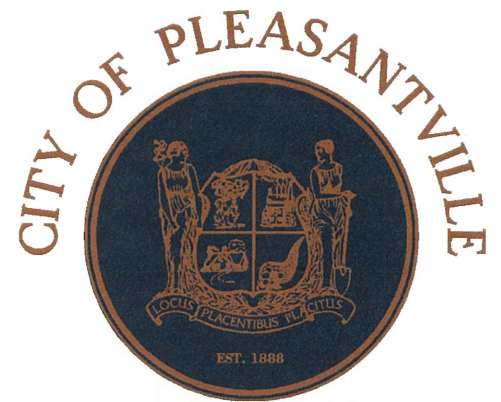


Master Plan Elements



Prepared by
Rutala Associates
February 2016

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Linda D. Payton

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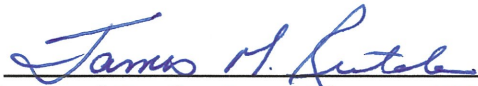
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James M. Rutala, Licensed Professional Planner #2704
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RESOLUTION #01-2016

WHEREAS, pursuant to N.J.S.A. 40:55D-84 the City of Pleasantville Planning Board has the statutory power, after public hearing, to adopt or amend a master plan to guide the use of lands within the City in a manner which protects public health and safety and promotes the general welfare as per the provision of N.J.S.A. 40:55D-28, and;

WHEREAS, the City of Pleasantville Planning Board has reviewed the proposed amendments, notice was duly given, and a public hearing was held on March 1, 2016, and;

John J. Savelle 3/1/16
Planning Board Chairman Dated

Patricia A. Racz 3/1/16
Planning Board Secretary Dated

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REFERENCES

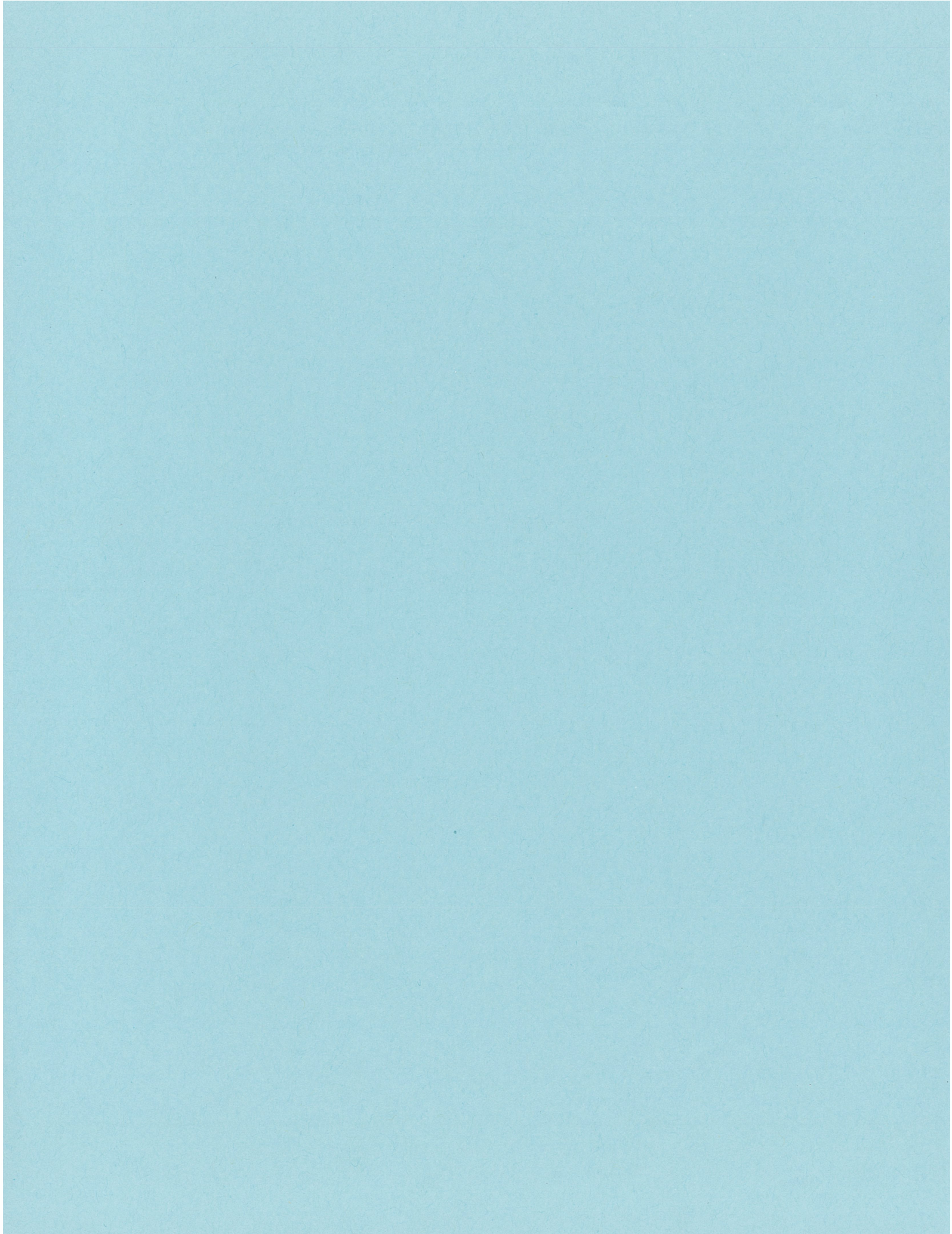
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GIS DATA

Aerial Photography: 2012 Aerial Photography provided by New Jersey Office of Information Technology – OGIS
Environmental Data: NJDEP data provided by New Jersey Geographic Information Network
Parcel Data: New Jersey Geographic Information Network

INTERNET SITES

Atlantic County Utilities Authority: <http://www.acua.com>
City of Pleasantville: <http://www.pleasantville-nj.org>
New Jersey American Water: <http://www.amwater.com/njaw>
New Jersey Department of Education School Reports: <https://education.state.nj.us/pr>
Pleasantville Public Schools: <http://www.pps-nj.us/pps>



LAND USE PLAN ELEMENT

1. Introduction

This Land Use Plan Element of the Pleasantville Master Plan is intended to update and replace the current Land Use Plan Element dated 2008, pursuant to NJSA 40:55 D-28 b. (2). The Land Use Plan Element is organized first with goals and objectives pursuant to NJSA 40:55 D-28 b. (1) followed by a discussion of land use issues that have been identified throughout the master-planning process. A description of existing zoning districts is included, followed by a series of recommended changes to the existing zone plan. The status of and consistency with master plans of adjacent communities and state and county plans is addressed pursuant to NJSA 40:55D-28 d.

The Land Use Plan Element of the Master Plan seeks to maintain a balance in land use while providing a framework for planning and policy goals. It is designed to maintain and improve the quality of life for residents, land owners, and visitors to the City and to guide and direct the future use of land in a manner that will best protect the public health and safety and promote the general welfare.

The City of Pleasantville adopted a comprehensive Master Plan in 1979 and updated some of its planning documents in 2008. In 2015 a Master Plan Reexamination was adopted that recommended that the 2008 Land Use Plan Element be updated to reflect changing economic and environmental conditions. Specifically, the reexamination recommended that the Land Use Plan Element address the impacts to the City from recent casino closings, sea level rise and recent storm events such as Superstorm Sandy.

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. Goals and Objectives

The City's land use goals focus on community development, economic development and redevelopment. The City encourages smart-growth strategies such as creating walkable communities, providing transit options, and protecting the natural environment while permitting development. The City also encourages 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. The following goals and objectives have been identified to help improve the quality of life for all residents in the City and to encourage appropriate redevelopment throughout the City.

2.1 Community Development Goals

2.1.1 Strengthen and Preserve the Quality of Residential Neighborhoods

- Discourage conversion of residentially zoned properties to retail or office uses and conversion of single-family homes to multifamily structures.
- Minimize and mitigate conflicts between residential and retail or industrial uses.
- Promote the creation and maintenance of community facilities such as parks that strengthen neighborhoods.
- Preserve existing housing stock by prioritizing rehabilitation programs to enhance neighborhood pride and residential quality of life, and to eliminate unsafe conditions.
- Provide for the renovation, rehabilitation or replacement of substandard units.
- Strengthen the City's code enforcement to ensure all buildings are properly maintained.
- Provide affordable housing and workforce housing.
- Explore development opportunities along the City's waterfront and promote the Lakes Bay area for a diversity of future uses including, but not limited to, a second-home community and waterfront-dependent uses.

2.1.2 Encourage Properly Scaled Residential and Nonresidential Infill Development

- Ensure infill development respects the style and scale of surrounding buildings.
- Preserve the diversity and quality of neighborhood-oriented commercial uses that principally serve the surrounding residential population.
- Direct development of regional retail and office uses to state highways and areas that have convenient access to state highways.

2.1.3 Balance Environmental Protection with Appropriately Scaled Development

- Respect and protect the City's natural environment where appropriate and foster resource-friendly development.

- Limit development in floodway areas.
- Explore the potential of underdeveloped land along the waterfront.
- Support remediation efforts on contaminated sites in order to improve the appearance of unsightly properties and encourage appropriately scaled development.
- Encourage development and redevelopment in the Lakes Bay area.

2.2 Economic Development Goals

2.2.1 Promote the Development and Redevelopment of Attractive Retail, Office and Mixed Uses

- Adopt additional architectural design standards to promote a desirable visual environment in commercial and residential sections of the City.
- Encourage the creation of a unique sense of place through distinctive design features that reflect the particular character of each neighborhood.
- Where pedestrian and bicycling is encouraged, utilize design strategies to promote safe pedestrian and bicycle environments.
- Review zoning regulations and modify districts where necessary to better match zoning to existing development.
- Encourage the development of retail, office and industrial areas consistent with the Master Plan.
- Provide incentives for both new development and redevelopment.
- Remove unnecessary regulation and barriers to new development.
- Promote existing business retention and expansion.
- Improve existing linear commercial corridors along Main Street and Black Horse Pike.
- Promote mixed-use centers in appropriate zones.

2.2.2 Maximize Use of Smart Growth Planning Principles

- Promote a strong and sustainable economic development climate to provide employment and offer quality public services and facilities for residents and businesses.

- Plan new development to be walkable and to create a sense of place.
- 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.
- Discourage inappropriate and incompatible land uses, which may result in negative impacts to existing development patterns.
- Promote infill development and redevelopment opportunities.
- Maximize assistance of public- and private-sector economic development partners.
- Improve accessibility to transportation linkages to facilitate access to places of employment within and outside the City, and capitalize on the City's location to promote a multi-modal transportation network.

2.2.3 Promote Sustainability and Green Building

- Support diverse retail, office and industrial uses in order to encourage a well-balanced and sustainable economy.
- Encourage green building technologies (windmills, solar, geothermal, etc.).
- Encourage LEED buildings systems.

2.2.4 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 on the Move".
- Endorse the Design Criteria for the Central Business District.

2.3 Redevelopment - Utilize Redevelopment to Obtain City Land Use and Economic Development Goals

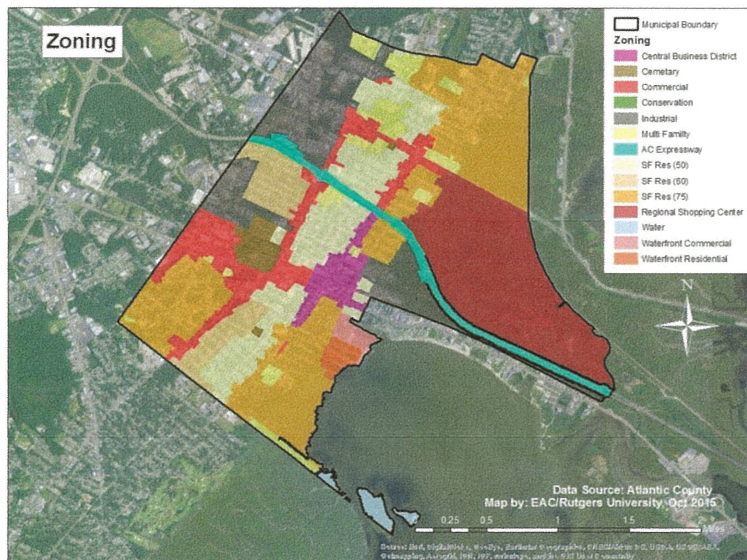
- Create marketable parcels for redevelopment by re-planning lands, infrastructure improvements, land consolidation and subdivision.
- Promote redevelopment that is sensitive to the surrounding environmental conditions and stakeholders.

- Utilize zoning, tax abatements and other financial and non-financial incentives to encourage economic development.
- Maximize commercially zoned lands where appropriate.
- Utilize the City's redevelopment powers to encourage business retention, expansion and attraction by providing for land reorganization, consolidation of properties and, where necessary, relocation.
- Generate new tax ratables by returning to productive use lands that are currently vacant or underutilized.
- Utilize redevelopment powers and Urban Enterprise Zone (UEZ) funds to assist qualified projects.

3. Zoning Districts

Figure 12 below provides an overview of local zoning districts. A more detailed map is provided in the zoning office.

Figure 1 - Zoning Overview



The City is divided into residential zones, commercial zones, 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 Multifamily 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

offices, limited commercial use, Franklin Boulevard mixed use and a New Road residential option.

The City has nine redevelopment/rehabilitation zones and six are 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.

3.1 Residential Zoning Districts

The purpose and intent of the City's residential zoning districts is to permit residential development of varied sizes and densities within the City of Pleasantville in order to provide for a range of housing types throughout the community, thereby providing a realistic opportunity for residency, including homeownership, to the full spectrum of socioeconomic groups in as fair and equitable a manner as is practicable.

