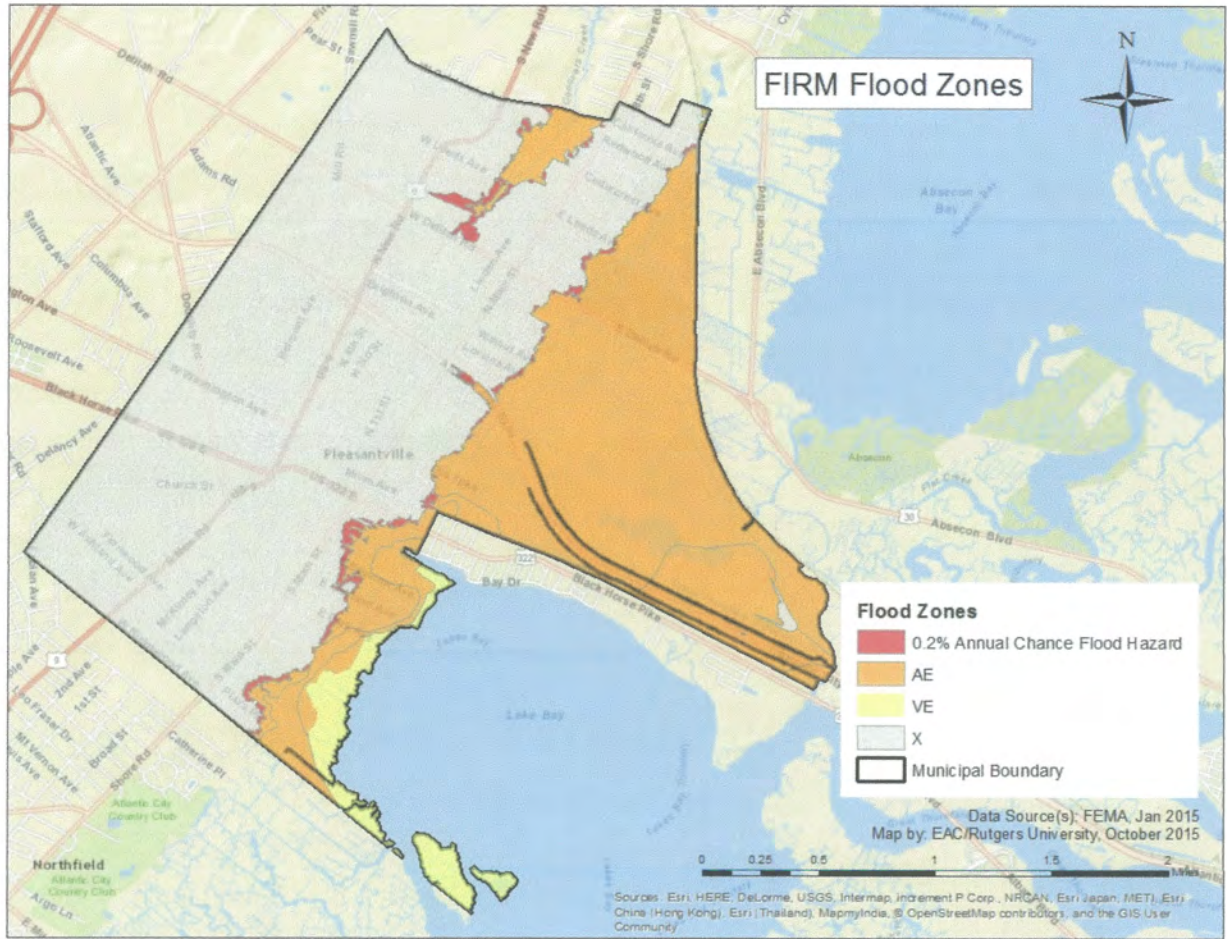


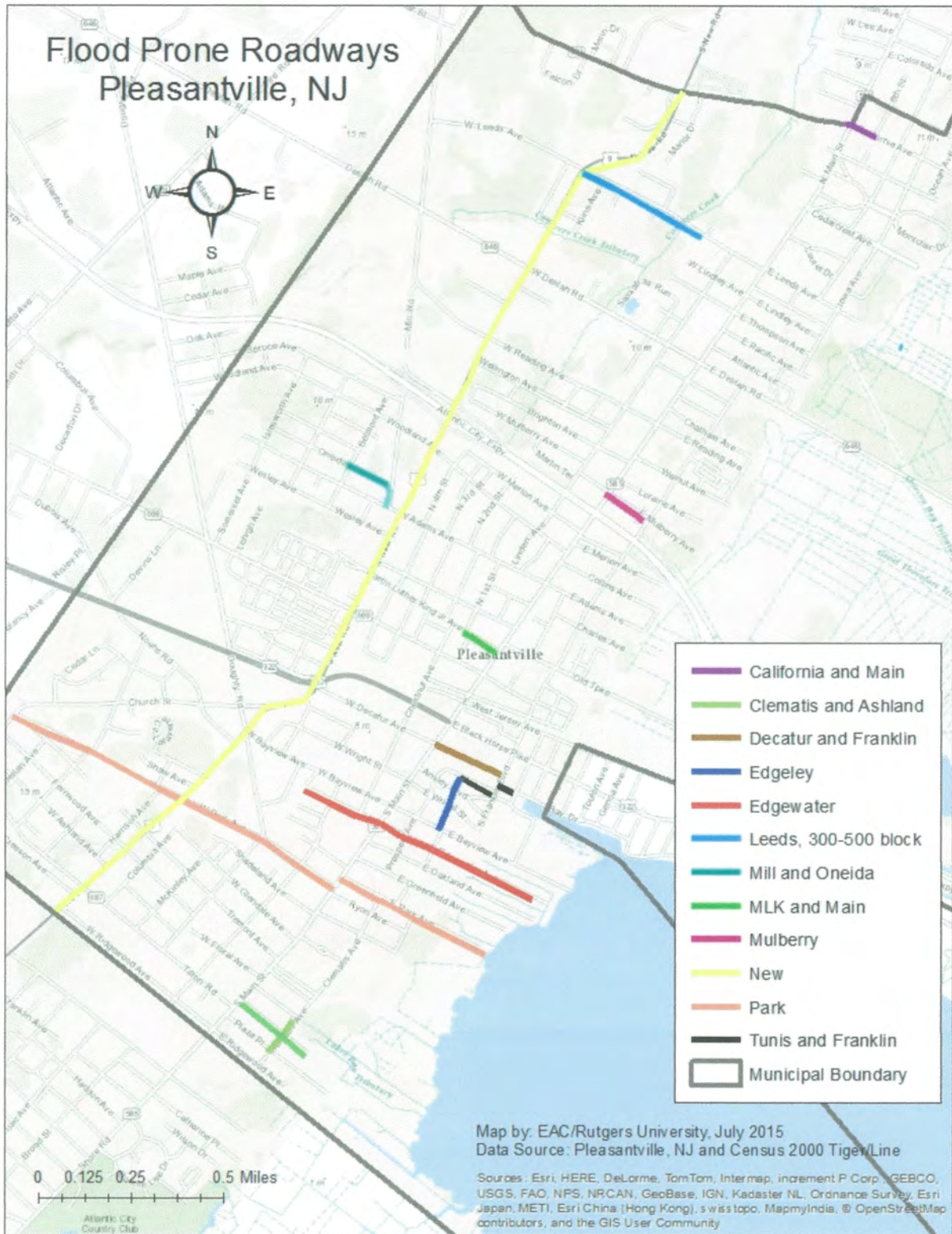
Significant mapping has been completed to full understand the impacts of storm surge on the City of Pleasantville.