3.1.1 Single-Family Residential-50, Single-Family Residential-60 and Single-Family Residential-75 Zones

The SFR-50, SFR-60 and SFR-75 zones permit single-family detached dwellings on lots of 5,000 square feet, 6,000 square feet and 7,500 square feet respectively. These three zones are scattered throughout the City and for the most part represent existing developed areas. In addition to single-family homes, the SFR-50, SFR-60 and SFR-75 permit the following uses:

1. Traditional public, private and parochial schools, serving grades pre-K-12, under the authority of the New Jersey Department of Education and subject to the requirements of the Municipal Land Use Law;
2. Places of worship;
3. Parks, playgrounds and public active or passive open space owned or operated by the City of Pleasantville;
4. Administrative offices and related facilities as may be necessary and convenient for the provision of municipal, county, state or federal governmental services;
5. Family day-care homes;
6. Public utility (central) substations.

Permitted accessory uses in the SFR-50, SFR-60 and SFR-75 zones are home occupations.

Permitted conditional uses in the SFR-50, SFR-60 and SFR-75 zones are professional offices, where such use is part of a residential-looking structure.

3.1.2 Residential Duplex (R-D) Zoning District

The R-D Zoning District was crafted to provide a setting for a relatively new residential building type in the City. This district was developed to provide a realistic opportunity for a full spectrum of socioeconomic groups to obtain homeownership in as fair and equitable a manner as is practicable. The R-D district is located in the northern portion of the City on California Avenue.

Permitted uses in the R-D district include the following:

1. Single-family semi-detached (duplex) dwelling units
2. Two-family stacked (multi-story) dwelling units
3. Places of worship;
4. Parks, playgrounds and public active or passive open space owned or operated by the City of Pleasantville;
5. Administrative offices and related facilities as may be necessary and convenient for the provision of municipal, county, state or federal governmental services;
6. Family day-care homes.

Permitted accessory uses in the R-D district are home occupations.

Permitted conditional uses in the R-D district are professional offices, if the use is a part of a residential-looking structure.

3.1.2 Multifamily Residential (MF) Zoning District

The MF Zoning District was designed to permit residential development of varied sizes, types and densities within the City of Pleasantville. This district was developed to provide a realistic opportunity for a full spectrum of socioeconomic groups to obtain homeownership in as fair and equitable a manner as is practicable. The MF zone is scattered across the City and many of these districts are fully developed.

Permitted principal uses include the following:

1. Apartments and multi-family buildings;
2. Townhouses;
3. Garden apartments;
4. Three- to four-family semi-detached (“tri” or “quad”) dwelling units;
5. Traditional public, private and parochial schools serving grades pre-K-12;
6. Places of worship;
7. Parks, playgrounds and public active or passive open space owned or operated by the City of Pleasantville;

8. Administrative offices and related facilities as may be necessary and convenient for the provision of municipal, county, state or federal governmental services;
9. Family day-care homes;
10. Public utility (central) substations.

Permitted accessory uses in the MF district are home occupations, and permitted conditional uses are professional offices, if the use is a part of a residential-looking structure.

3.2 Commercial Zoning Districts

The purpose and intent of the City's commercial zoning districts is to provide locations for a variety of commercial, service and light-industrial facilities, at varied and appropriate intensities, in order to supply goods and services to address the needs of and otherwise support the residents of the City of Pleasantville, as well as residents, businesses and visitors to the Greater Pleasantville Area, including, but not limited to, the Atlantic City casino industry, the regional tourism industry and the general economic base of Atlantic County, while protecting the City's residential neighborhoods.

3.2.1 Central Business (CBD) Zoning District

The Central Business District provides for an appropriate mix of retail and service-oriented commercial, office and other uses, with supportive residential housing located above stores. The purpose of the zone is to strengthen and enhance the City's economic base, generate significant employment opportunities (including opportunities for City residents) and stimulate new tax ratables in a transit-oriented, mixed-use community with a traditional urban fabric within the City's historic downtown commercial core. Main Street serves as the central spine for the CBD district.

Permitted principal uses in the CBD district:

1. Downtown-oriented commercial and service activities;
2. Professional and administrative offices;
3. Eating and drinking establishments, including restaurants and taverns, but excluding drive-in restaurants, fast-food restaurants and bars;
4. Specialized entertainment venues such as performing arts centers, theaters, movie theaters, and other like and similar attractions;
5. Within the context of permitted principal uses 3 and 4, nightlife establishments that serve alcoholic beverages shall be permitted, provided that cooked-to-order food is prepared and served on the premises;
6. Administrative offices and related facilities as may be necessary and convenient for the provision of municipal, county, state or federal governmental services;

7. Public or private recreation facilities and/or training facilities offering life skills or career educational courses;
8. Commercial parking facilities owned and/or operated by the City of Pleasantville Parking Utility.

Permitted accessory uses in the CBD include employee lounge and cafeteria functions and other back-of-the-house facilities normal and customary to an otherwise permitted use; off-street parking lots; telecommunications/satellite dish antennae; solar energy systems; automated teller/cash dispensing machines (ATMs); storage sheds; fences and walls; signs; public utility cabinets; and home occupations.

Permitted conditional uses in the CBD include commercial centers, residential dwelling units in the form of apartments, including age-restricted housing for qualifying individuals other than nursing homes or related facilities, and child-care centers.

3.2.2 General Commercial (GC) Zoning District

The General Commercial Zoning District was crafted to provide for an appropriate mix of retail-oriented commercial, office and other uses, with supportive residential above, designed to support the needs of the residents and businesses of the City. The GC district can be found along Main Street, Route 9/New Road, parts of Delilah Road and the eastern end of Black Horse Pike.

Permitted principal uses in the GC district:

1. General commercial and service activities;
2. Neighborhood-oriented commercial and service activities;
3. Professional and administrative offices;
4. Medical/dental complexes;
5. Eating and drinking establishments, including restaurants, drive-in restaurants and fast-food restaurants with window service for takeout fare, bars and taverns;
6. Appliance repair;
7. Self-service laundry facilities (laundromats), including washing, drying, folding and other operations conducted by employees of the facility;
8. Fraternal, social, educational, charitable or eleemosynary facilities;
9. Administrative offices and related facilities as may be necessary and convenient for the provision of municipal, county, state or federal governmental services;
10. Public or private training facilities offering life skills or career educational courses;
11. Commercial parking facilities owned and/or operated by the City of Pleasantville Parking Utility.

Permitted accessory uses in the GC district include: employee lounge and cafeteria functions and other back-of-the-house facilities normal and customary to an otherwise permitted use; off-street parking lots; telecommunications/satellite dish antennae; solar energy systems; automated teller/cash dispensing machines (ATMs); storage sheds; fences and walls; signs; public utility cabinets; and home occupations.

Permitted conditional uses in the GC district include: commercial centers; residential dwelling units in the form of apartments, including age-restricted housing other than nursing homes; child-care centers; automobile-fueling stations, with or without automotive and/or marine engine, body or interior repairs; automated or manual car washes; automobile or watercraft sales; and hotels and motels.

3.2.3 Neighborhood Commercial (NC) Zoning District

The Neighborhood Commercial Zoning District provides for an appropriate mix of low-impact, residentially oriented retail and service activities necessary to address the routine needs of the residents of the City, without negatively impacting the surrounding community. The NC zone is located along the southern portion of Main Street and a small area along Franklin Boulevard.

Permitted principal uses include the following:

1. Neighborhood-oriented commercial and service activities;
2. Professional and administrative offices;
3. Eating and drinking establishments, including restaurants with window service for takeout fare, but excluding drive-in restaurants and fast-food restaurants;
4. Administrative offices and related facilities as may be necessary and convenient for the provision of municipal, county, state or federal governmental services.

Permitted accessory uses in the NC district include employee lounge and cafeteria functions and other back-of-the-house facilities normal and customary to an otherwise permitted use; off-street parking lots; telecommunications/satellite dish antennae; solar energy systems; automated teller/cash dispensing machines (ATMs); storage sheds; fences and walls; signs; public utility cabinets; and home occupations.

Permitted conditional uses in the NC district include the following: small (carry-in) appliance repair; self-service laundry facilities (laundromats); medical/dental complexes; and residential dwelling units in the form of apartments, including age-restricted housing other than nursing homes or related facilities.

3.2.4 Regional Shopping Center (RSC) Zoning District

The Regional Shopping Center Zoning District was crafted to promote large-scale development oriented to the shopping, resort, tourist and transportation needs of the region. In 2004 the City created the Regional Shopping Center Zoning District, declared the lands in the RSC district to be in need of redevelopment and designated it the Gateway Redevelopment Area. The RSC district is located in the eastern portion of the City between Delilah Road and the Atlantic City Expressway.

Permitted principal uses in the RSC include the following:

1. General commercial and service activities;
2. Regionally-oriented commercial and service activities;
3. Personal service establishments;
4. Food production uses;
5. Florists;
6. Kennels;
7. Public utility (central) substations;
8. Administrative offices and related facilities of municipal, county, state or federal governmental services.

Permitted accessory uses in the RSC district include employee lounge and cafeteria functions and other back-of-the-house facilities normal and customary to an otherwise permitted use; off-street parking lots; telecommunications/satellite dish antennae; solar energy systems; automated teller/cash dispensing machines (ATMs); public utility cabinets; and typical amenities when accessory to a hotel, motel or recreational vehicle park.

Permitted conditional uses include the following: shopping centers; commercial tour bus parking facilities; commercial private automobile parking facilities; recreational vehicle park; eating and drinking establishments, including restaurants, drive-in restaurants and fast-food restaurants with window service for takeout fare; bars and taverns; educational uses; professional and administrative offices; medical/dental complexes; specialized outdoor cultural and/or entertainment venues such as performing arts centers, theaters, movie theaters, and other like and similar attractions; hotels and motels, including those with conference facilities.

3.2.5 Regional Commercial (RC) Zoning District

The Regional Commercial Zoning District provides for an appropriate mix of retail-oriented commercial, office and other uses, with supportive residential above, designed to support the needs of the residents and businesses of the City of Pleasantville as well as those of eastern Atlantic County. The RC district is located on either side of the Black Horse Pike.

Permitted principal uses in the RC district include the following:

1. General commercial and service activities;
2. Regionally-oriented commercial and service activities;
3. Professional and administrative offices;
4. Medical/dental complexes;
5. Administrative offices and related facilities of a municipal, county, state or federal government;
6. Eating and drinking establishments, including restaurants, drive-in restaurants and fast-food restaurants with window service for takeout fare, bars and taverns;
7. Commercial parking facilities owned and/or operated by the City of Pleasantville Parking Utility.

Permitted accessory uses in the RSC district include employee lounge and cafeteria functions and other back-of-the-house facilities normal and customary to an otherwise permitted use; off-street parking lots; telecommunications/satellite dish antennae; solar energy systems; automated teller/cash dispensing machines (ATMs); public utility cabinets; and home occupations.

Permitted conditional uses include the following: shopping centers; residential dwelling units in the form of apartments, including age-restricted housing for qualifying individuals other than nursing homes; child-care centers; automobile fueling stations, provided that a convenience store is located on premises; automated or manual car washes; automobile or watercraft sales; and hotels and motels.

3.3 Industrial Uses

3.3.1 Light Industrial (L-I) Zoning District

The Light Industrial Zoning District provides for and encourages light industrial concentrations in locations that will adequately accommodate such development, while not negatively impacting the public health, safety and general welfare of adjacent residential neighborhoods or the natural environment. The Light Industrial Zone districts are primarily located on the western side of the City, with a small area located near the Southern Rail Road and Old Turnpike.

Permitted uses in the L-I district include the following:

1. Light industrial operations, within a completely enclosed building;
2. Fully enclosed warehouse or storage establishments;
3. Research and design laboratories;
4. Administrative offices, open-air yard storage and other municipally-sponsored facilities;

5. Public utility (central) substations;
6. Self-operated rental (mini) storage facilities, including rental of moving vehicles and equipment (trucks, vans, lifts, etc.);
7. Automobile repair establishments, including auto-body repair and car washes;
8. Contractor's warehouse and offices, including material or design showrooms;
9. Wholesale distribution centers, including contractor's wholesale supply facilities and wholesale produce or other food-related wholesale operation.

Permitted accessory uses in the L-I district include the following: employee lounge and cafeteria functions; outdoor or garaged storage of vehicles; enclosed storage and maintenance areas; over-the-counter retail sales to the public; exterior storage of merchandise, products, equipment or similar material; off-street parking lots and loading facilities; fences and walls; signs; telecommunications/satellite dish antennae; solar energy systems; automated teller/cash dispensing machines (ATMs); and public utility cabinets.

Permitted conditional uses in the L-I district include the following: administrative office uses when accessory to a permitted or conditional use; and open-air lots, limited to the temporary storage of vehicles towed by or for the City.

3.4 Specialty Zoning Districts

The purpose and intent of the City's Specialty Zoning Districts is to provide locations for a variety of mixed or other specialized uses that, due to the nature, intensity of activities and location vis-à-vis sensitive environmental resources, do not readily lend themselves to traditional City zoning classifications.

3.4.1 Bayside Mixed-Use (BMU) Zoning District

The Bayside Mixed-Use Zoning District was established to provide for an appropriate mix of development intensity and land uses that create a very attractive setting for higher-density, market-rate and luxury vertical development. The district takes advantage of the surrounding natural amenities, Atlantic City skyline, proximity to the City Center and access to the Atlantic City Expressway. All nonresidential space must also provide residential space on the upper floors. The BMU zone lies between the Atlantic City Expressway and West Jersey Avenue.

Permitted principal uses permitted in the BMU district include the following:

1. Residential dwelling units in the form of apartments, including age-restricted housing other than nursing homes or related facilities;
2. Downtown- and regionally-oriented commercial and service activities;
3. Eating and drinking establishments, including restaurants and taverns, but excluding drive-in restaurants, fast-food restaurants and bars;

4. Specialized entertainment venues such as performing arts centers, theaters, movie theaters, and other like and similar attractions;
5. Retail liquor stores;
6. Professional and administrative offices;
7. Libraries; museums (cultural or popular); art galleries; studios for artists, musicians, photographers and other artisans; and like and similar activities;
8. Administrative offices and related facilities of municipal, county, state or federal governmental services;
9. Public utility (central) substations;
10. Passive public open space;
11. Medical complexes.

Permitted accessory uses in the BMU district include: employee lounge and cafeteria functions; off-street parking lots and loading facilities; telecommunications/satellite dish antennae; solar energy systems; automated teller/cash dispensing machines (ATMs); signs; public utility cabinets and home occupations.