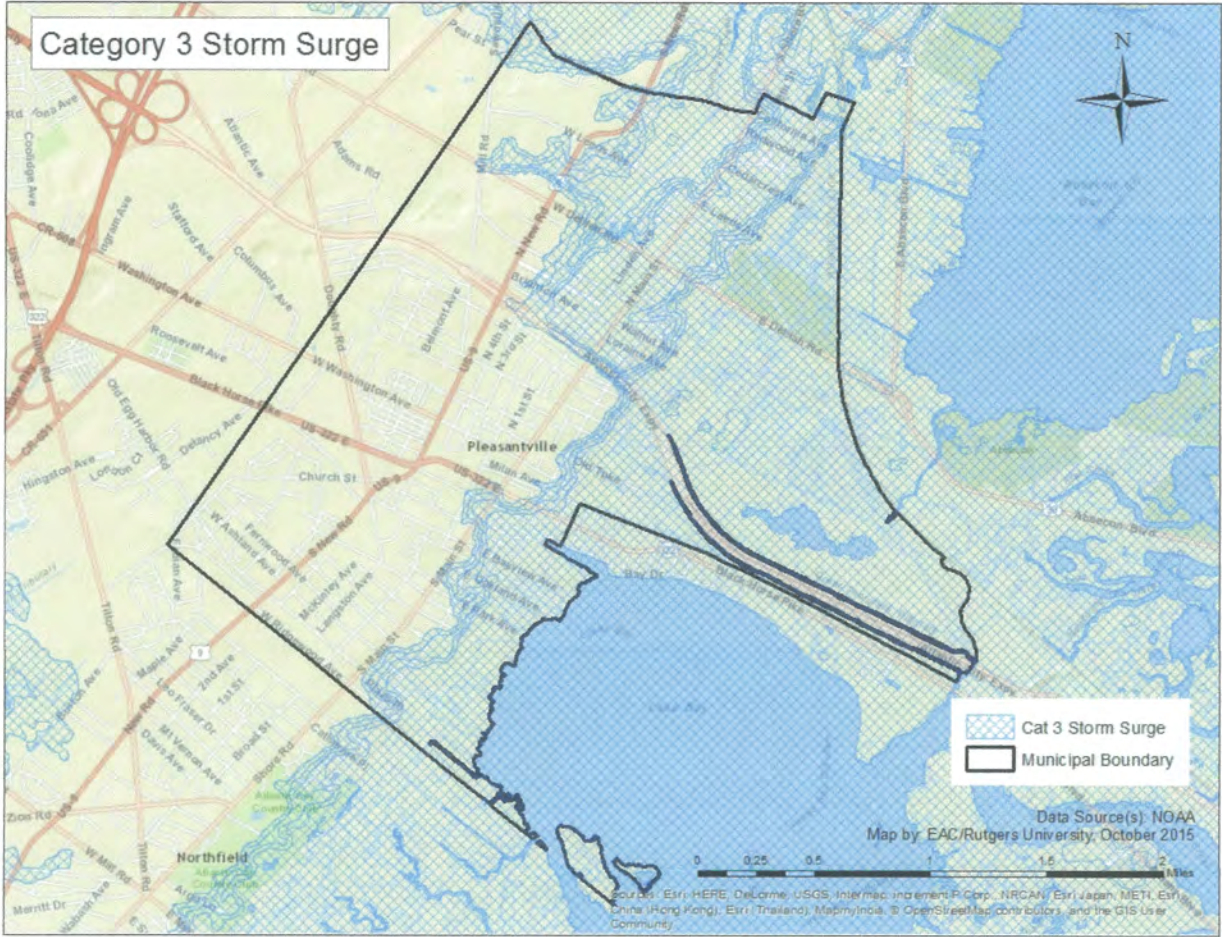








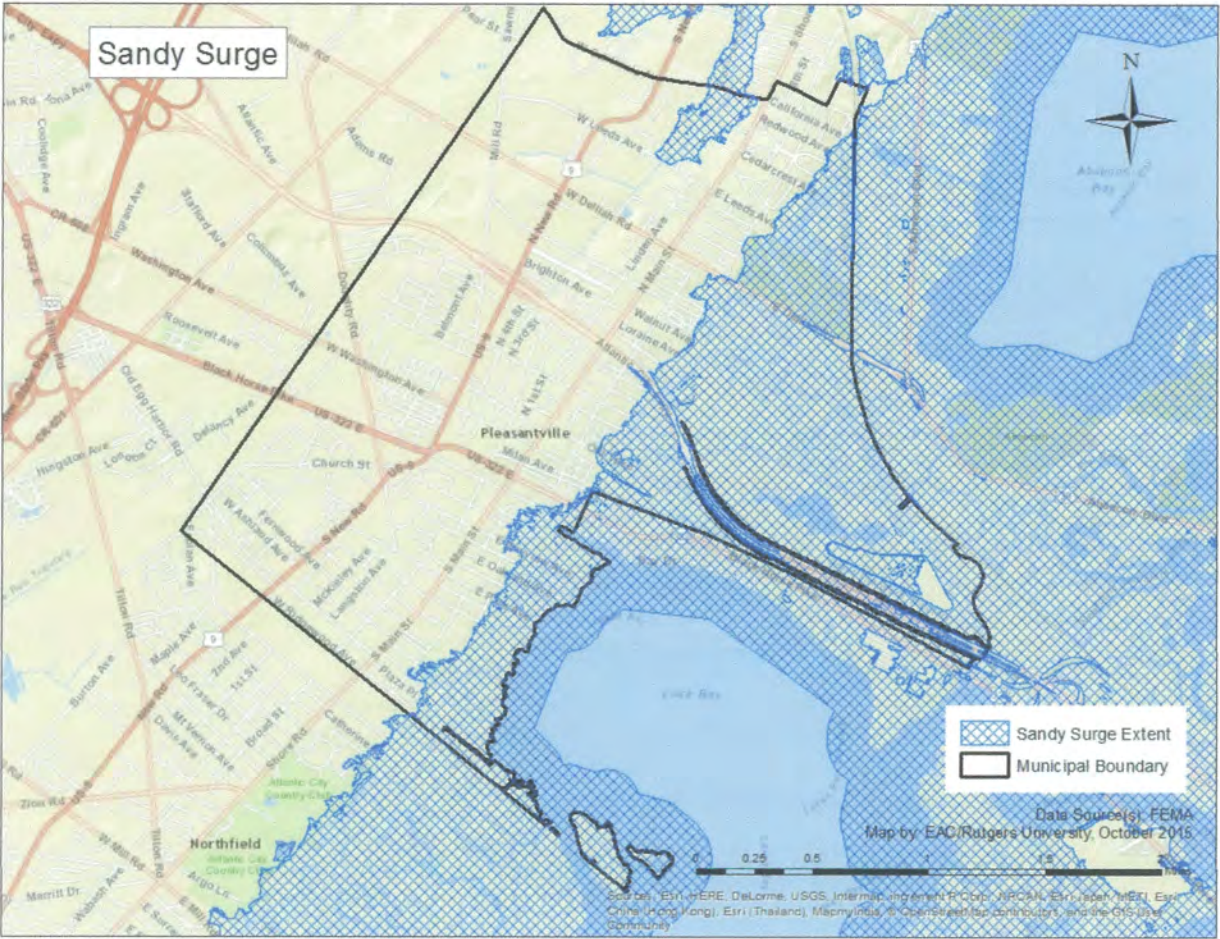




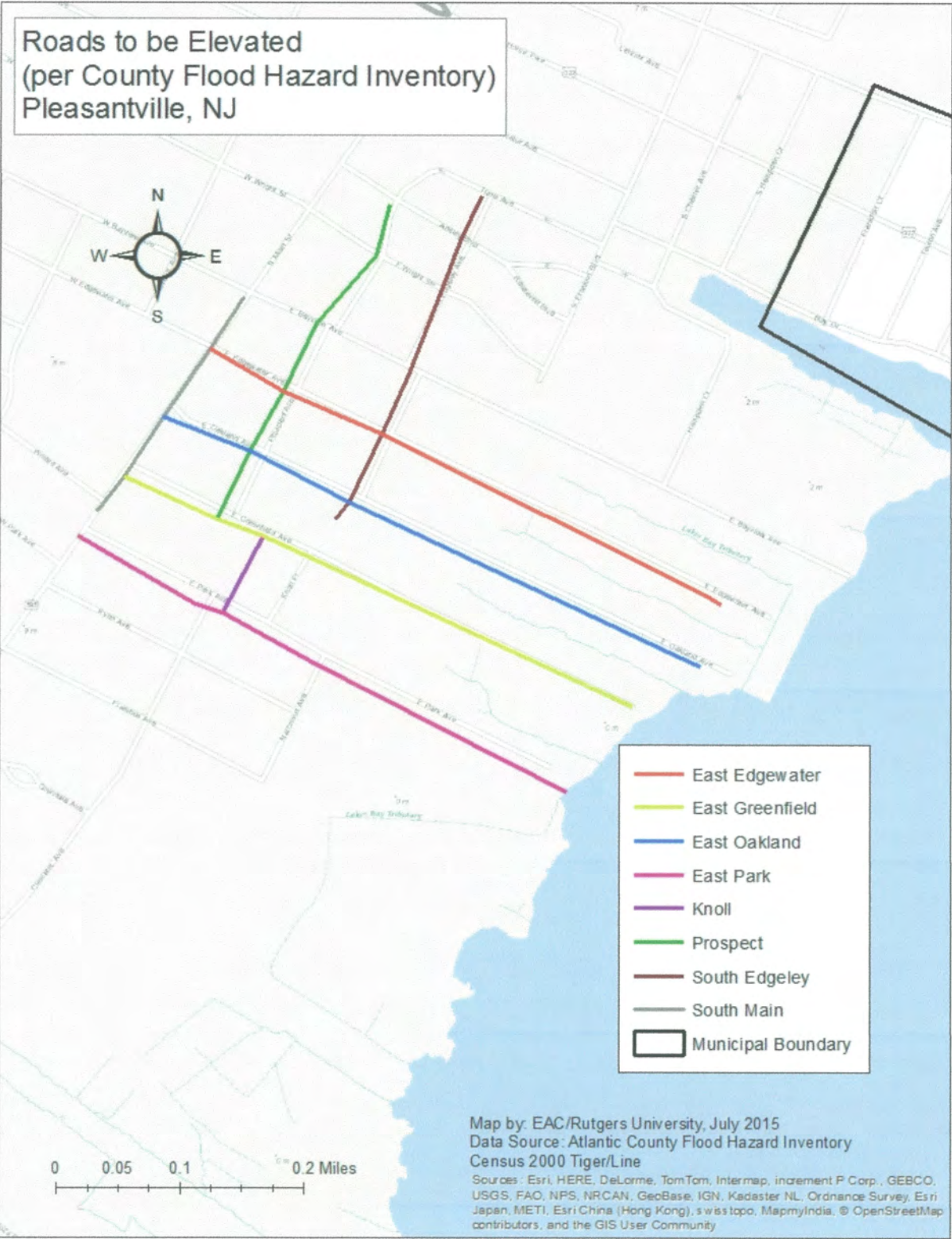


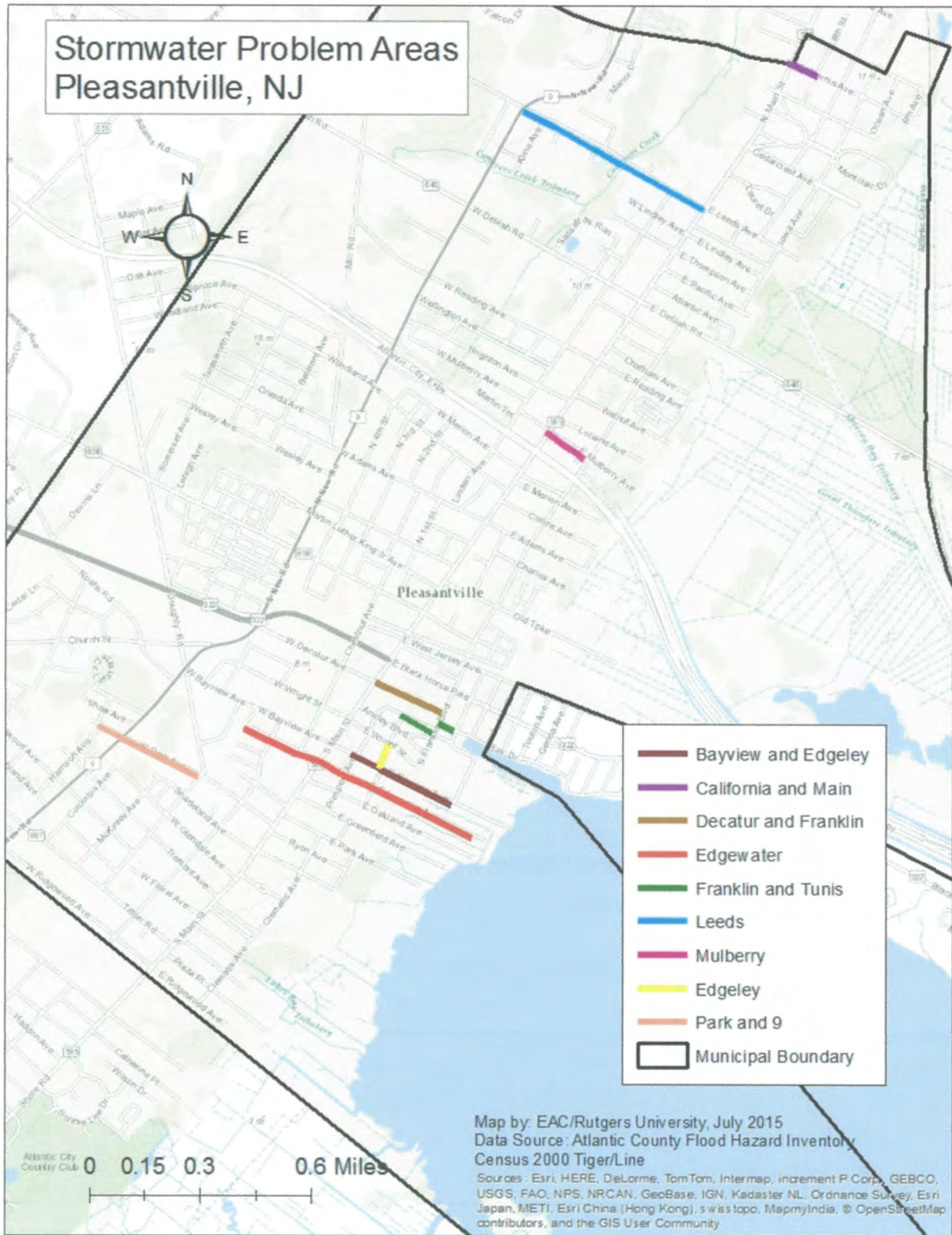














The City used the New Jersey Board of Public Utilities (NJBPU) Clean Energy Program to have energy audits completed on seven City facilities as well as two more Housing Authority buildings. The school district completed its own energy audits on its six facilities. These audits provide a solid basis for future actions to increase energy efficiency and reduce greenhouse gases by cutting back on the use of fossil fuels.

The City implemented the energy audits by using the NJBPU Direct Install Program to upgrade lighting and heating/cooling systems in many municipal buildings.

Pleasantville started working with Sustainable Jersey in 2009 to lead efforts toward sustainability. In 2014, Pleasantville established a Green Team. The Green Team has coordinated older initiatives and instigated new initiatives as part of the City's application for status as a "Sustainable Jersey" community. The Green Team supported a Farmers Market starting in the summer of 2014 and expanded it in 2015. The Bayview Summer Series was inaugurated in 2015. It utilizes space in the Lakes Bay section, which is owned by the City and offers a perfect venue, along with the Farmers Market, for activities that inform residents and visitors about sustainable activities and action they can undertake.

In October 2015, the City was achieved Sustainable Jersey Bronze Certification. Municipalities that earn this certification are considered by their peers, state government, experts and civic organizations in New Jersey to be among the leading communities in the state.

Also in 2015, the City participated in the update of the Atlantic County Multi-Jurisdictional Natural Hazard Mitigation Planning Project.

#### **4. Goals**

The City government of Pleasantville has endorsed sustainability and started to implement sustainable actions. This Plan, as a piece of the Master Plan, is a concrete measure demonstrating a commitment to the importance of working toward a sustainable community. In order to make the Plan meaningful and useful, it is founded on five central goals which are derived from Pleasantville's vision. The five goals are:

- To reinforce and expand sustainable practices in its municipal government decisions and actions.