3.4.2 Cemetery (CEM) Zoning District

Permitted principal uses in the CEM district include the following:

1. Above- or below-ground interment.

Permitted accessory uses in the CEM district include maintenance buildings and roads and pathways.

3.4.3 Conservation (CONSERV) Zoning District

The Conservation District recognizes that Pleasantville is located in New Jersey's Coastal Zone and that certain portions of the City, specifically those on its northeast and southeast edge, are extremely environmentally sensitive. The Conservation District protects this natural environment where appropriate and fosters resource-friendly development where possible. All uses in the Conservation District are considered conditional uses and as such shall be subject to review and approval by the Planning Board or Zoning Board of Adjustment.

Permitted conditional uses in the Conservation District include the following.

1. Public parks, playgrounds and other open space, whether active or passive;
2. Public conservation areas;
3. Educational, recreational or eco-tourism structures and activities including observation decks/overlooks, scenic/nature trails, environmental interpretation stations, and like and similar uses;

4. Public utility cabinets;
5. Environmental-protection measures as may be required by relevant governmental agencies.

3.4.4 Waterfront Residential (WR) Zoning District

The Waterfront Residential Zoning was developed to provide a setting for a number of relatively new residential building types in the City while encouraging the redevelopment of the Lakes Bay waterfront section of the City. This district was also developed to provide a realistic opportunity for a full spectrum of socioeconomic groups to obtain homeownership. The WR district is located in the southeastern section of the City along the eastern portions of Edgewater, Oakland, Greenfield and Park avenues.

Permitted principal uses in the WR district include the following:

1. Single-family detached dwelling units;
2. Single-family semi-detached (duplex) dwelling units;
3. Two-family stacked (multi-story) dwelling units;
4. Three- to four-family semi-detached (“tri” Or “quad”) dwelling units;
5. Townhouses;
6. Garden apartments;
7. Apartments and multi-family dwellings, including age-restricted housing other than nursing homes or related facilities;
8. Administrative offices and related facilities as may be necessary and convenient for the provision of municipal, county, state or federal governmental services;
9. Places of worship;
10. Parks, playgrounds and public active or passive open space;
11. Public utility (central} substations;
12. Professional offices as part of a residential-looking structure, which may or may not contain residential living quarters.

Permitted accessory uses in the WR district include the following: typical residential amenities; home occupations; public utility cabinets; and stormwater management and related structures.

3.5 Overlay Zoning Districts

The purpose and intent of the City’s overlay zones is to provide locations in specific sections of the City for a variety of specialized land uses that may be appropriate for and benefit from being sited in such locations but that do not necessitate the removal or displacement of the existing land uses in such locations, and therefore do not require a change in the base or

underlying zoning. The benefit of these overlay zones is to permit certain land uses in an area without rendering the existing land uses nonconforming.

3.5.1 Bayside Mixed-Use Overlay (BMU Overlay) Zone

The Bayside Mixed-Use Overlay Zone was crafted to take advantage of the surrounding natural amenities, Atlantic City skyline, proximity to the City Center and access to the Atlantic City Expressway without imposing nonconforming status on the existing land uses in such locations. The BMU overlay zone is located in two areas on either side of the Atlantic City Expressway, fronting on the east side of Franklin Boulevard.

Permitted principal uses in the BMU overlay include the following:

1. Residential dwelling units in the form of apartments, including age-restricted housing other than nursing homes or related facilities;
2. Eating and drinking establishments, including restaurants and taverns, but excluding drive-in restaurants, fast-food restaurants and bars;
3. Professional and administrative offices;
4. Libraries; museums (cultural or popular); art galleries; studios for artists, musicians, photographers and other artisans; and like and similar activities;
5. Administrative offices and facilities of municipal, county, state or federal governmental services;
6. Public utility (central) substations;
7. Passive public open space.

3.5.2 City Center Support (CC Support) Overlay Zone

The City Center Support Overlay Zone was developed to increase the number of housing units in the City's downtown area in order to support the commercial uses within the City Center Redevelopment Area and to provide an appropriate buffer between the more intense Redevelopment Area and the less intense single-family development surrounding the Redevelopment Area. Non-residential uses are limited to the ground floor, with residential space required above.

Permitted principal uses in the CC Support Overlay Zone include the following:

1. Residential dwelling units in the form of apartments, garden apartments and townhouses, including age-restricted housing other than nursing homes or related facilities;
2. Downtown-oriented commercial and service activities;
3. Administrative offices and related facilities of municipal, county, state or federal governmental services.

Permitted accessory uses in the CC Support Overlay Zone include: employee lounge and cafeteria functions; off-street parking lots and loading facilities; telecommunications/satellite dish antennae; solar energy systems; automated teller/cash dispensing machines (ATMs); storage sheds; fences and walls; signs; public utility cabinets; and home occupations.

3.5.3 Neighborhood Commercial Overlay (NC Overlay) Zone

The Neighborhood Commercial Overlay Zone was designed to maximize the commercial opportunities on Main Street in order to increase the goods and services available to the residents of the City without imposing nonconforming status on existing land uses. This overlay is located at the extreme north and south ends of Main Street.

Permitted principal uses include the following:

1. Neighborhood-oriented commercial and service activities;
2. Professional and administrative offices;
3. Eating and drinking establishments, including restaurants with window service for takeout fare, but excluding drive-in restaurants and fast-food restaurants;
4. Administrative offices and related facilities of municipal, county, state or federal governmental services.

Permitted accessory uses in the NC overlay district include: employee lounge and cafeteria functions and other back-of-the-house facilities normal and customary to an otherwise permitted use; off-street parking lots; telecommunications/satellite dish antennae; solar energy systems; automated teller/cash dispensing machines (ATMs); storage sheds; fences and walls; signs; public utility cabinets; and home occupations.

3.5.4 Professional Office Overlay (PO Overlay) Zone

The Professional Office Overlay Zone was developed to retain the ability of professionals to practice in very specific and otherwise residential sections of the City under limited circumstances. The PO overlay is located in a small area of Route 9/New Road near Mallard Court. Permitted uses in the PO Overlay Zone are limited to professional office uses.

4. Sea Level Rise and Storm Impacts on Land Use Policies

The City will need to evaluate future land use recommendations taking into account recent storms such as Superstorm Sandy and the impact of sea level rise. Rutgers and the Environmental Analysis and Communications Group (EAC) have provided maps that show the impact of Superstorm Sandy, a sea level rise of one foot and a sea level rise of three feet.

Pleasantville Master Plan – Land Use Plan Element
Rutala Associates

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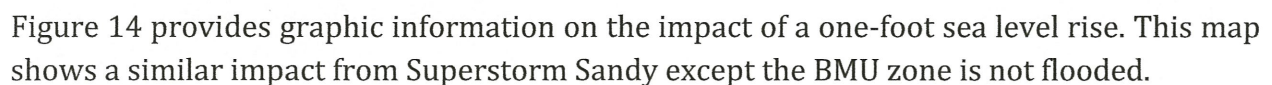


Figure 3 - Zoning and 1 Foot Sea Level Rise

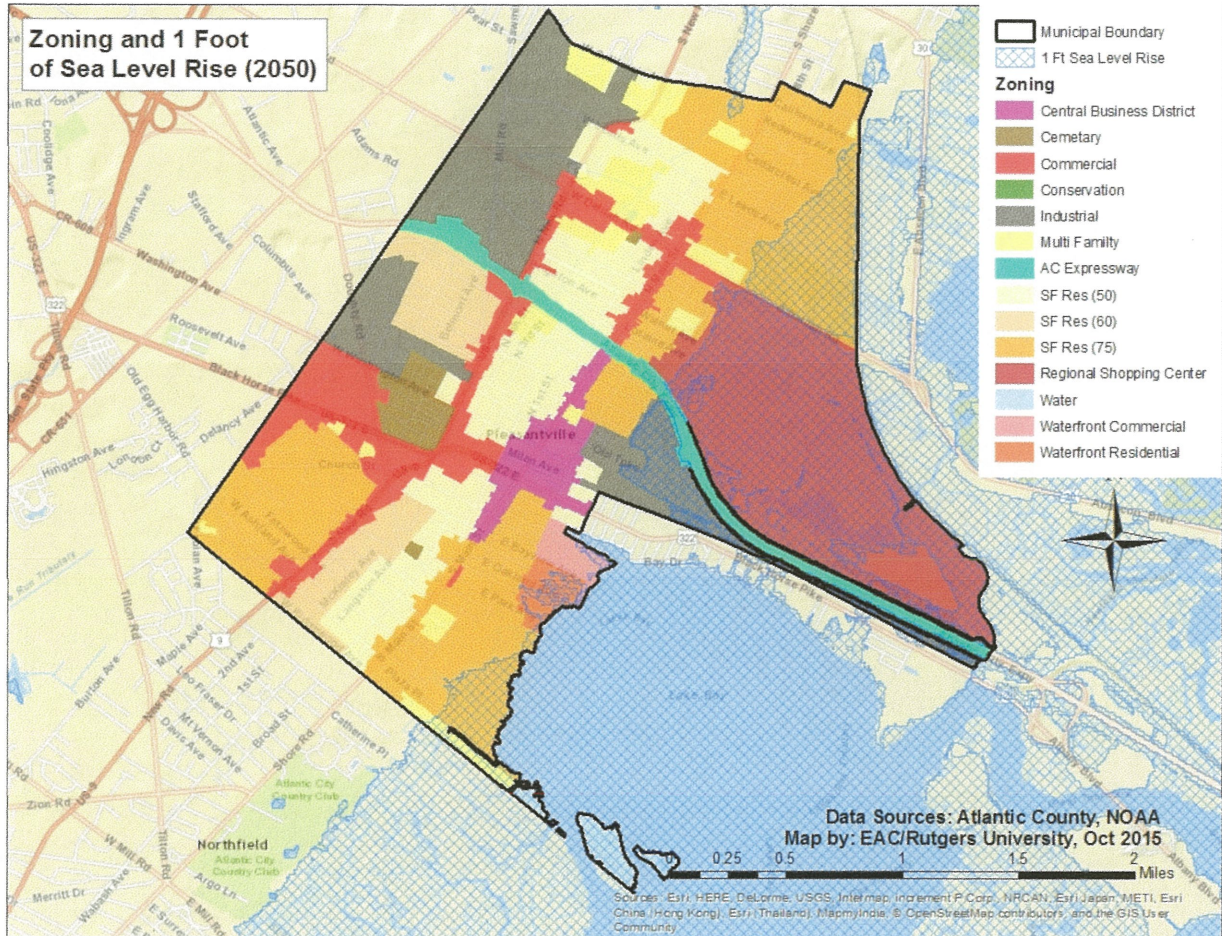
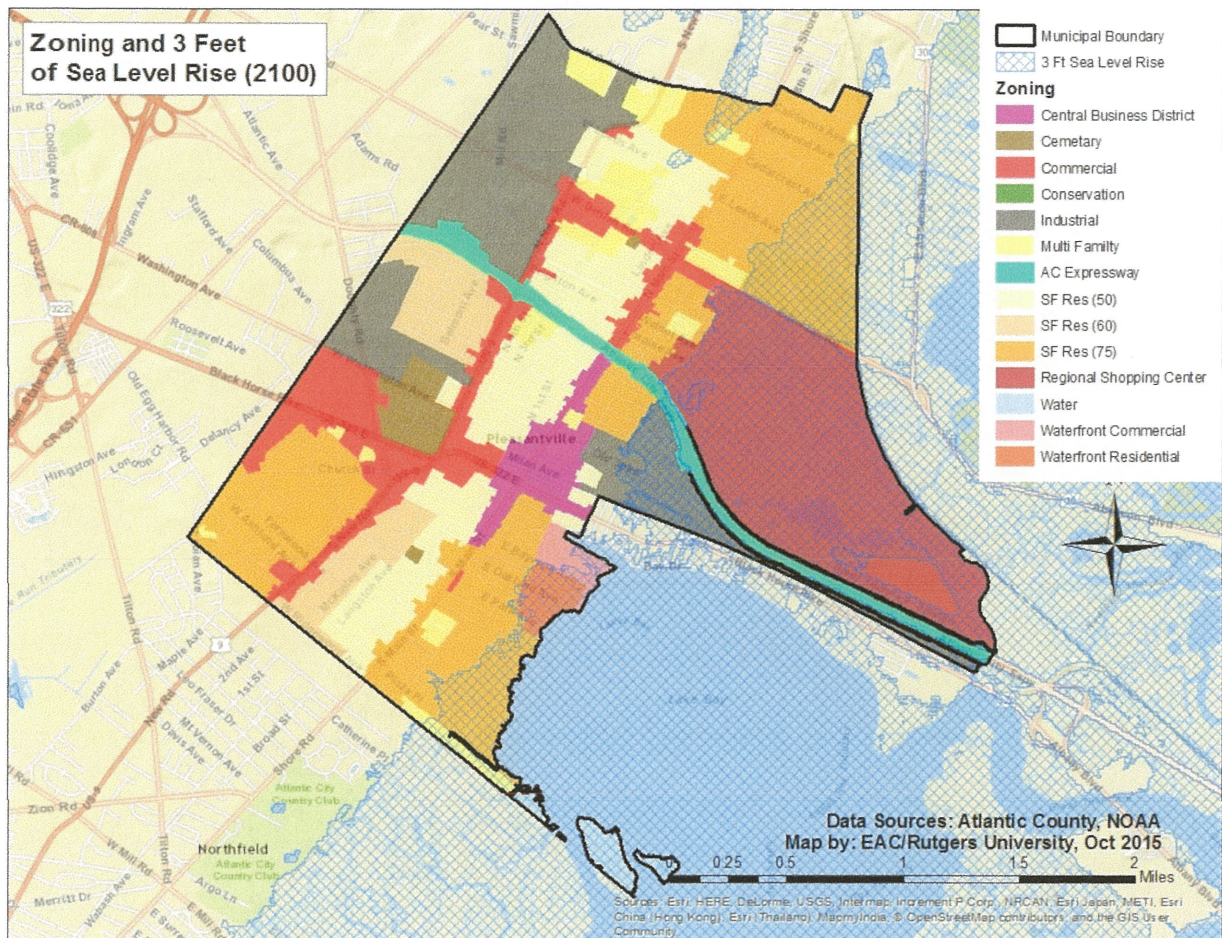


Figure 15 depicts the impact of a three-foot rise in sea level. Here the impacts are very similar to those from Superstorm Sandy.