- As part of the coastal ecosystem, to do more than merely minimize environmental impacts of its future actions but to be proactive in buttressing the littoral environment in order to remediate previous damage and strengthen the City's resiliency in the future.
- To use regulations to influence the entire community of Pleasantville – business, social and civic – to think sustainably as part of their everyday life.
- To align the necessity for economic revival, especially with regard to redevelopment initiatives, with sustainable environmental methods and social equity.
- To make sustainability a core community value shared by all residents through outreach education and by City government example.

The narrative in this Plan will utilize Sustainable Jersey's recommended framework for a Green Buildings and Environmental Sustainability Element. The goals and objectives are based on documentation from City actions, plans, resolutions and Master Plan goals. Each of Sustainable Jersey's mandatory core topics will be introduced and summarized with anticipation that this Plan will be utilized as part of the City's outreach campaign for sustainability.

Appendix A of the Plan is a matrix that shows the overlap and coordination among the topics and suggested strategies. Sustainability is, in reality, a web of inter-related objectives and actions encompassing social issues, the surrounding environment and the economic engine of a community. Land use pervades all the strategies as it also permeates most of community life. But a community working toward sustainability should look beyond land use and strive to make sustainable actions part of the everyday life of all residents.

Reaching out to, and actually grasping, each citizen's attention is difficult. In Pleasantville, where citizens have many challenges and obstacles already present in their everyday life, instigating changes from the bottom up is even more demanding. This Plan will concentrate on strategies/actions that are consistent with the resources of the City and that have the greatest chance of resonating with the people of Pleasantville.

It is especially important that Pleasantville, as a coastal environment, utilize as many of its own resources and any outside funds it can mobilize to protect the City and promote the importance of that environment. Many, if not most, of the strategies aim at educating citizens and changing daily patterns of behavior (both average citizens and City government



workers) to consider sustainability as they go about life in the community. In spite of its distressed-city status, Pleasantville is committed to moving toward sustainability because it will improve the environment, be good for business and, most importantly, benefit its citizens.

## **5. Climate Change/Greenhouse Gas Emissions**

### **5.1 Summary**

The clear linkage between climate change and increases in greenhouse gases in the atmosphere has been established. Most of this is taking place at a national and global level, driven by the use of fossil fuels as a primary source of electricity and transportation around the world. But the effects of climate change are increasingly felt locally. And there are local sustainable measures that can be effective in reducing greenhouse gas emissions.

As a low-lying coastal City, Pleasantville is increasingly subject to the localized and devastating effects of extreme weather events such as Superstorm Sandy in 2012 as well as being progressively impacted by gradual sea level rise. There are actions the City can take that will reduce its contribution to increases in greenhouse gas emissions. National energy usage in buildings, for instance, utilizes over one-third of overall national energy use and two-thirds of national electricity consumption. These figures are an accumulation of each building's contribution and can be ameliorated building by building. Increased energy efficiency in City-owned buildings alone would contribute to a decrease in local and national energy use – and save money.

Motor vehicle use is another substantial contributor to greenhouse gas emissions. Pleasantville's location, public transit network and compact size offer an opportunity to increase alternative transportation for work commutes, shopping and recreation. Pleasantville has been recognized as one of the "Best Commuter Cities in New Jersey" by one insurance company. Pleasantville already has a high percentage of residents utilizing carpools and public transit. This contributes to decreased carbon emissions and savings of fossil fuels, in addition to lower car insurance rates and better health.

In addition, there are alternatives to gas and diesel-powered vehicles that are readily available. Two compressed natural gas (CNG) fueling stations are within two miles of the Pleasantville Public Works Complex, along with four electric vehicle charging stations. CNG and electric result in much less emissions and thereby reduce greenhouse gas production.

New Jersey recognizes that elevated greenhouse gases in the atmosphere are a public health risk. Climate change is a threat to public safety. Every small action by a municipality that addresses climate change and greenhouse gas emissions contributes to the future sustainable health of the locality.

## 5.2 Strategies

There are concrete actions that the City can undertake immediately and without large capital expenditures to decrease its contribution to greenhouse gas emissions.

- In the short term, the City should ensure that all City departments are aware of a City policy stressing the importance of reduction in greenhouse gas emissions.
- The City should have a policy to mandate all capital improvements to public facilities comply with the energy audit recommendations for those facilities or explain why they do not.
- All facility maintenance staff should be trained to consider increased energy efficiency and reduction in fuel consumption for building operations.
- The City has a baseline inventory of greenhouse gas emissions from the 2014 South Jersey Transportation Planning Organization (SJTPO) report ("SJTPO Region Greenhouse Gas Emissions Inventory Final Summary Report," AKRF, June 2014). Based on this, the City should develop a Climate Action Plan which will identify short- and long-term strategies for reducing emissions and set specific goals for both the municipal government and the business community to achieve.

This is an opportunity to make a partnership between business and the City government that will improve the lives of residents while benefiting local businesses. A Climate Action Plan can be completed using some municipal staff time combined with volunteers such as the Green Team. And local businesses, when they see the possibility of energy savings, may contribute money or time to the effort.

- City government should utilize all City events to publicize bike friendliness and biking opportunities and to encourage walking within the City.
- The City should build on its excellent bus transit opportunities by surveying residents' future public transportation needs and working with NJ Transit to rectify any weaknesses.



- The City should request that NJTEACH provide coordination in including climate change education in local schools.
- Anti-idling notices should be posted in areas of the City where idling traffic is evident and harmful.
- Redevelopers should be encouraged to incorporate energy efficiency, renewable energy sources and access to public transportation in their proposals by offering bonus density or other land use incentives.
- The City should include greenhouse gas emissions reductions as a goal of the Utility Services and Community Facilities Element of the Master Plan.
- The City should consider purchasing CNG or electric-powered vehicles for the City fleet. Grant funds are available to fund the conversion costs of such vehicles.
- The City should continue to ensure that the opportunity exists for passenger rail service from Atlantic City to Pleasantville.

## **6. Renewable Energy**

### **6.1 Summary**

Renewable energy, particularly solar and to a lesser extent wind, have become an increasingly common alternative to fossil fuels in New Jersey. The state has worked to increase alternative energy through the Municipal Land Use Law and with tax incentives. The Municipal Land Use Law specifically grants wind and solar power inherently beneficial status. Although the last recession slowed the progress of solar and wind expansion as alternative energy sources, the last few years have seen a significant drop in the cost of solar installations. In addition, wind power technology is undergoing rapid development and could see increased use at a smaller scale than earlier industrial-sized turbines.

These cost reductions and technological improvements, combined with the state's significant support, make renewable energy a viable and attractive method to increase a community's sustainability. Presently, Pleasantville's Land Use Ordinance permits net-metered roof-mounted solar panels by right in its commercial and specialty zoning districts. Residential systems and ground-mounted solar require site plan review.

The Pleasantville Board of Education has a four-megawatt solar facility on 23 acres which partly powers its middle school and high school. The facility was built by a local company and is owned and operated by South Jersey Industries, an energy services company. This is one method for obtaining renewable energy with very little capital outlay by the user.

There are possibilities that could be developed for small and large ground-mounted solar facilities within Pleasantville. Expanding the solar ordinance to establish performance standards for solar development would put the City in a good position to explore opportunities for decreasing reliance on fossil fuels.

The ongoing and rapid changes in wind technology make creating strategies for this form of renewable energy difficult. But Pleasantville could investigate the overall potential of its location for wind energy in anticipation of decreased costs and increases in availability of small wind turbines which might be suitable for its pattern of development and available coastal open land.

## 6.2 Strategies

The City should build on its current solar ordinance with the following concrete steps:

- Re-examine the solar ordinance to ensure it is fulfilling its goal to encourage the use of rooftop solar.
  - Ensure commercial users are aware of the solar ordinance.
- Investigate expanding the solar ordinance to include more “by right” installations, such as residential and ground-mounted on underutilized paved land.
- Apply for funding through the New Jersey Energy Resiliency Bank for the municipality and school district to install an “off-grid” solar and/or battery backup system for key City facilities as part of its disaster planning.
- Make it a City policy to add renewable energy language to all redevelopment agreements.
- Reach out to firms investigating wind technology potential to test City-owned locations for wind power viability.



## **7. Green Building and Design**

### **7.1 Summary**

Making buildings more “green” is not only an environmentally sound strategy for sustainability but is often also cost efficient. Buildings are, by their nature, energy sinks. They consume the vast amount of the nation’s electrical output and add tons of carbon dioxide yearly to the atmosphere. While a municipality is limited in how it can regulate new construction (which is mostly governed by state building codes), there are many avenues for increasing building efficiencies in existing buildings. Since Pleasantville has completed energy audits on almost all its public facilities, it is in a good position to examine the audits’ accompanying recommendations and incorporate increased building efficiency into maintenance projects in City buildings.

While the City cannot dictate how a new building is constructed, it can be proactive in encouraging water conservation, indoor environmental quality, recycling and construction-waste reduction, and green landscaping features as part of all redevelopment projects. Developers, in general, are more than willing to incorporate features that have demonstrably reduced costs, especially when they are aware from the beginning that the City has that expectation.

One of the barriers to green development, especially landscaping features that are environmentally sound but not traditional, is current zoning and bureaucratic rigidity. Many green technologies may require zoning relief in the form of variances or waivers. The Land Use Board should educate itself on green building techniques. Part of its role is recommending changes to the ordinance based on easing constraints on green building. In addition, variances and waivers, based on sound sustainable planning, should be considered in the absence of ordinance change.

Exterior lighting plays an important part in an urban environment’s safety but it should be balanced with awareness of its energy consumption. The City and individual residents can reduce unneeded exterior lighting while targeting specific areas with known safety concerns for necessary lighting.

The state has developed the Energy Savings Improvement Plan (ESIP) process to help communities and school districts implement energy-efficient upgrades. The concept is that

the energy savings is used to fund the improvement over 15 to 20 years. Over 20 energy firms have been pre-qualified by the state to implement ESIPs.

Reductions in impervious cover can have dramatic impacts on flooding reduction as well as increasing the aesthetic appeal of the City. Reducing minimum parking requirements is one step to minimizing impervious cover and complements efforts to reduce vehicle use. Individual property owners should be discouraged from paving over green areas with enforcement of maximum building lot coverage by the construction office. Outreach to property owners to help them better understand the role of paving in flooding will benefit the individual residents and the City.

## 7.2 Strategies

There are countless small steps individual property owners can take to make their properties “greener.” The strategies listed here are based on actions which the municipal government can initiate, with perhaps the most important one being outreach and education to its citizenry on what they can do individually to increase their homes’ green potential.

- Make facilities operations changes:
  - Reduce outdoor lighting where viable and safe.
  - Include green building techniques in all capital facilities planning.
  - Evaluate water distribution system for possible savings.
  - Implement green landscape ideas such as grassed swales and infiltration trenches to reduce drainage problems.
- Encourage developers to utilize green technologies for higher-efficiency buildings by offering incentives to offset any increased initial costs.
- Investigate raising maximum building height to save open space for groundwater recharge.
- Encourage groundwater recharge by discouraging paving and/or encouraging the use of porous paving material in order to avoid stormwater system overloads, which impact coastal waters.
- Continue to implement the recommendations from the energy audits conducted on City buildings.



- Consider pursuing an Energy Savings Improvement Plan to upgrade City-owned buildings and street lights to be more energy efficient.
- The City has a tree protection and replacement ordinance which should be utilized and enforced by the Land Use Board with the full backing of the municipality.
- Provide a “Green Development Checklist” to all developers and redevelopers at first contact so prospective investors can see both the City’s existing sustainability efforts (since it already has in place many of the context categories in the checklist) and its vision for the future.
- Ensure that redevelopment plans have incentives to encourage green design by redevelopers.

## **8. Land Use and Mobility**

### **8.1 Summary**

Land use is the basis of a municipality’s Master Plan and it suffuses all topics concerning sustainability. One of land use’s biggest impacts is on transportation, since land arrangement dictates transportation. And the type and amount of transportation modes in a community governs greenhouse gas emissions. New Jersey’s carbon footprint from transportation is particularly substantial and Pleasantville is a prototypical example of the power of roads on a community’s land use even when the municipality has no control over the roads themselves.

In spite of its location amidst a busy highway corridor, Pleasantville has many assets that place it in a good position to reduce vehicle miles traveled and, thus, increase local sustainability. Pleasantville is a bus-oriented transit village with a fairly compact development pattern. It has already accomplished and/or moved toward many sustainable goals relating to transportation and mobility.

Since the biggest obstacle to reducing motor vehicle emissions at the municipal level is residents’ patterns of car use, changing local car habits is essential. Publicity for and improvements to walking and biking trails and facilities are necessary in order to motivate the population to reduce motor vehicle use locally.

The Pleasantville Planning Board has adopted a Pedestrian and Bicycle Plan that includes various recommendations. Unfortunately, many require state and county input and almost all are costly. But some, like restriping, can be accomplished by Pleasantville and at little cost beyond staff time. The Plan and the City's Complete Streets Policy are the first steps toward moving residents from their cars to the streets. Actually moving people from their cars to the sidewalk will require dedicated outreach and education as well as physical improvements.

Small improvements in parks and on downtown streets can make pedestrians and bicyclists feel more comfortable in that environment. Encouraging businesses to place street furniture, such as benches, along common pedestrian routes improves the business's visibility and helps the City's self-image as a pedestrian-friendly community. Planting trees and providing abundant litter receptacles are fairly inexpensive municipal actions that encourage pedestrian use.

Like many of the sustainable actions, the most effective method of reducing vehicle miles traveled in the community is to educate and encourage the public to walk, bike, carpool and use public transportation. Cooperation between the school system and the City to encourage safe walking routes to school results in healthier children and healthier air within the community. Adults can be reached through school programs that children bring home as well as with a municipal effort to publicize Pleasantville's bus-transit opportunities and its success at carpooling.

## **8.2 Strategies**

While Pleasantville has made many strides toward sustainability in mobility in terms of its general policies, it needs to build on the policies and reports that are in existence to spur reductions in transportation emissions. The actions suggested can be carried out based on existing policies and documentation using the City's Complete Streets Policy as a guideline. The Complete Streets Policy, contained in Appendix B of this Plan, should be incorporated into this element of the Master Plan. Next, an effort to make Pleasantville's streets more "complete" should be launched utilizing current budget allocations. Actions which could be accomplished in the short term are:

- Restripe municipal crosswalks as identified in the "Bicycle and Pedestrian Circulation Study." This action is limited as many of the most unmanageable crossings are at intersections with state highways that pass through Pleasantville.



- Expand existing bike lanes into residential areas and ensure they remain safe.
- Pursue further improvements and amenities with NJ Transit at the bus center.
- Involve organizations such as Cross County Connections for advice to increase participation in the safe-routes-to-school program.
- Seek out college/university programs with an urban component to study downtown walkability.
- Add a “walkathon” or bike event to the City’s summer series. Ask local business for financial prizes to encourage participation.
- Start an “anti-idling” campaign within the City to discourage leaving cars running when not necessary.
- Provide parking and amenities at a centralized carpooling lot to encourage carpooling.

## 9. Water Cycle

### 9.1 Summary

Pleasantville is surrounded by water, and its residents, especially children, should celebrate and enjoy that feature of their community. But they should also be educated about the challenges of preserving water quality and ensuring adequate water quantity. The public water supply in Pleasantville is derived from a combination of subsurface aquifer and reservoir withdrawals. While water shortages at this time are not foreseen for southern New Jersey, saltwater intrusion into the Kirkwood-Cohansey aquifer from which Pleasantville’s water is drawn is already occurring in Delaware Bay communities and could eventually impact other coastal communities. Water conservation, even when it does not seem crucial, should become part of any sustainable community’s portfolio.

While a water shortage is unlikely in Pleasantville, flooding is a concern. The City is low-lying and certain areas, particularly the open bayfront of the Lakes Bay Area, is exposed to tidal flooding. The bayfront north of the Atlantic City Expressway is better protected by the extensive wetland frontage. Inevitably, inadequate storm drainage systems combined with sea level rise will result in escalating water problems for all of the City.