Figure 4 - Zoning and 3 Foot Sea Level Rise



5. Proposed Land Use Recommendations

During the course of the master plan process, the Planning Board entertained public comment from property owners, residents and potential developers for changes to the land use categories or changes for specific pieces of property. In addition, the City's professionals and consultants made recommendations. The changes outlined below provide for greater consistency between land uses, promote revitalization or promote economic development.

- Neighborhood Revitalization funding should be pursued for the City Center area from Wright Street to the Atlantic City Expressway and Route 9 to the meadows.
- The abandoned and dilapidated homes on the Black Horse Pike should be addressed through zoning, property-maintenance codes or redevelopment. Some of these

properties are residential structures and zoning incentives may be necessary to turn them into productive commercial uses.

- c. The City should position itself to take advantage of expansion at the Atlantic City International Airport and the Federal Aviation Administration by promoting development and redevelopment along California Avenue, Pleasantville West and Franklin Boulevard/Old Turnpike sites.
- d. New zoning standards need to be developed to address potential impacts from recent storm events, such as Sandy, and from sea level rise.
- e. Mass transit should be improved and better promoted in the City. Consideration should be given to extending the transit village designation.
- f. 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.
- g. A parking plan for the downtown area should be developed.
- h. Consideration should be given to developing a comprehensive plan for waterfront areas that preserves sensitive environmental features while permitting development in appropriate areas. This should include utilizing Jokers Field for future development and pursuing New Jersey Green Acres Funding for preservation of properties in the Lakes Bay area that are subject to flooding. A waterfront linear park and enhancements to the marina are ways to preserve environmentally sensitive areas and attract new development.
- i. The City should pursue open space funding for the four-acre New Jersey Transit site in the northeast section of Pleasantville.
- j. Consideration should be given to the development of a recreation center south of the Atlantic City Expressway, near the intersection of Park Avenue and Doughty Road.
- k. A dog park should be established at the Tilton Road site and a water-sports facility should be created at Lakes Bay.
- l. The city should consider exploring solar on municipal buildings.

6. Implementation Plan

In addition to the above land use issues, the following zoning changes have been identified as part of this master plan process.

6.1 Single Family Residential Zone Changes

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

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 Avenue Park (Block 274, lots 24 and 35), Block 273, lots 51, 52, 54 and 56, and Block 274, lots 17 and 19.

6.2 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.

6.3 Waterfront Residential Zone

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

The WR zone bulk standards should be reviewed, and the city should consider including building and impervious coverage requirements and new parking standards.

In addition to the WR zone, areas along the waterfront should have zoning that would encourage second homes.

6.4 Industrial 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.

The adequacy of the buffer requirements between residential development and light industrial development should be reviewed and modified as appropriate.

Office uses should be permitted 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.

6.5 Central Business District Zone

The city should adopt the design criteria found in the Urban Enterprise Zone for the CBD instead of requiring compatibility with 1920s structures.

6.6 Commercial Zones

The City has recently divided the commercial zone into a number of districts of varying development intensity, with use and bulk standards tailored to more appropriately conform to local character. The City should continue to monitor these zones to determine if changes to use or bulk requirements are required to address changes in the local or regional retail and office markets.

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).

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

6.7 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 and recommended changes, if any.

6.7.1 Rehabilitation/Redevelopment Areas – Citywide

The Citywide Rehabilitation Area creates a mechanism to make undersized City-owned lots buildable from a zoning perspective and transferable to private developers. It also provides the opportunity to permit short-term tax abatements for certain development.

6.7.2 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 its 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 development's bulk standards.

6.7.3 Narcissus Avenue Rehabilitation Area

This approximately 21-acre area has both private and City-owned lands within the redevelopment area. A redevelopment plan was adopted in July 2007. No changes are recommended. However, if and when this project proceeds to development, the City should require that the wetlands portion of the site be dedicated to public open space as an extension of the Lakes Bay Waterfront Park.

6.7.4 California Avenue Rehabilitation Area

The California Avenue Rehabilitation Area contains approximately 20 acres fronting on California Avenue bounded by the City border with Egg Harbor Township and Absecon. A redevelopment plan was adopted in June 2008. Interest in this parcel has increased as the economy improves and additional uses other than those originally contemplated have been explored. The City should consider changing the permitted use in this area to allow for hydroponic operations.

6.7.5 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 changing the underlying zone to Light Industrial.

6.7.6 City Center Redevelopment Area

The City Center Redevelopment Area is generally bounded by Main Street, West Jersey Avenue, 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 City should consider assembling property and providing relocation assistance, if necessary, for property in Blocks 103 and 104. Consideration should also be given to including the area along Old Turnpike, Blocks 132 and 133, within the Center City Redevelopment Area. These properties are either vacant or underutilized and provide an excellent location for non-residential development. The property owner should work with the City to identify proposed uses for the site to assist in the redevelopment.

6.7.7 Lakes Bay Waterfront Redevelopment Area

This approximately 31-acre redevelopment area includes the former Pleasantville High School, Jokers 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 may 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.

6.7.8 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 a new preliminary investigation be undertaken or the area rezoned to light industrial uses.

6.7.9 Gateway Redevelopment Area

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

6.7.10 Block 189 Rehabilitation Area

This redevelopment area includes 5.89 acres of land located on Block 189 bounded by Main Street (CR585) to the west, Reading Avenue to the north, Franklin Boulevard to the east and certain properties in Block 189 to the south. Permitted uses include single-family homes, two-family homes and triplex residential units as conditional uses. No change is recommended at this time.

7. Review of Zoning of Adjoining Municipalities, County Master Plan and Solid Waste Management Plan

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.

Pleasantville adjoins Absecon to the north, Egg Harbor Township to the east and west, Northfield to the south and Atlantic City to the east. Absecon and Northfield are predominately residential communities and their land uses adjacent to Pleasantville are attached and detached housing. In general, the recommendations in this master plan are

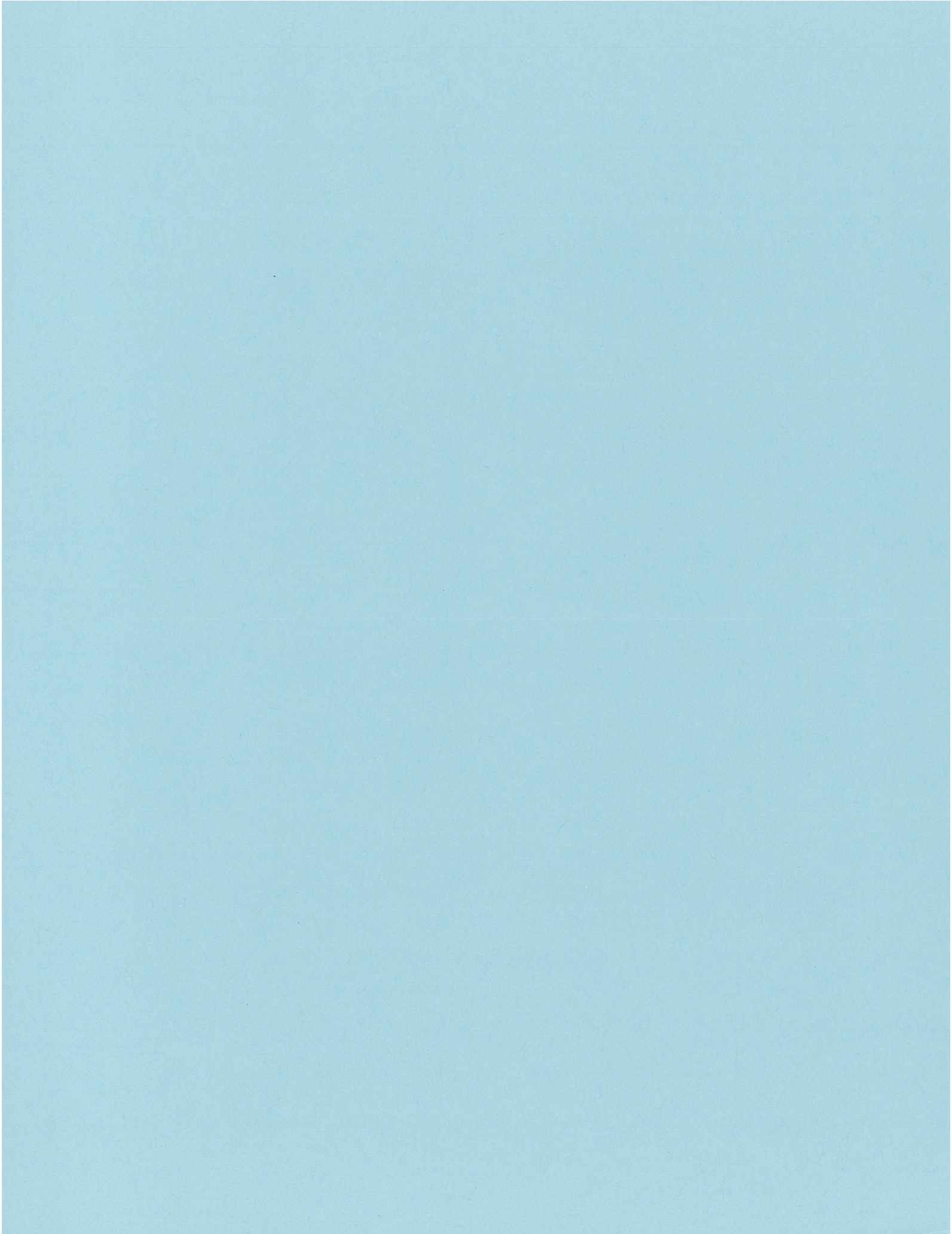
consistent with the existing land uses and zoning in Absecon and Northfield. Egg Harbor Township adjoins the City on both the western and eastern side of the City. The recommendations in this master plan are also consistent with the existing land uses and zoning in Egg Harbor Township. Atlantic City is located east of the City, however, it is separated by almost two miles of marine tidal marshes and the recommendations in this master plan should have little or no impact upon Atlantic City.

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. 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 the 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 Atlantic County Department of Regional Planning and Development updated, in October of 2000, the Atlantic County Master Plan and the Atlantic County Open Space and Recreation Plan. This master plan is substantially consistent with the Atlantic County Master Plan.

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.

Pursuant to the Solid Waste Management Act, Atlantic County is required to formulate and adopt a Solid Waste Management Plan. The plan addresses issues surrounding the generation, collection, transportation, disposal and recycling of solid waste for the County of Atlantic. Implementation of solid waste recycling programs is carried out by the Atlantic County Utilities Authority. This master plan is substantially consistent with the Atlantic County Utilities Authority's Solid Waste Management Plan.



CIRCULATION PLAN ELEMENT

1. Introduction

Pleasantville is served by a multi-modal transportation system, including the roadway network, bus transit services, freight rail, and bicycle and pedestrian facilities. Passenger rail service is available in the adjoining City of Absecon.

Through its Complete Streets Policy, passed in November 2011, the City has indicated its commitment to enhancing the multi-modal system and providing safe transportation options for all roadway users and travel modes. The City of Pleasantville is also one of the first communities in New Jersey to be designated as a Transit Village.

This Circulation Element examines and analyzes transportation resources, facilities, and needs as part of the Comprehensive Master Plan for the City.

2. Previous Studies

2.1 City of Pleasantville: Bicycle and Pedestrian Circulation Study

Prepared by Parsons Brinckerhoff for the New Jersey Department of Transportation (NJDOT) in 2013, this study evaluated the existing conditions for bicyclists and pedestrians in Pleasantville, presented a targeted set of recommendation concepts aimed at upgrading or expanding existing facilities, and recommended strategies to encourage safe biking and walking.

2.1.1 Proposed Improvements from Study and Status Updates

Proposed improvements developed in the Bicycle and Pedestrian Circulation Study were generally categorized as intersection improvements, pedestrian corridor improvements, or bicycle network improvements. The improvement types are summarized below:

Targeted intersection improvements sought to enhance pedestrian crossings and ADA-compliance, including targeted improvements at:

- U.S. Route 9 at Atlantic City Expressway (ACE) ramps
- U.S. Route 9 at Park Avenue
- U.S. Route 9 at Woodland Avenue

- Linden Avenue at Leeds Avenue
- West Jersey Avenue at Main Street

Pedestrian corridor improvements sought to fill gaps in the sidewalk network and connect key destinations to residential areas. These locations included:

- Park Avenue – install sidewalk connecting U.S. Route 9 to Max Manning Complex
- U.S. Route 9 – install sidewalk between Reading Avenue and ACE ramps, improving walking route to High School/Middle School
- Martin Terrace/Mill Road – investigate bike/pedestrian bridge over the ACE and accompanying sidewalk improvements to improve access to High School/Middle School

The Circulation Study also identified a priority on-street bike network in the City, which is shown in Figure 2.1. Accompanying striping, pavement markings, and/or signage were proposed on the following roads:

- Main Street
- Franklin Boulevard
- Leeds Avenue
- Delilah Road
- Reading Avenue
- Woodland Avenue
- Adams Avenue
- Mill Road
- U.S. Route 9

Additionally, resurfacing, lighting, and crossing improvements were recommended for the Pleasantville-Somers Point Bike Path.

**Figure 2.1- Pleasantville Bicycle and Pedestrian Circulation Study
Proposed Bike Network**



2.2 2011 U.S. Route 40/322 Pedestrian Safety Impact Audit

Prepared by Parsons Brinckerhoff for NJDOT in December 2011, the study evaluated pedestrian conditions along a 4.42-mile segment of U.S. Route 40/322 in Egg Harbor Township and Pleasantville City, between the Shore Mall driveway and the Atlantic City border. NJDOT initiated the study because the area was identified as a priority safety corridor due to a high number of crashes involving pedestrians between 2008 and 2010. The study included a review of crash data and field evaluation of pedestrian conditions, providing a corridor-wide analysis and detailed assessment of 15 spot locations along the corridor, including the corridor's 11 signalized intersections.

The 2011 U.S. Route 40/322 Pedestrian Safety Impact Audit identified U.S. Route 40/322 as a significant barrier to north-south pedestrian and bicycle circulation through the City. The study included recommendations for each spot location. At signalized intersections, this included upgrading existing facilities to provide full pedestrian accommodations, including ADA-compliant facilities, pedestrian signals and countdown timers, high-visibility crosswalks on U.S. Route 40/322, complete sidewalk connectivity, and improved lighting.

At the non-signalized Chester Avenue intersection, recommendations included converting the existing striped median to a pedestrian refuge island, adding pedestrian crossing signage, installing a high visibility crosswalk, improving lighting, and providing ADA-compliant facilities. Recommendations for the Kmart midblock area adjacent to the Pleasantville Shopping Center included installing median fencing to prevent midblock crossings, improving lighting, and providing sidewalk connectivity. Each location along the corridor was given a high- or low-priority rating based on existing conditions relative to the rest of the corridor and pedestrian activity. High-priority locations within Pleasantville included signalized intersections at Noahs Road, Doughty Road, and U.S. Route 9; the non-signalized intersection at Chester Avenue; and the Pleasantville Shopping Center midblock area.

2.3 Feasibility Study for Pedestrian Bridge and Access Ramps at Exit 5 – ACE

In 1997, Remington & Vernick Engineers analyzed the feasibility of completing Exit 5 of the Atlantic City Expressway by providing ramps for westbound traffic onto and eastbound traffic off of the ACE. Additionally, the study analyzed the potential for a pedestrian bridge to be constructed west of Exit 5, linking the Pleasantville High School and Middle School with residential areas south of the ACE. Since this study was completed, Exit 5 was improved to include on/off ramps in both directions; however, the pedestrian bridge has not been built.

The analysis concluded that the optimal location of the pedestrian bridge would link Mill Road on either side of the ACE, as it directly connects the schools with residential areas to the south. The existing topography would allow for the construction of a bridge with a

minimal need for accessible ramps. Potential impacts associated with the bridge include overhead and underground utility relocations and the need for CAFRA permitting; however, no right-of-way acquisitions would be required.

3. Active Projects

3.1 State Projects

The NJDOT retained Urban Engineers to develop contract plans and specifications for intersection improvements Route U.S. 40/322 at U.S. Route 9 and Decatur Avenue. The project limits extend approximately 800 feet along Route 9 and approximately 200 feet along Decatur Avenue.

While not within the City limits of Pleasantville there are two additional project being planned by NJDOT that will impact the City:

- Bike Path Connection at U.S. Route 40/322 and West Jersey Avenue – NJDOT has developed design plans to connect the Pleasantville Bike Path with the Atlantic County Bike Path through a signalized intersection at Route 40/322.
- U.S. Route 40/322 Drainage Improvements – NJDOT has completed concept plans for drainage improvements for U.S. Route 40/322 from milepost 59.5 to 63.4 in Egg Harbor Township and Atlantic City, just west of the City of Pleasantville. This \$9 million improvement plan is scheduled for implementation in 2018.

3.2 County Projects

Atlantic County is currently redesigning the intersection of CR 585 (Main Street) at CR 608 (Washington Avenue).

3.3 Municipal Projects

3.3.1 Streetscape Improvements

The City received grant funding to improve city streetscapes in several locations. Along CR 585 (South Main Street), a project will extend the improvements made north of U.S. Route 40/322 to Ansley Boulevard. Improvements include sidewalk pavers, street trees, decorative streetlights, and bike racks to match other sections of the downtown area.

Additionally, streetscape improvements will be made along the north side of Washington Avenue between Main Street and North 2nd Street. The streetscape improvements include brick crosswalks, decorative sidewalks, street trees, decorative lights, and bike racks.

The First Street Streetscape project, funded through an NJDOT Transit Village Grant, was completed in Fall 2015. Additional grant funding was secured to repave 2nd Street in the vicinity of the City Center development.

3.3.2 Park Avenue and U.S. Route 9

The City recently received a grant for improvements to Park Avenue. Improvements include enhanced crosswalks, pedestrian signals, sidewalks on Park Avenue, and improved lighting at the intersection of Route 9 and Park Avenue near the Max Manning Park. The improvements were identified in the *Bicycle and Pedestrian Circulation Study*, and will improve access to the Max Manning Park and NJ TRANSIT bus stops at the intersection of Park Avenue and U.S. Route 9.

3.3.3 Decatur Avenue

The City recently received grant funding to repave Decatur Avenue from Route 9 to Chestnut Avenue.

3.3.4 Lakes Bay Redevelopment

The Lakes Bay Redevelopment Plan proposes redevelopment of the former High School site at the southern terminus of Franklin Boulevard. The plan includes several types of mixed-use development and community recreation space. The plan also includes extension of the roadway network through the redevelopment area and creating bicycle lanes along Ansley Boulevard from Main Street to Franklin Boulevard.

3.3.5 City Center Development

The first two phases of the Pleasantville City Center development have been completed in 2015. This multi-use project includes an area bounded by Main Street, Washington Avenue, Milan Avenue, and South Second Street, and includes 135 apartments and approximately 18,000 square feet of leasable space.

4. Existing Conditions

4.1 Roadway System

Pleasantville is served by two major regional east-west transportation routes – U.S. Route 40/322 (Black Horse Pike) and the Atlantic City Expressway. U.S. Route 40/322 is a four-lane arterial highway while the ACE is a limited-access highway. These routes are also the primary access to Atlantic City and shore points and thus carry significant traffic, particularly in the summer months.

Delilah Road (CR 646) is a major east-west corridor, providing an alternative route through the northern third of the City between Atlantic City and the Atlantic City International Airport.

Major north-south transportation routes include U.S. Route 9 (New Road), which provides access along most of the Jersey Shore, and Main Street (CR 585), which is the commercial center of Pleasantville.

NJDOT Straight Line Diagrams for roadways within Pleasantville that have been surveyed are included as an Appendix to this document.

4.1.1 Roadway Jurisdiction

The vast majority of roads in Pleasantville are locally owned and maintained. Figure 2.2 displays the roads in Pleasantville categorized by jurisdiction. Overall, Pleasantville owns and maintains approximately 209 roadways. However, as discussed above and shown on Figure 2.2, the roads that provide regional connectivity and access are owned and maintained by either NJDOT (U.S. Route 9, U.S. Route 40/322, U.S. Route 30), Atlantic County (CR 585, CR 608, CR 644, CR 646, CR 663, CR 687), or the South Jersey Transportation Authority (SJTA), which operates the Atlantic City Expressway.

Table 2.1- Roadways by Jurisdiction

Route Type	# Roads	Mileage
NJDOT	3	123.40
SJTA	1	91.09
Atlantic County	7	21.66
Pleasantville	209	58.09

Figure 2.2 - Roadway Jurisdiction in the City of Pleasantville



4.1.2 Functional Class

The Federal Highways Administration (FHWA) categorizes all roadways by functional class. The functional classification of roadways defines the role that each element of a roadway network plays in serving various travel needs. As shown in the table below, and in Figure 2.3, the vast majority of roadways in Pleasantville are defined as “Urban Local,” meaning they are intended to provide direct access to adjacent land and to higher systems. Local roads are not intended to carry significant through traffic.

Eight roadways in Pleasantville are classified as “Urban Collectors,” the purpose of which is to provide land access and traffic circulation, and to distribute and channel trips between local roads and arterials, often over significant distances. CR 687 (Tilton Road), Doughty Road, and CR 663 (West California Ave.) are classified as Urban Collectors that provide east-west regional connections through Pleasantville.

Four roadways in Pleasantville are classified as “Urban Minor Arterials,” the purpose of which is to interconnect and augment higher-level arterials, serving trips of moderate length and distributing traffic to smaller geographic areas than Principal Arterials serve. CR 608 (Washington Ave) and CR 646 (Delilah Road) are Urban Minor Arterials that provide east-west regional access, while CR 585 (Shore Road/Main Street) provides significant north-south connectivity.

U.S. Route 9 and U.S. Route 40/322 are classified as “Urban Principal Arterials,” the purpose of which is to serve major activity centers, carry high traffic volumes, and connect rural and urban areas.

The Atlantic City Expressway is classified as an “Urban Freeway/Expressway,” which serves longer distance trips, and is defined by multiple travel lanes, limited access points, and a physical median barrier.

Table 2.2 - Roadways by Functional Classification

Functional Class	# Roads	Mileage
Rural Local	2	2.05
Urban Freeway/Expressway	1	14.09
Urban Principal Arterial	2	21.00
Urban Minor Arterial	4	19.63
Urban Collector	8	8.70
Urban Local	227	50.40

Figure 2.3 - Functional Classification



4.2 Transit Access

4.2.1 Bus Service

Numerous bus routes provide Pleasantville with transit access to local and regional destinations. Pleasantville was among the first municipalities in the state to be designated as a Transit Village by NJ Transit, and remains the only Transit Village in New Jersey to be wholly served by bus transit service only. Transit routes that traverse Pleasantville are shown in Figure 2.4. Many regional routes, including the 551 (provides service between Atlantic City and Cape May) and the 319 (provides service between Atlantic City and Philadelphia) travel along the Atlantic City Expressway through Pleasantville, which does not allow for local access to these routes.

Routes 502, 507, 508, 509, 552, 553, and 554 provide local service within Pleasantville and access to Atlantic City. Routes 502 and 553 travel east-west along U.S. Route 40/322 through the City, while Routes 507, 508, and 509 primarily provide north-south connectivity before diverting towards Atlantic City. Ridership data for the bus routes servicing Pleasantville are shown in the table below.

Table 2.3 - FY 2014 Transit Ridership

Route	(FY 2014)	13 Month Median		
	Annual Ridership	Weekday	Saturday	Sunday
502	839,440	2,426	2,088	1,348
507	773,113	2,143	1,945	1,851
508	615,226	1,685	1,414	1,261
509	424,503	1,238	974	808
552	644,601	1,738	1,620	1,376
553	1,120,286	2,920	2,879	2,621
554	784,185	2,293	2,010	1,867

Source: NJT Bus Service Planning

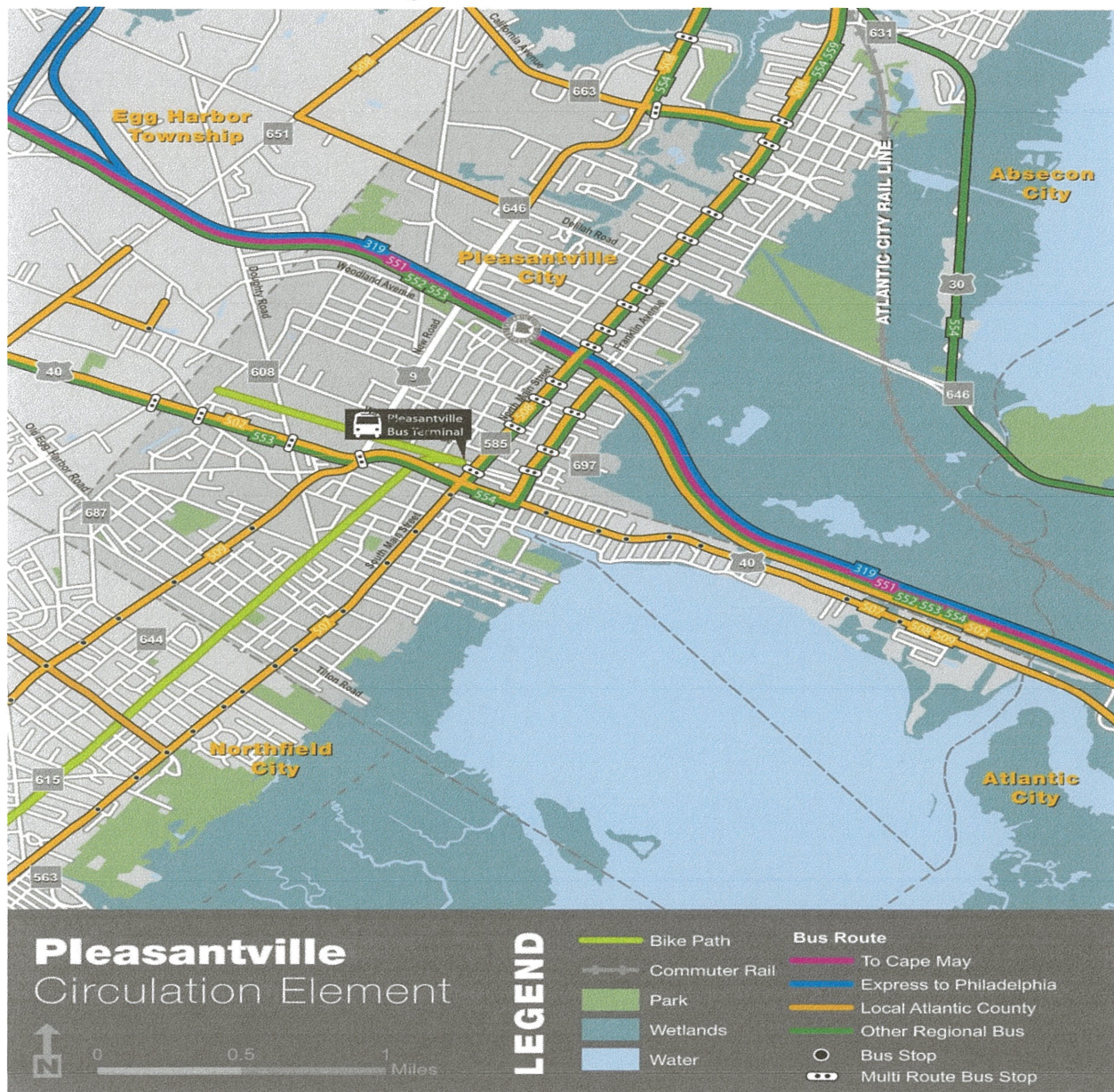
The Pleasantville Bus Terminal sits at the corner of West Jersey Avenue and Main Street, providing centralized access and transfers among the majority of routes serving the City. The Bus Terminal is also adjacent to the Pleasantville-Somers Point Bike Path, providing convenient access to this multi-modal connection. The Bus Terminal is a major transit hub, with nearly 1,500 passengers boarding and nearly 1,000 passengers alighting every day.