The City has a Federal Emergency Management Agency (FEMA)-approved floodplain management ordinance. This document and information on home elevations and proper care in times of flooding need to be better distributed and better understood by the general population, by business owners and by City staff. A campaign to inform the population about flooding, flood insurance and flood-protection measures should be an immediate part of the City's agenda in order to ensure the residents are informed prior to, rather than after, the next storm event.

The City's density and proximity to environmentally sensitive marshlands results in a threat to a healthy water cycle. Pesticides and insecticides used to control weeds and annoying insect life end up in the water. The subsequent environmental damage is often unnecessary, brought on by excessive enthusiasm for overuse of commercial sprays.

## 9.2 Strategies

The City can take a multi-pronged approach to water sustainability. While the City has limited control over the quantity of drinking water supplied by its purveyor, it can ensure that the quality and quantity of water it puts back into the water cycle is contributing to sustainability. And the City can work to limit flooding's potential and impact with concrete measures as well as through outreach to its citizens.

- Keep its floodplain ordinance updated as state and FEMA regulations change.
- Seek county cooperation and help to map, evaluate and keep records of tidal flooding problems as they arise.
- Consider, as a first option, using green technologies when stormwater facilities require repair and replacement. Always look for green infrastructure solutions before hard solutions.
- Use City-run events, the City website and public announcements to encourage water conservation in residential landscaping.
- Seek sponsors for promotions such as a rain-barrel giveaway to home gardeners.
- Make a City policy that limits chemical additions within City landscaping areas, particularly on the bay side of the City.



- Use the City website as a bulletin board to educate and inform citizens on flooding issues.
- Use City-run events and public announcements to educate about limiting herbicides in landscaping.

## **10. Waste Management**

### **10.1 Summary**

It is a simple axiom that the more we recycle, the more energy we save. Besides the energy utilized to transport waste to a landfill, recycling reduces the landfill gases created by degradation of waste and potentially saves all the energy involved in extracting, transporting and processing the raw materials to make a new product. Recycling education should involve more than simply when to place the recycling container on the curb. Citizens should be made more aware of the environmental cost every time they toss an old toy because it is too much trouble to donate it or have a yard sale. Per capita, Americans are the world's single largest waste generators of food, clothing and household goods. Many of the items we throw away have years of life and usefulness in them. There needs to be increased awareness that every piece of trash generates greenhouse gases for landfilling or incineration.

Waste reduction and recycling are both strategies that every citizen can employ to increase sustainability. Atlantic County runs Pleasantville's recycling program, and the City picks up its solid waste for all single- and two-family households. The recycling and waste collection programs should be periodically examined to ensure that they are clear to residents and are convenient enough to ensure cooperation. The more involved and aware residents are of the costs of waste and the benefits of recycling in terms of tax savings, the more likely they are to cooperate and expand their efforts to recycle.

Demolition and redevelopment are often generators of great amounts of both waste and potentially reusable substances. A knowledgeable developer will see the potential for energy and cost savings in selective demolition, but the municipality can encourage recycling of construction materials by making it a condition of demolition permits and part of any discussion with redevelopers.

The City can be the leader in demonstrating the importance of recycling and waste reduction with well-marked recycling containers and trash containers in public venues and City

facilities. Such containers offer an opportunity for a City slogan on recycling which can be utilized to increase a feeling of community pride.

## **10.2 Strategies**

- Use public events and the City website to educate residents and businesses on cost savings in, and other advantages of, recycling and waste reduction.
- Place, and ensure pickup of, recycling containers in parks, municipal buildings and downtown areas.
- Ensure that trash/recycling containers are part of any streetscape plans for redevelopment.
- Start a community project to write a slogan to increase awareness of recycling.
  - Publicize winners and ask businesses to offer rewards to winners.
  - Involve school children as much as possible.
- Ensure City and state regulations for construction waste and disposal are followed.

## **11. Resiliency**

### **11.1 Summary**

Resiliency is the ability to withstand shock and still rebound to close to one's original state. In terms of sustainability, a resilient community is one that acknowledges and prepares for possible hazards/disaster events and strives to ensure the community's endurance during and after the event. Coastal communities in New Jersey must be especially resilient in the face of sea level rise and increased storm potential.

Pleasantville has been involved in resiliency for decades, beginning with the National Flood Insurance program in the 1980s. The 2010 Atlantic County Hazard Mitigation Study identified potential hazards and assessed vulnerability of each municipality in the county. It proposed mitigation activities for the full array of potential hazards. Pleasantville has addressed many of these with the identification of a shelter for displaced residents, purchase of generators and a program of tree pruning to protect power lines. But the City felt there was more to do to reach resilience, especially in the face of flooding and storms.



The City participated in the “Getting to Resilience” with the help of the Jacques Cousteau National Estuarine Research Reserve (JCNERR). A “Getting to Resilience” questionnaire developed by the New Jersey Department of Environmental Protection’s Office of Coastal Management was utilized to evaluate the City’s condition in terms of resiliency. Then the JCNERR provided community-specific recommendations and talked with municipal representatives. From this information, a vulnerability analysis specific to Pleasantville was formulated and municipal plans were reviewed in terms of the analysis.

## 11.2 Strategies

The Resiliency Plan identifies measures in terms of outreach, mitigation, preparedness, municipal organization, FEMA mapping, Sustainable Jersey actions, and planning. While this Element of the Master Plan recommends follow-up on all 27 recommendations, it particularly emphasizes those that the City can implement at low cost and immediately.

- Acknowledgment of sea level rise as a hazard should be incorporated into all City planning.
- The city should seek funding for a comprehensive municipal “Risk and Vulnerability Assessment” which will look at the social, economic, infrastructure, utility and emergency systems of the City in terms of sea level rise.
- The City has a set of recommendations, some of which it has already started to carry out. It needs to do extensive outreach to its residents and businesses to ensure they understand the recommendations and actions of the City so they can be active participants in resiliency.
- Every citizen, particularly those in the AE and V flood zones, should have a plan for evacuation and safety procedures in case of storm surges and flooding.
- A census of residents should be conducted to identify those who will have problems and/or are reluctant to evacuate.
- The city should consider an ordinance requiring more two feet of freeboard for all new construction and major renovations. In this way the lowest horizontal building member will be at least two feet above Base Flood Elevation.

- The city should start a comprehensive Program for Public Information to:
  - Provide information to property owners on their elevations and potential buy-out programs.
  - Educate municipal staff in disaster preparedness and procedures and stress the importance of dissemination of this information to all the population.
  - Assign a staff member to update and remain current with all FEMA mapping and regulations as they develop.
  - Place FEMA information for the public on the website to make personal disaster planning easier for all citizens.
  
- An Open Space Element should be added to the Master Plan so that the City is clear on areas that require protection.
  - Consider adopting a dual-purpose park plan that allows some floodplain areas to be used for recreation purposes without hard structures which would be destroyed by flooding.

## **12. Conclusion**

Pleasantville has a vision of itself as a sustainable community and it has made significant strides toward that vision. Because of its coastal vulnerability, it is especially vital that the City continue its progress by implementing as many sustainable actions as possible so it can increase its resiliency as it moves toward sustainability.

The City's plan to re-examine Volume I of its 2008 Master Plan and to incorporate additional elements into that Plan, including Circulation, Utilities, Community Facilities and Open Space, is an opportunity to infuse all its planning with the core principles of sustainability. But the Master Plan is only a policy document. A crucial step the City can easily take is to increase its outreach on its commitment to sustainability and to better engage its population in the effort. The City should utilize its website as a community bulletin board and it should take every City and school-sponsored opportunity to publicize its sustainable efforts and to educate the public on what it can do.