Table 2.4 - Pleasantville Bus Terminal, April 2015 Average Weekday Ridership

Direction of Travel	Board	Alight	Trips	Routes
West	678	416	146	502I, 507I, 508I, 509I, 553I, 554I
East	738	539	141	502O, 507O, 508O, 509O, 553O
Total	1,416	955		

Source: NJT Bus Service Planning

Figure 2.4 - Transit Services



4.2.2 Rail Service

The Atlantic City Rail Line traverses the northeast corner of Pleasantville, but does not include a stop in the City. The station stops nearest to Pleasantville are the Atlantic City Rail Terminal (east) and Absecon Station (west).

4.3 Crash Analysis

The project team reviewed the New Jersey Department of Transportation's crash data within Pleasantville from 2010 to 2012, the most recent three-year period for which complete data was available. Crashes along the Atlantic City Expressway were excluded from the analysis in order to focus on the local roadway network within the City.

The distribution of crashes within Pleasantville is shown in Figure 2.5. The heat map illustrates crash "hot spots," where there was a greater frequency of crashes. As shown on the map, the crashes tended to occur on the main roadways through the City: U.S. Routes 9 and 40/322; County Roads 585 (South Main Street/Shore Road), 608 (West Washington Avenue), and 646 (Delilah Road); and Franklin Avenue/Franklin Boulevard. Notable intersection "hot spots" include:

- U.S. Route 9 at U.S. Route 40/322
- U.S. Route 9 at Adams Avenue
- U.S. Route 9 at ACE ramps
- U.S. Route 9 at County Road 646 (Delilah Road)
- U.S. Route 40/322 at Doughty Road
- U.S. Route 40/322 at County Road 585 (South Main Street)
- U.S. Route 40/322 at Franklin Boulevard
- County Road 585 (Shore Road) at Adams Avenue
- County Road 585 (Shore Road) at County Road 646 (Delilah Road)
- Franklin Boulevard at East West Jersey Avenue
- Franklin Avenue at County Road 646 (Delilah Road)

The crash data were also analyzed to assess common crash characteristics and factors. Crashes were grouped by the roadway system on which they occurred (state, county, or municipal roadways) and compared to the statewide averages for the corresponding roadway system in order to identify any significant overrepresentations. The analysis is summarized in the sections below. Complete data tables are found in the appendix.

Figure 2.5 - Crash Hot Spots (2010-2012)



4.3.1 Crash Severity

A total of 1,531 crashes, excluding the ACE, occurred in Pleasantville during the three-year analysis period. Of these, 69.7 percent involved property damage only, 30 percent involved injury, and 0.3 percent resulted in a fatality.

Across state, county, and municipal roadways, crash severity was slightly higher in Pleasantville in comparison to statewide averages. State and county roadways in particular had a high proportion of crashes involving injury, with both exceeding the statewide average by approximately 10 percent. Crash severity by roadway type and in comparison to the statewide averages is shown in the table below.

Table 2.5 - Crash Severity by Roadway Type

Crash Severity	State Roadways			County Roadways			Municipal Roadways		
	#	%	Avg	#	%	Avg	#	%	Avg
Property Damage	284	61.87%	71.86%	312	63.54%	72.33%	292	75.06%	78.83%
Injury	172	37.47%	27.85%	178	36.25%	27.47%	96	24.68%	21.04%
Fatal	3	0.65%	0.29%	1	0.20%	0.20%	1	0.26%	0.13%

Note: bold indicates exceeds statewide average for same roadway system

4.3.2 Crash Type

Throughout Pleasantville, the most common crash types during the analysis period were same direction – rear end (26.3 percent), right angle (25.7 percent), struck parked vehicle (11.3 percent), fixed object (9.8 percent), and same direction – sideswipe (7.9 percent).

On the state and county roadways in Pleasantville, there were significant overrepresentations of right-angle crashes relative to the statewide averages. There were also overrepresentations of pedestrian and bicyclist crashes. Additionally, the data indicated an overrepresentation of backing and left-turn/U-turn crashes on state roadways and same direction – rear end crashes on county roadways.

Municipal roadways had an overrepresentation of right-angle crashes, as well as struck parked vehicles, bicyclist crashes, and fixed-object crashes.

Table 2.6 - Crash Type by Roadway Type

Crash Type	State Roadways			County Roadways			Municipal Roadways		
	#	%	Avg	#	%	Avg	#	%	Avg
Animal	-	0.00%	3.49%	1	0.20%	4.64%	-	0.00%	1.86%
Backing	6	1.31%	0.83%	7	1.43%	2.24%	21	5.40%	7.73%
Encroachment	1	0.22%	0.27%	-	0.00%	0.44%	-	0.00%	0.35%
Fixed Object	22	4.79%	9.95%	47	9.57%	10.97%	45	11.57%	11.53%
Left Turn / U Turn	29	6.32%	2.46%	15	3.05%	4.36%	7	1.80%	2.09%
Non-fixed Object	1	0.22%	0.82%	1	0.20%	0.49%	1	0.26%	0.41%
Opposite Direction - Head On/Angular	5	1.09%	1.66%	6	1.22%	3.31%	5	1.29%	3.04%
Opposite Direction - Side Swipe	4	0.87%	n/a	7	1.43%	n/a	6	1.54%	n/a
Other	1	0.22%	0.66%	2	0.41%	0.78%	5	1.29%	0.72%
Overtaken	-	0.00%	0.67%	1	0.20%	0.63%	-	0.00%	0.46%
Pedalcyclist	9	1.96%	0.53%	10	2.04%	0.98%	11	2.83%	1.13%
Pedestrian	14	3.05%	0.90%	11	2.24%	2.00%	10	2.57%	3.03%
Right Angle	120	26.14%	10.34%	157	31.98%	18.59%	101	25.96%	17.82%
Same Direction - Rear End	194	42.27%	49.26%	177	36.05%	32.85%	26	6.68%	14.95%
Same Direction - Side Swipe	49	10.68%	16.87%	37	7.54%	12.00%	33	8.48%	9.77%
Struck Parked Vehicle	4	0.87%	1.27%	12	2.44%	5.67%	118	30.33%	25.02%

4.3.3 Lighting Conditions

Overall, approximately 30 percent of crashes throughout Pleasantville took place during dawn, dusk, or night, while approximately 70 percent occurred during daylight. An analysis of crashes by roadway type does not indicate any significant deviations from statewide averages.

Table 2.7: Lighting Conditions by Roadway Type

Lighting Conditions	State Roadways			County Roadways			Municipal Roadways		
	#	%	Avg	#	%	Avg	#	%	Avg
Dark	11	25.49	25.45	13	26.88	25.02	98	25.19%	27.81
	7	%	%	2	%	%			%
Daylight	31	69.06%	70.42	33	68.23%	70.75	27	71.21	67.10
	7	%	%	5	%	%	7	%	%
Dusk	16	3.49%	2.41%	16	3.26%	2.60%	8	2.06%	2.28%
Dawn	7	1.53%	1.31%	4	0.81%	1.12%	3	0.77%	1.05%
Unknown	2	0.44%	0.42%	4	0.81%	0.51%	3	0.77%	1.76%

Note: bold indicates exceeds statewide average for same roadway system

4.3.4 Roadway Surface Conditions

Overall, approximately 83 percent of crashes throughout Pleasantville occurred under dry road surface conditions, while approximately 14 percent occurred during wet conditions. An analysis of crashes by roadway type does not indicate any significant deviations from statewide averages.

Table 2.8: Roadway Surface Conditions by Roadway Type

Surface Conditions	State Roadways			County Roadways			Municipal Roadways		
	#	%	Avg	#	%	Avg	#	%	Avg
Wet	65	14.16%	19.00%	83	16.90%	18.30%	44	11.31%	15.02%
Dry	382	83.22%	79.19%	395	80.45%	79.07%	322	82.78%	81.40%
Icy	4	0.87%	0.29%	5	1.02%	0.57%	9	2.31%	0.69%
Slush	-	0.00%	n/a	-	0.00%	n/a	4	1.03%	n/a
Snowy	6	1.31%	0.81%	7	1.43%	1.42%	10	2.57%	1.71%
Unknown	2	0.44%	0.45%	1	0.20%	0.38%	-	0.00%	0.86%

Note: bold indicates exceeds statewide average for same roadway system

4.3.5 Environmental Conditions

Consistent with the road surface conditions data, crashes throughout Pleasantville typically occurred during clear (84 percent) or overcast (3 percent) conditions. This trend was common among all roadway types. Data for statewide averages is not available for this crash factor in order to identify overrepresentations.

Table 2.9 - Environmental Conditions by Roadway Type

Environmental Conditions	State Roadways			County Roadways			Municipal Roadways		
	#	%	Avg	#	%	Avg	#	%	Avg
Clear	379	82.57%	n/a	406	82.69%	n/a	336	86.38%	n/a
Overcast	17	3.70%	n/a	9	1.83%	n/a	7	1.80%	n/a
Rain	45	9.80%	n/a	67	13.65%	n/a	34	8.74%	n/a
Snow	9	1.96%	n/a	7	1.43%	n/a	9	2.31%	n/a
Other	9	1.96%	n/a	2	0.41%	n/a	3	0.77%	n/a

4.3.6 Location (At/Between Intersection)

The crash data indicate that approximately 33 percent of crashes in Pleasantville occurred at intersections, and 67 percent occurred between intersections. Analyzed by roadway type, the proportion of crashes at intersections is largely consistent with statewide averages. However, state roadways had a moderate overrepresentation of crashes occurring at intersections (39 percent vs. 30 percent statewide average).

Table 2.10 - Location by Roadway Type

Location	State Roadways			County Roadways			Municipal Roadways		
	#	%	Avg	#	%	Avg	#	%	Avg
At Intersection	180	39.22	30.41	196	39.92	39.99	117	30.08	34.43
Not at Intersection	279	60.78	69.59	295	60.08	59.95	272	69.92	65.52

Note: bold indicates exceeds statewide average for same roadway system

4.3.7 Crash Rates on State Highways

Crash rates for the state highways within Pleasantville (U.S. Route 9 and U.S. Route 40/322) are available from NJDOT. The crash rates were compared to the statewide average for similar cross sections to identify locations that have a crash rate significantly higher than

would be expected. The results are shown in the table below. The majority of segments along the U.S. Route 9 corridor had crash rates that were over 100 percent greater than the statewide average for roadways with similar cross sections. Along U.S. Route 40/322, the segment west of U.S. Route 9 had a crash rate nearly twice that of roadways with similar cross sections.

Table 2.11- U.S. Route 9 Crash Rates

						<u>Comparison of Crash Rate to State Average</u>		
<u>Segment Start</u>		<u>Segment End</u>		<u>Length</u>	<u>Cross Section</u>			
<u>MP</u>	<u>Cross Street</u>	<u>MP</u>	<u>Cross Street</u>			<u>2010</u>	<u>2011</u>	<u>2012</u>
38.97	Northfield border	39.63	Noahs Rd	0.66	2 Lanes w/o Shoulder	11%	-33%	19%
39.63	Noahs Rd	39.85	Elm Ave	0.22	2 Lanes w/Shoulder	243%	108%	175%
39.85	Elm Ave	40.7	ACE Ramps	0.85	3 Lanes w/Shoulder	300%	333%	175%
40.7	ACE Ramps	41.35	Sunset Ct	0.65	2 Lanes w/o Shoulder	113%	204%	67%
41.35	Sunset Ct	41.82	Absecon border	0.47	2 Lanes w/Shoulder	23%	-52%	156%

Table 2.12 - U.S. Route 40/322 Crash Rates

						<u>Comparison of Crash Rate to State Average</u>		
<u>Segment Start</u>		<u>Segment End</u>		<u>Length</u>	<u>Cross Section</u>			
<u>MP</u>	<u>Cross Street</u>	<u>MP</u>	<u>Cross Street</u>			<u>2010</u>	<u>2011</u>	<u>2012</u>
58.44	Egg Harbor border	59.13	U.S. Rt 9	0.69	4 or More Lanes, Grass Median with Shoulder	94%	83%	17%
59.13	U.S. Rt 9	59.32	RR crossing	0.19	4 or More Lanes, Grass Median with Shoulder	17%	34%	101%
59.32	RR crossing	59.55	Main St	0.23	4 or More Lanes, Grass Median Without Shoulder	70%	-27%	37%
59.55	Main St	59.77	Hampden Ct	0.22	4 or More Lanes, No Median Without Shoulder	-15%	6%	52%
59.77	Hampden Ct	59.85	Egg Harbor border	0.08	4 or More Lanes, No Median Without Shoulder	-15%	6%	79%

4.4 Bicycle and Pedestrian Facilities

The City of Pleasantville has a variety of assets that facilitate bicycle and pedestrian circulation. The City's existing street grid, with relatively short block sizes and a moderate degree of connectivity, supports walking and biking as a viable alternative to driving. The City completed and adopted its *Bicycle and Pedestrian Master Plan* in 2013, which documented existing infrastructure for bicyclists and pedestrians city-wide and identified a set of improvement strategies and projects. Existing bicycle and pedestrian infrastructure includes:

- Sidewalk Network: Although gaps exist, there is generally a robust overall sidewalk network throughout the City.
- Bicycle Lanes: In recent years, Pleasantville has begun to install bicycle lanes on the street network. Existing bicycle lanes have been installed on segments of Franklin Boulevard, Ansley Boulevard, Hampden Court, East Bayview Avenue, and West Jersey Avenue.
- Off-Road Trails: Two off-road trail facilities enhance bicycle and pedestrian circulation within Pleasantville, as well as provide regional connections.
 - Pleasantville-Ocean City Bike Path: The Pleasantville-to-Ocean City Bike Path is a 13-mile-long, 10-foot wide, paved north-south off-road facility that links Ocean City, Somers Point, Linwood, Northfield, and Pleasantville. Within Pleasantville, the bikeway provides a parallel facility to U.S. Route 9 and Main Street, both of which have high vehicular volumes, making bicycle use more challenging. The bikeway generally bisects the southern half of Pleasantville, providing a spine of bicycle activity for residents living in this section of the City. Locations where the bikeway crosses roadways within the City are generally adequately delineated, given the lower levels of vehicular traffic on these generally residential streets. The bikeway crosses U.S. Route 40-322 via a grade-separated structure, allowing users to cross the wide state highway without interacting with traffic. At the northern end of the bikeway, it links to the east-west off-road pathway within the City, which is detailed further below.
 - East-West Pathway: This facility is a 1.1-mile paved east-west off-road facility that is contained completely within City boundaries. It generally parallels U.S. Route 40-322 to the north, linking Devins Lane behind the Pleasantville Shopping Center with Franklin Avenue in the Central Business District of the City. The pathway is intersected by the Pleasantville-to-Somers Point Bike Path near its midpoint in the vicinity of Chestnut Street. Locations where the bikeway crosses roadways are more challenging than those on the

Pleasantville-to-Somers Point Bike Path, as several of these roadways have higher volumes than traditionally residential streets. The pathway links several key traffic generators, including the Pleasantville Shopping Center, Pleasantville Bus Station, and Central Business District. The path is a component of the larger Atlantic County Bikeway; however, there is currently an approximately 1.3-mile gap in the trail system between the western terminus of the path in Pleasantville and the continuation of the bikeway in Egg Harbor Township. NJDOT, in coordination with Atlantic County and Parsons Brinckerhoff, recently completed a study to examine completing this missing link.