## APPENDIX A - GOALS MATRIX

Discussed in narrative under core topic	STRATEGIES/ACTIONS	Relates to Core Topic of Vision						
		Climate Change & GHGF	Renewable Energy	Green Building & Design	Land Use & Mobility	Water Cycle	Waste Management	Resiliency
Climate Change/ GHG Emissions	Build on 2014 SJTPO report to formulate a Climate Action Plan	X	X	X	X	X	X	X
	Educate municipal staff and all departments on City's commitment to greenhouse gas emissions reduction and train for increased energy efficiency	X			X		X	
	Implement a Citywide policy to consider energy audit recommendations in all capital improvement and maintenance planning or explain in writing why it cannot be done	X	X	X		X	X	
	Use City events to encourage biking and walking	X		X	X			
	Work with NJ Transit to improve bus service and increase ridership	X		X	X			
	Include information on climate change in school curriculum	X	X	X		X	X	X

Discussed in narrative under core topic	STRATEGIES/ACTIONS	Relates to Core Topic of Vision						
		Climate Change & GHGE	Renewable Energy	Green Building & Design	Land Use & Mobility	Water Cycle	Waste Management	Resiliency
	Post anti-idling notices in areas where excessive motor vehicle idling has been observed	X						
	Encourage redevelopers to incorporate energy efficiency, renewable energy, bike friendliness and access to public transportation	X	X	X	X			
	Include greenhouse gas emissions reductions in the Utility Services Element of the Master Plan	X	X	X			X	
Renewable Energy	Re-examine and update the City's solar ordinance	X	X	X				
	Add 'off grid' backup batteries to City's post-disaster package	X	X					X
	As policy, incorporate requests for renewable energy in all redevelopment agreements	X	X	X				
	Investigate potential of Pleasantville for newer technology small turbine wind facilities	X	X	X				
Green Building & Design	Include green building techniques in capital facilities planning	X	X	X		X	X	
	Examine City-placed outdoor lighting and reduce where redundant or not necessary	X		X				



Discussed in narrative under core topic	STRATEGIES/ACTIONS	Relates to Core Topic of Vision						
		Climate Change & GHGE	Renewable Energy	Green Building & Design	Land Use & Mobility	Water Cycle	Waste Management	Resiliency
	Evaluate water distribution system for possible resource and financial savings	X		X		X		
	Implement green landscaping techniques, such as grassed swales and infiltration trenches, for municipal projects	X		X		X		
	Encourage developers to design buildings for higher energy efficiency	X		X				
	Investigate raising maximum building height to reduce impervious footprint	X		X				
	Encourage groundwater recharge by discouraging excessive impervious paving	X		X		X		
	Prioritize and begin implementation of Energy Audit recommendations for City buildings	X		X		X	X	
	Utilize and enforce the existing tree protection ordinance	X		X				
	Make use of Sustainable Jersey's "Green Development Checklist" by providing to developers and builders.	X	X	X	X	X	X	
	Ensure all redevelopment projects have incentives to encourage "green" design	X	X	X	X	X	X	

Discussed in narrative under core topic	STRATEGIES/ACTIONS	Relates to Core Topic of Vision						
		Climate Change & GHGE	Renewable Energy	Green Building & Design	Land Use & Mobility	Water Cycle	Waste Management	Resiliency
Land Use and Mobility	Incorporate the City's Complete Streets policy into this Element of the Master Plan			X	X			
	Restripe municipally controlled crosswalks to encourage pedestrian comfort and safety	X		X	X			
	Expand bike lane program to create bike circuits within the City	X			X			
	Improve bus station amenities	X			X			
	Work on expanding biking/walking to school programs using regional organizations	X			X			
	Explore funding for a downtown walkability study	X		X	X			
	Have a City-sponsored Walkathon as part of summer programming and seek sponsors	X			X			
	Implement an anti-idling program within the City	X			X			
	Encourage carpooling among City residents	X			X			
Water Cycle	Keep floodplain ordinance concurrent with state and FEMA standards	X		X		X		X
	Engage with county to map, evaluate and retain flooding records	X		X		X		X



Discussed in narrative under core topic	STRATEGIES/ACTIONS	Relates to Core Topic of Vision						
		Climate Change & GHGE	Renewable Energy	Green Building & Design	Land Use & Mobility	Water Cycle	Waste Management	Resiliency
	First consider green technologies when replacing and repairing stormwater facilities	X		X	X	X		X
	Use City events and website to encourage water conservation in home landscaping. Ensure that all City landscaping maintenance is conserving water.	X		X	X	X		X
	Seek sponsors for water conservation activities such as rain-barrel gardening and giveaways	X		X	X	X		X
	Make it a City policy to limit chemical additives on City properties, particularly near the bay	X		X	X	X		X
	Use City events to educate about potential damage of herbicides to the environment in home landscaping	X		X	X	X		X
Waste Management	City should disseminate information about the cost savings and additional advantages of recycling and waste reduction	X					X	
	Place and ensure adequate emptying of recycling containers in all parks, municipal buildings and downtown areas	X		X			X	
	Ensure that every redevelopment project has a viable recycling plan	X		X			X	

Discussed in narrative under core topic	STRATEGIES/ACTIONS	Relates to Core Topic of Vision						
		Climate Change & GHGE	Renewable Energy	Green Building & Design	Land Use & Mobility	Water Cycle	Waste Management	Resiliency
	Start a community project to write a recycling awareness slogan for Pleasantville with prizes	X		X			X	
	Ensure City and state regulations for construction waste and disposal are followed at all construction sites	X		X			X	
Resiliency	Incorporate sea level rise into all City planning	X						X
	Seek funding for a "Risk and Vulnerability Assessment"	X					X	X
	Publicize and educate residents on resiliency actions in order to ensure they are active participants in increasing resiliency	X						X
	Ensure that all households are aware of evacuation planning and safety procedures	X					X	X
	Engage citizens to discover how to educate and make all aware of the importance of evacuation	X						X
	Consider an ordinance requiring more than higher building elevation than state mandate	X					X	X
	Initiate a Program for Public Information (PPI) to provide property owners with flood information and	X					X	X



Discussed in narrative under core topic	STRATEGIES/ACTIONS	Relates to Core Topic of Vision						
		Climate Change & GHGE	Renewable Energy	Green Building & Design	Land Use & Mobility	Water Cycle	Waste Management	Resiliency
	better educate municipal staff on disaster preparedness							
	Assign a City staff member to update and remain current on FEMA mapping and regulations and ensure the information is disseminated	X					X	X
	Add a "button" to the City website for residents to keep up to date on resilience information	X					X	X
	Add an Open Space and Recreation Element to the Master Plan which incorporates park planning and resilience into the Master Plan	X		X			X	X

## APPENDIX B – COMPLETE STREETS POLICY RESOLUTION



CITY OF PLEASANTVILLE  
RESOLUTION NO. 161- 2011

"A RESOLUTION ESTABLISHING AND ADOPTING A  
CITY OF PLEASANTVILLE COMPLETE STREET POLICY"

WHEREAS, a Complete Street is defined as a means to provide safe access for all users by designing and operating a comprehensive, integrated, connected multi-modal network of transportation options; and

WHEREAS, the benefits of Complete Streets include improving safety for pedestrians, bicyclists, children, older citizens, non-drivers and the mobility challenged as well as those that cannot afford a car or choose to live car free; providing connections to bicycling and walking trip generators such as employment, education, residential, recreation, retail centers and public facilities; promoting healthy lifestyles; creating more livable communities; reducing traffic congestion and reliance on carbon fuels thereby reducing greenhouse gas emissions; and saving money by incorporating sidewalks, bike lanes, safe crossings and transit amenities into the initial design of a project, thus sparing the expense of retrofits later; and

WHEREAS, the City Council of the City of Pleasantville wishes to implement a Complete Streets policy through the planning, design, construction, maintenance and operation of new and retrofit transportation facilities, enabling safe access and mobility of pedestrians, bicyclists, transit users of all ages and abilities; and

NOW, THEREFORE, be it resolved that the City Council of the City of Pleasantville adopts the following Complete Streets Policy:

Purpose: To adopt a Complete Streets Policy that acknowledges and implements the concept that streets should be designed, built and retrofitted for all users: motor vehicles, pedestrians, bicyclists, transit users and people with disabilities. Implementation of this policy will integrate the needs of all users into everyday transportation and land use decision making, and will take place through the following methods:

1. Bicycle and pedestrian ways shall be established in new construction and reconstruction projects unless one or more of the following conditions are met:

- Bicyclists and pedestrians are prohibited by law from using the roadway.
  - The cost of accommodations is excessively disproportionate to cost of project, at more than twenty percent (20%) of total cost.
  - Where sparse population, travel or other factors indicate an absence of need as defined by any street with a paved roadway width greater than 28 feet and less than 100 vehicles per day.
  - Detrimental environmental or social impacts outweigh the need for these accommodations
  - The safety or timing of a project is compromised by the inclusion of Complete Streets.
2. Paved shoulders should be included in all new construction and reconstruction projects on roadways used by more than 1,000 vehicles per day consistent with NJDOT Complete Streets policy.
3. Sidewalks, shared use paths, street crossings, pedestrian signals, signs, street furniture, transit stops and facilities, and all connecting pathways shall be designed, constructed, operated and maintained so that all pedestrians, including people with disabilities, can travel safely and independently.
4. The design and development of the transportation infrastructure shall improve conditions for bicycling and walking through the following additional steps:
- Planning projects for the long-term. The design and construction of new facilities that meet the criteria in Item 1 above should anticipate likely future demand for bicycling and walking facilities and not preclude the provision of future improvements.
  - Addressing the need for bicyclists and pedestrians to cross corridors as well as travel along them. The design of intersections and interchanges shall accommodate bicyclists and pedestrians in a manner that is safe, accessible and convenient.
  - Getting exceptions approved at a senior level. Exceptions for the non-inclusion of bikeways and walkways shall be approved by a senior manager and be documented with supporting data that indicates the basis for the decision.
  - Designing facilities to the best currently available standards and guidelines. The design of facilities for bicyclists and pedestrians should follow design guidelines



and standards that are commonly used, such as the AASHTO Guide for the Development of Bicycle Facilities, AASHTO's A Policy on Geometric Design of Highways and Streets, and the ITE Recommended Practice "Design and Safety of Pedestrian Facilities".

5. This Complete Streets Policy shall be incorporated into the next Reexamination, update, revision, amendment or adoption of the Master Plan.

BE IT FURTHER RESOLVED, that a certified copy of this Resolution shall be sent to all Departments and Agencies having a responsibility for or connection with projects covered by the City of Pleasantville Complete Streets Policy.

Dated: November 21, 2011

CERTIFIED AS A TRUE COPY OF  
A RESOLUTION ADOPTED BY COUNCIL  
OF THE CITY OF PLEASANTVILLE,  
ATLANTIC COUNTY, NEW JERSEY.

November 21, 2011  
CLERK Storia V. Hoff

## APPENDIX C – SUSTAINABLE LAND USE PLEDGE RESOLUTION



CITY OF PLEASANTVILLE  
RESOLUTION NO. 136 - 2015

"APPROVING THE SUSTAINABLE LAND USE PLEDGE RESOLUTION"

WHEREAS, land use is an essential component of overall sustainability for a municipality; and

WHEREAS, poor land-use decisions can lead to and increase societal ills such as decreased mobility, high housing costs, increased greenhouse gas emissions, loss of open space and the degradation of natural resources; and

WHEREAS, well planned land use can create transportation choices, provide for a range of housing options, create walkable communities, preserve open space, provide for adequate recreation, and allow for the continued protection and use of vital natural resources; and

WHEREAS, Given New Jersey's strong tradition of home rule and local authority over planning and zoning, achieving a statewide sustainable land use pattern will require municipalities to take the lead;

NOW THEREFORE, we the City of Pleasantville, resolve to take the following steps with regard to our municipal land-use decisions with the intent of making the City of Pleasantville a truly sustainable community. It is our intent to include these principles in the next master plan revision and reexamination report and to update our land-use zoning, natural resource protection, and other ordinances accordingly.

Regional Cooperation - We pledge to reach out to administrations of our neighboring municipalities concerning land-use decisions, and to take into consideration regional impacts when making land-use decisions.

Transportation Choices - We pledge to create transportation choices with a Complete Streets approach by considering all modes of transportation, including walking, biking, transit and automobiles, when planning transportation projects and reviewing development applications. We will reevaluate our parking with

the goal of limiting the amount of required parking spaces, promoting shared parking and other innovative parking alternatives, and encouraging structured parking alternatives where appropriate.

Natural Resource Protection - We pledge to take action to protect the natural resources of the State for environmental, recreational and agricultural value, avoiding or mitigating negative impacts to these resources. Further, we pledge to complete a Natural Resources Inventory when feasible to identify and assess the extent of our natural resources and to link natural resource management and protection to carrying capacity analysis, land-use and open space planning.

Mix of Land Uses - We pledge to use our zoning power to allow for a mix of residential, retail, commercial, recreational and other land use types in areas that make the most sense for our municipality and the region, particularly in downtown and town center areas.

Housing Options - We pledge, through the use of our zoning and revenue generating powers, to foster a diverse mix of housing types and locations, including single- and multi-family, for-sale and rental options, to meet the needs of all people at a range of income levels.

Green Design - We pledge to incorporate the principles of green design and renewable energy generation into municipal buildings to the extent feasible and when updating our site plan and subdivision requirements for residential and commercial buildings.

Municipal Facilities Siting - We pledge, to the extent feasible, to take into consideration factors such as walkability, bikability, greater access to public transit, proximity to other land-use types, and open space when locating new or relocated municipal facilities.

Be It Further Resolved That copies of this resolution be distributed to the Planning Board, Zoning Board and Green Team.



CERTIFICATION

I hereby certify this is a true and exact copy of a resolution adopted by the City of Pleasantville Governing Body on September 9, 2015

Dated: September 9, 2015

CERTIFIED AS A TRUE COPY OF  
A RESOLUTION ADOPTED BY COUNCIL  
OF THE CITY OF PLEASANTVILLE,  
ATLANTIC COUNTY, NEW JERSEY.

September 9, 2015  
CLERK Alma V. Buffin

## APPENDIX D – GREEN TEAM APPOINTMENT RESOLUTION



CITY OF PLEASANTVILLE  
RESOLUTION NO. 133 - 2015

"A RESOLUTION ESTABLISHING THE PLEASANTVILLE  
GREEN TEAM AND APPOINTING THE 2015 MEMBERS"

WHEREAS, the Mayor and Governing Body of the City of Pleasantville strives to save tax dollars, assure clean air and water and improve working and living environments to build a community that is sustainable economically, environmentally and socially; a community which would thrive well into the next century; and

WHEREAS, the Mayor and Governing Body of the City of Pleasantville wishes to build a model of government which benefits our residents now and far into the future with green community initiatives which are easy to replicate and affordable to implement; and

WHEREAS, in an attempt to focus attention on "Green" issues, the Mayor and Governing Body wishes to support The Pleasantville Green Team; and

WHEREAS, the Mayor and Governing Body of the City of Pleasantville has begun the process of making its operations greener and more environmentally friendly by securing NJBPU Direct Install funds to make municipal building more energy efficient, applying for NJDOT funding to promote biking in the community, adopting a Complete Streets Policy and completing an energy audit of all City Buildings; and

WHEREAS, community gardens; a farmer's market, solar power; combined heat and power; wind power; high efficiency buildings; changes to fleet purchasing and maintenance; waste reduction; recycling; buy local programs; water quality improvements; green purchasing and operational changes will all be considered as the City moves to do their share to lessen the environmental impact of its operations.

NOW THEREFORE BE IT RESOLVED, by Governing Body of the City of Pleasantville that we do hereby support The Pleasantville Green Team consisting of the following members, appointed annually.

NOW THEREFORE BE IT FINALLY RESOLVED, by Governing Body of the City of Pleasantville that the following persons are hereby appointed to the Green Team:

Jacqueline Amado-Benton	Brenda Marable-Freeman	Cara Parsio
Debbie Washington	Mattie Fisher	Barbara Green
Larry Freeman		

Dated: September 5, 2015

CER...DAS...JECC...JF  
A RESOLUTION ADOPTED BY COUNCIL  
OF THE CITY OF PLEASANTVILLE,  
ATLANTIC COUNTY, NEW JERSEY.

September 9, 2015

CLERK

## REFERENCES

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