4.5 Traffic Counts

The following traffic counts were conducted between 2011 and 2014. Of the roadways that have counts during this period, the highest volumes are found on:

- Delilah Road, near U.S. Route 30 (22,305 AADT)
- U.S. Route 40/322 (Black Horse Pike), near Doughty Road (24,098 AADT)
- U.S. Route 40/322 (Black Horse Pike), between Chester Ave and Hampden Court (28,254 AADT)

Table 2.13 - Traffic Count Data

Map ID	Location	Year	AADT
1	California Avenue (CR 663)	2011	2,802
2	California Avenue (CR 663)	2012	2,736
3	U.S. Route 9 (New Road)	2011	12,504
4	Chatham Avenue	2012	171
5	Delilah Road	2013	22,305
6	Doughty Road	2012	4,626
7	Old Egg Harbor Road (CR 687)	2011	5,279
8	Church Street	2011	1,158
9	U.S. Route 40/322 (Black Horse Pike)	2013	24,098
10	Doughty Road	2014	4,486
11	Washington Avenue (CR 608)	2011	5,970
12	U.S. Route 9 (New Road)	2012	16,669
13	Martin Luther King Boulevard	2012	1,494
14	North First Street	2013	428

15	Collins Avenue	2013	390
16	Doughty Road	2012	4,269
17	U.S. Route 9 (New Road)	2013	13,338
18	Decatur Avenue	2011	2,248
19	Chestnut Street	2013	947
20	Franklin Avenue	2014	12,988
21	North Franklin Boulevard	2012	12,777
22	U.S. Route 40/322 (Black Horse Pike)	2013	28,254
23	Doughty Road	2013	1,131
24	Broad Street	2012	1,773
25	South Main Street (CR 585)	2013	15,595
26	Tilton Road	2013	2,199

This is not surprising as these roadways are the primary east-west routes that provide local and regional access to Atlantic City and major retail and commercial corridors (other than the limited-access Atlantic City Expressway). The full list of available traffic counts for the period between 2011 and 2014 can be found below.

Figure 2.6 - NJDOT Traffic Count Locations



5. Recommendations

Based on stakeholder input, ongoing projects, previous studies, and data analysis, a series of priority multi-modal transportation improvements was developed to enhance mobility in Pleasantville. These improvements are summarized below.

5.1 Roadway Improvements

5.1.1 Main Street at Decatur Avenue

Current conditions cause congestion and traffic queuing between this traffic signal and the adjacent intersection of Main Street at U.S. Route 40/322. The City should coordinate with Atlantic County to investigate potential removal of the signal, or work with NJDOT to investigate improved coordination between the adjacent traffic signals.

5.1.2 Main Street at West Jersey Avenue

As with the intersection of Main Street and Decatur Avenue, current traffic conditions create congestion and queuing with the adjacent (south) intersection of Main Street at U.S. Route 40/322. As the City progresses coordination efforts with Atlantic County and NJDOT to improve coordination with the intersection at Decatur Avenue noted above, similar efforts should be undertaken at the intersection with West Jersey Avenue as well.

5.1.3 U.S. Route 9 at Park Avenue

This intersection has existing drainage issues and difficult movements for cross traffic along Park Avenue. The City should work with NJDOT to conduct a traffic signal warrant analysis to evaluate the potential need for a traffic signal to resolve issues with conflicting traffic movements. As noted in the Bicycle and Pedestrian Circulation Study, crosswalks should be striped at all intersection crossings, and driveway access should be consolidated at the property at the northeast corner.

5.1.4 U.S. Route 9 at ACE Ramps

The intersection was identified as a crash hot spot in the crash analysis. The majority of crashes during the analysis period were right-angle crashes (25 crashes, 61 percent). This is likely related to high-speed right-turn movements from the ACE ramps onto U.S. Route 9. The ramps should be realigned to tighten the turning radius at the intersection with U.S. Route 9. The realignment would force drivers to slow down as they exit the ACE and make the turn more slowly, and would improve visibility of traffic on U.S. Route 9 for drivers making the right turn.

5.1.5 U.S. Route 9 at U.S. Route 40/322

The intersection was identified as a crash hot spot in the crash analysis. The majority of crashes were same-direction types (18 crashes, 32 percent rear-end; 18 crashes, 32 percent sideswipe), indicative of congested conditions, lane changing, and/or sight-line issues. Given the curvature of U.S. Route 40/322 at both the eastbound and westbound approaches, as well as the high-speed character of the roadway, visibility of the traffic signal at highway speed may be an issue. Improved signage, such as a variable “red signal ahead” sign, could improve driver awareness of the approaching signal and potential for stopped traffic.

5.1.6 Ansley Boulevard

Consideration should be given to enhancing this connector with bicycle lanes and a landscaped center median. Ansley Boulevard provides a critical link between Main Street and the Lake Bay Redevelopment area.

5.1.7 Main Street

Continue to make streetscape improvements along Main Street through the entire central business district. Options include curb extensions at intersections and other key locations to enhance pedestrian safety and to provide space for amenities and outdoor dining.

5.1.8 North Main Street School Improvements

As previously noted in the Pleasantville Bicycle and Pedestrian Circulation Plan, significant congestion exists during arrival and dismissal times, as buses, parent-driven vehicles, and pedestrian traffic all must share the existing narrow space along Woodland Avenue north of the school.

Potential improvement options may include:

- Repurpose Woodland Avenue as a one-way street between Linden Avenue and Shore Road. This would require an analysis of existing traffic conditions and impacts to vehicular circulation in the area.
- Review configuration of existing parking lot and shift pick-up/drop-off point to area south of the school.
- Work with school officials and parents to encourage “walking buses” that may reduce the number of vehicles traveling to and from the school.

5.1.9 U.S. Route 40/322 Resurfacing

NJDOT has several resurfacing projects in the pipeline for U.S. Route 40/322 in the vicinity of Pleasantville in order to replace deteriorated pavement. Segments with planned

resurfacing include from MP 52.2 to 54.3 (Hamilton and Egg Harbor townships), MP 59.7 to 63.5 (Pleasantville and Egg Harbor Township), MP 56.5 to 57.1 eastbound (Egg Harbor Township), and MP 55.5 to 57.1 westbound (Egg Harbor Township). A concept development study for the project is expected to begin in 2016.

5.1.10 U.S. Route 40/322 Drainage Project

NJDOT is advancing a drainage improvement project in Pleasantville and Egg Harbor Township between mileposts 59.5 and 62.0. The existing stormwater drainage system is inadequate, causing flooding and road closures during significant storm events. The project is expected to go to construction in 2017.

5.1.11 U.S. Route 40/322 Median Closures, Delilah Road to Fire Road

To address safety concerns along the U.S. Route 40/322 corridor just east of Pleasantville in Egg Harbor Township, NJDOT is conducting a concept development study to close several median openings between Delilah Road (MP 53.21) and just east of Fire Road (MP 58.11). Construction is anticipated in 2020.

5.1.12 U.S. Route 9 Resurfacing

NJDOT is planning several resurfacing projects along U.S. Route 9, including from MP 42.76 to 43.8 in Absecon City, just north of Pleasantville. A concept development study for the project is expected to begin in 2016.

5.1.13 California Avenue at Main Street

An apartment complex is currently planned for the northwest corner of the intersection of Main Street and California Avenue. While this parcel is within the City of Absecon, it is directly adjacent to the municipal boundary with Pleasantville. This complex will add traffic to an already busy intersection, therefore a review of traffic conditions at this intersection should be undertaken to determine the need for vehicular or pedestrian improvements, including connections to existing bus stops.

5.2 Transit Improvements

5.2.1 Bus Station Improvements

The Pleasantville Bus Terminal is the City's major transit hub, providing local and regional connections. Improvements should be made to the station to create a more comfortable and safe environment for transit passengers. These improvements include lighting upgrades and enhancements, security cameras, safety improvements, and pedestrian and passenger waiting-area amenities.

5.2.2 Passenger Rail Service

The *South Jersey Regional Rail Study*, completed in 2002, served as an environmental review of necessary improvements to provide passenger rail service along four existing rail corridors in South Jersey. This study determined that providing passenger rail services on the existing rail corridor between Mays Landing and Atlantic City, including a segment within Pleasantville, was feasible. Passenger rail service along this corridor would serve Pleasantville at two locations, including two alternatives at North Pleasantville:

- Pleasantville Station – Located in the area bounded by Franklin Boulevard, E. West Jersey Avenue, and Green Avenue.
- North Pleasantville (A) – Located in the area bounded by Milan Avenue, W. West Jersey Avenue, U.S. Route 9 and S. Main Street
- North Pleasantville (B) – Located near the rail crossing at Devins Lane

5.3 Bicycle and Pedestrian Improvements

5.3.1 Bicycle/Pedestrian Bridge over Atlantic City Expressway

As proposed in the Bicycle and Pedestrian Circulation, a bicycle and pedestrian bridge over the ACE should be studied, investigated, designed and constructed following the alignment of Mill Road. The ACE is currently a major barrier, isolating the High School/Middle School from residential neighborhoods to the south. The bridge would significantly improve bicycle and pedestrian access to the High School/Middle School and provide greater opportunities for walking and biking to school.

5.3.2 U.S. Route 9 at Woodland Avenue

There is significant crossing demand at this unsignalized intersection associated with walking to the High School/Middle School. Crossing demand could further increase with the construction of the bicycle/pedestrian bridge noted in 5.3.1. The traffic speeds and volumes along U.S. Route 9 require enhanced pedestrian crossing treatments beyond simple crosswalk striping. The crossing should be improved with a pedestrian hybrid beacon and high-visibility continental crosswalk striping. The combination would increase the visibility of the crossing, improve driver compliance with stopping for pedestrians, and create gaps in traffic to improve pedestrian safety and mobility.

5.3.3 Atlantic County Bikeway Trail Extension

The City should work with Atlantic County to extend the Atlantic County Bikeway from its current terminus in Egg Harbor Township at U.S. Route 40/322 to Pleasantville's existing East-West Pathway. The county recently completed a study of the missing link to investigate

existing constraints and potential alignments to complete the trail network. Based on an analysis of physical constraints and input from the rail operator and other stakeholders, the study identified the south side of the existing railroad tracks as the preferred trail alignment.

One of the key challenges to completing the trail system is the crossing of U.S. Route 40/322 in Egg Harbor Township, at the western end of the missing link. The study identified realignment of the intersection of U.S. Route 40/322 at West Jersey Avenue as the preferred crossing treatment. West Jersey Avenue would be realigned to intersect U.S. Route 40/322 at a signalized “T” intersection at the northern end of the Shore Mall. Trail users would be able to cross U.S. Route 40/322 using the new traffic signal, allowing a traffic-controlled crossing essentially in line with the trail alignment. In conjunction with the intersection realignment, an existing signalized intersection approximately 485 feet to the south, the existing entrance/exit to Shore Mall on U.S. Route 40/322, would be eliminated. The changes would improve conditions for vehicular traffic in an area that has a history of high crash rates and improve traffic flow by increasing the spacing between traffic signals. A tunnel option was also evaluated, but the intersection realignment was preferred due to lower estimated design and construction costs and the multi-modal benefits associated with the intersection improvements.

Trail crossing treatments are also needed at intersections with Fire Road, Noahs Road, and Devins Lane. Of these, Fire Road has the highest traffic volumes and longest crossing distance, and the study identified a pedestrian hybrid beacon with a pedestrian refuge island as the preferred treatment. At the Devins Lane crossing in Pleasantville, a rectangular rapid flashing beacon (RRFB) with high-visibility continental crosswalk striping is proposed.

Atlantic County, in coordination with the South Jersey Transportation Planning Organization (SJTPO), is currently planning to issue an RFP for design and construction of the missing trail segment. The connection would significantly improve regional trail access and off-road connections to Pleasantville.

5.3.4 Pleasantville-Somers Point Bike Path Lighting

The Bicycle and Pedestrian Circulation Study identified poor or limited lighting as an existing deficiency and necessary improvement along the Pleasantville-Somers Point Bike Path. Installation of high-efficiency LED lighting along the bike path would improve safety and personal security, enhance user comfort, and encourage more widespread usage.

5.3.5 Sidewalk Construction

The state, county and City should continue to plan and construct sidewalks in areas where they do not currently exist to promote safe pedestrian access. Significant progress has been achieved by the state on U.S. Route 9 and by the county on Delilah Road to expand the

sidewalk network in Pleasantville. However, sidewalk gaps are evident throughout the city. Where appropriate, especially during roadway construction or site redevelopment projects, focus should be given to pedestrian accessibility and circulation.

5.3.6 Pedestrian Signals

Traffic signal equipment throughout the City should be upgraded, as needed, with pedestrian signal heads that meet current MUTCD standards. As the nearly geographic center of Pleasantville and the crossing of two major barriers to pedestrians within the city, U.S. Route 9 at U.S. Route 40/322 is an intersection that is most critically in need of improvements.

5.3.7 Bicycle Parking

Bicycle parking should be provided at public facilities throughout the City, including municipal buildings, parks, schools, the bus station, and the library. Bicycle parking should also be incorporated into streetscape improvements along Main Street and in other commercial areas. The City should also require bicycle parking for new developments. New bicycle racks should meet current standards, such as the inverted U-rack, “A”, or post-and-loop style racks. Existing older-style racks throughout the City should be replaced and upgraded over time. To increase the security of bicycle parking at these locations, appropriate lighting should be installed adjacent to or near racks.

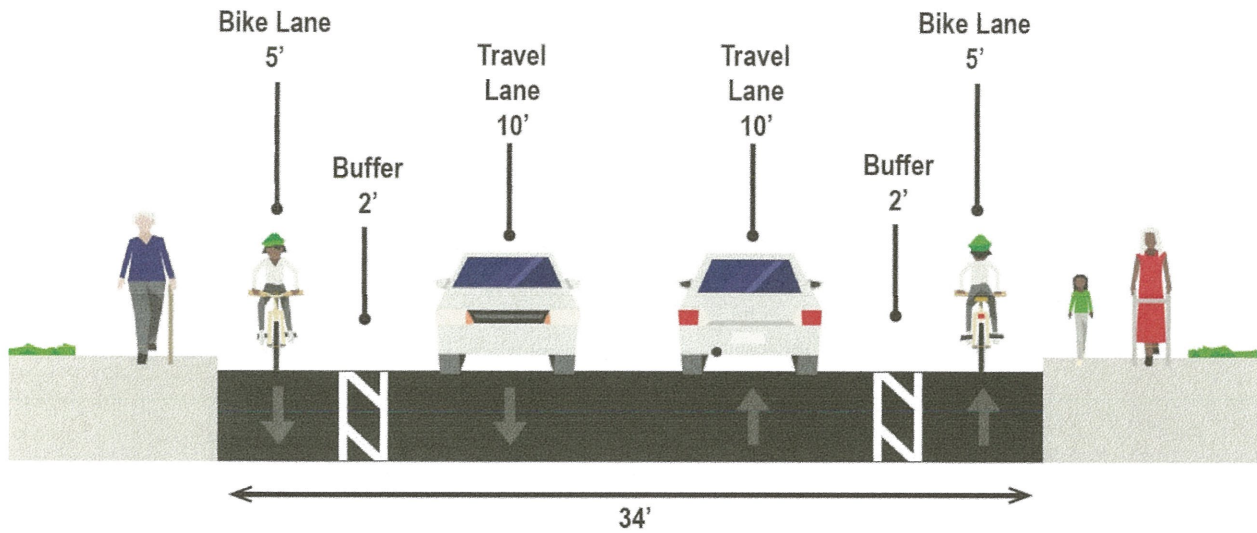
5.3.8 Atlantic City-Pleasantville Bikeway Connection

Currently, access between Pleasantville and Atlantic City for bicyclists is challenging due to the existing configuration of Black Horse Pike (U.S. Route 40) east of Pleasantville. This section of roadway includes numerous driveway access points and several high-speed ramps and a grade-separated interchange. Further, the posted speed limit of 45/50 mph and existing travel speeds in excess of posted limits creates an intimidating experience for cyclists. U.S. Route 40 becomes more challenging for cyclists on Lagoon Island, where no shoulders are present, a cross-section that continues into downtown Atlantic City. Given these challenges, a review of potential locations for an off-road facility should be examined, especially given land uses that generate cyclist traffic, including the Atlantic City High School.

5.3.9 Franklin Avenue Bicycle Lanes

Franklin Avenue is a north-south roadway, running across a large area of the City from Delilah Road to East Wright Street. It provides a parallel route to Main Street/Shore Road with lower traffic volumes, making it a more comfortable environment for bicyclists. Sections of the roadway are very wide, providing an opportunity to stripe bicycle lanes and provide a dedicated facility for bicyclists.

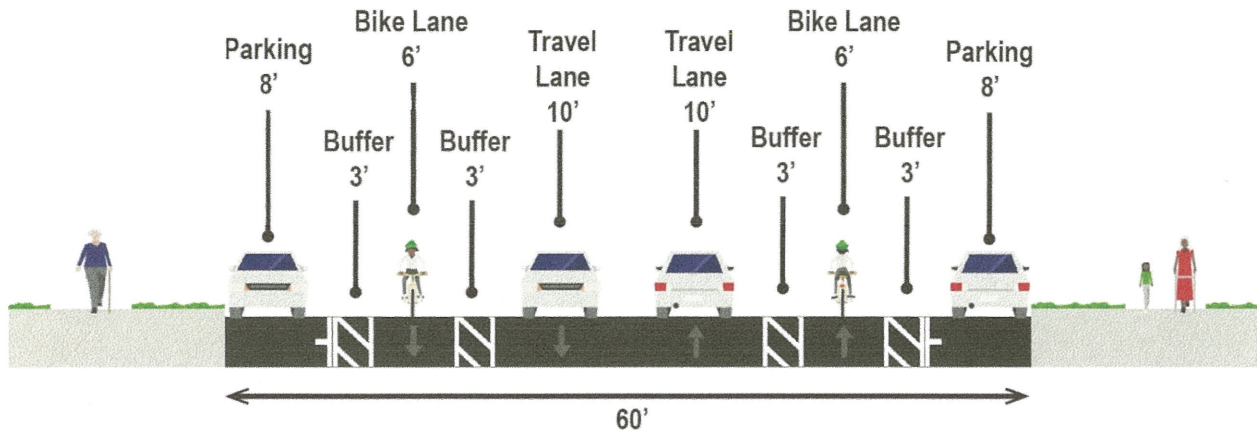
Figure 2.7: Proposed bicycle lanes, Franklin Avenue from Delilah Road through the ACE overpass



The typical cartway width of Franklin Avenue is variable. From Delilah Road through the ACE overpass, the typical width is 34 feet. The roadway would be restriped as shown below.

South of the ACE to Adams Avenue, the typical width is 60 feet. This allows for on-street parking on both sides of the street and wide buffered bicycle lanes, as shown below.

Figure 2.8: Proposed bicycle lanes, Franklin Avenue from the ACE overpass to Adams Avenue



South of Adams Avenue, the roadway is narrower and variable, and the on-street parking usage is intermittent. There is insufficient width to continue the bicycle lanes without removing parking. If the provision of on-street parking is necessary, the section from Adams

Avenue to West Jersey Avenue would be striped with shared-lane markings. At West Jersey Avenue, exiting bicycle lanes continue south for the remainder of Franklin Avenue.

5.3.10 Bicycle and Pedestrian Circulation Study Recommendations

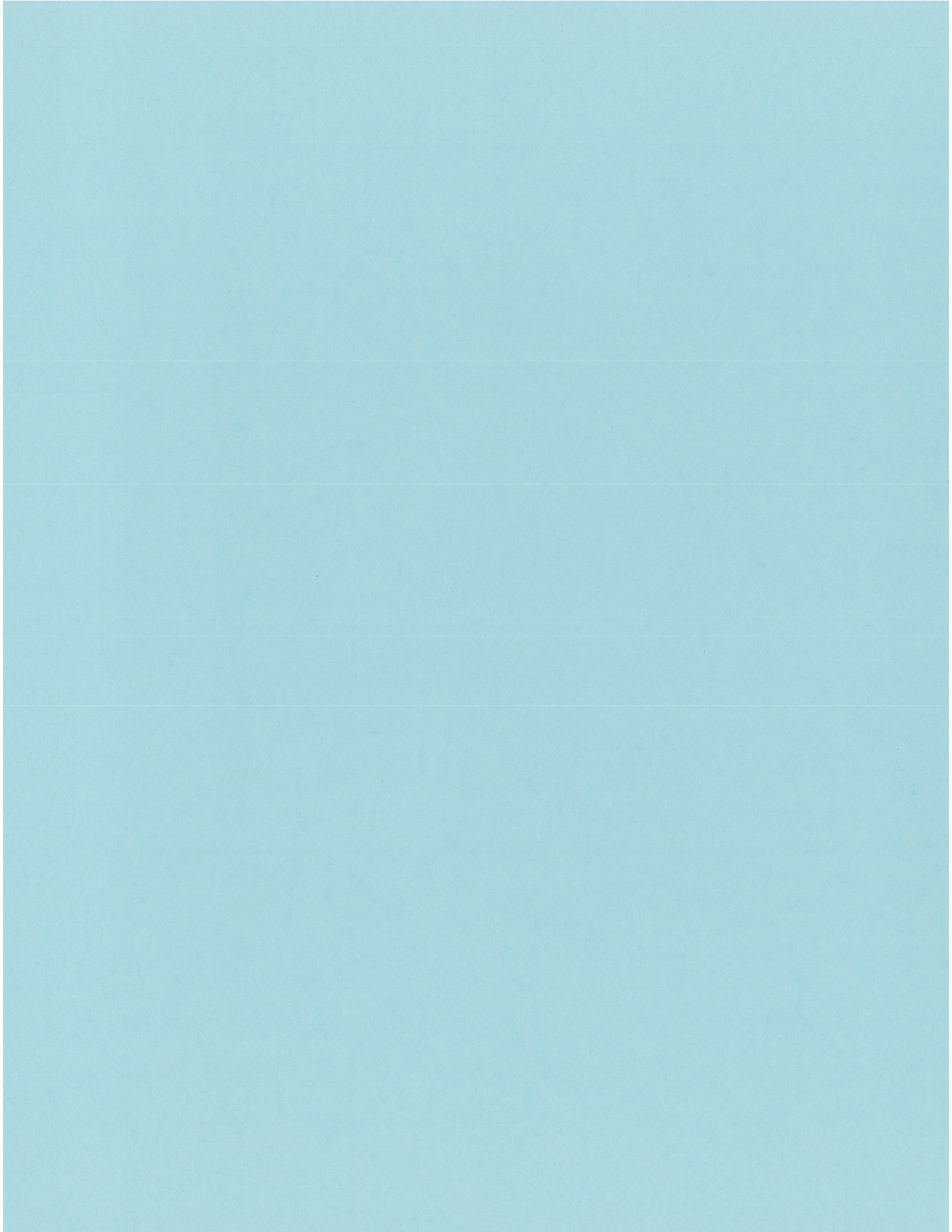
The City should continue to advance additional improvement recommendations identified in the Bicycle and Pedestrian Circulation Study as funding sources become available.

Maintenance of existing facilities remains a concern throughout the City. Attention should be given to keeping existing bicycle lanes, such as those on Washington Avenue, clear of debris, while ensuring that key off-road infrastructure, like the Pleasantville-Ocean City Bike Path, is kept in a good state of repair.

5.4 At Grade Crossings

5.4.1 Rail Safety

Rail freight traffic through Pleasantville has grown in recent years. If rail use for deliveries continues to increase, pedestrian safety improvements may be needed at the Main Street rail line crossing. Special attention should be given to ensure that these improvements are coordinated with the Main Street streetscape efforts.



COMMUNITY DEVELOPMENT PLAN FOR THE BUSINESS DISTRICTS

ECONOMIC DEVELOPMENT ELEMENT

"Make no little plans. They have no magic to stir men's blood and probably will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die...." Daniel Burnham

1. Introduction

The Municipal Land Use Law (NJSA 40:55D-28 & 62) provides that a municipal Master Plan shall generally comprise land use and development proposals, with maps, diagrams and text, addressing the municipal vision statement and Land Use Plan Element. Optional elements of the Master Plan include an Economic Development Element, which is presented herein. An Economic Development Element analyzes the economic development goals of the City and addresses, among other issues, employment requirements, availability of labor pool and the stability and diversity of the economic development program to be promoted.

2. Economic Trends

This is the first time that an Economic Development Element has been prepared as part of the Pleasantville Master Plan. It is critically important given the economic challenges facing Pleasantville and all of Atlantic County. A summary of the socioeconomic trends in the City of Pleasantville is provided in Figure 3.1.

Figure 3.1 - Socioeconomic Trends for Pleasantville, 1970 to 2010

Census	Total Population	Poverty	Low Income Households	Unemployment Rate	In Labor Force
1970	13,790	16.1%	18.4%	6.0%	59.3%
1980	13,435	14.6%	25.3%	10.4%	60.2%
1990	16,027	12.0%	18.5%	8.6%	68.8%
2000	19,012	15.8%	23.0%	10.2%	61.2%
2010	20,249	18.2%		13.2%	

According to the State Data Center, the City of Pleasantville has:

- Total Labor Force (per square mile) 1,577
- Labor Force Unemployed 18 percent
- Total No. of Local Employers 397
- Total Employment by Local Employers 7,426

Figure 3.2 provides a depiction of the low/moderate income neighborhoods in Pleasantville. All but two block groups consist of at least half of the residents being low/moderate income.

Figure 3.2 - 2010 Census Tracts and Percentage Low/Moderate Income Households



Figure 3.3 - Census Data Results for 2010, City of Pleasantville

	Census Tract 119	Census Tract 120	Census Tract 121	Census Tract 122
DEMOGRAPHIC CHARACTERISTICS				
Total Population	8,039	4,144	3,615	4,939
# Families	1,720	1,035	616	1,122
% Population (18+yrs)	66.3	79.7	81.3	72
% Unemployed	9.6	8.1	9.3	10.1
% Commuting to Work	100	99.5	99	100
ECONOMIC CHARACTERISTICS				
Median Household Income (\$)	38,690	39,804	48,021	39,090
Median Family Income (\$)	46,424	51,393	49,815	53,200
% Population Below Poverty	20.4	12.3	29.9	10.5
% Families Below Poverty	15.6	7.5	17.9	7.8
HOUSING CHARACTERISTICS				
Total Housing Units	3,045	1,826	1,076	1,858
% Renter Occupied Units	42.7	33.2	34	30.4
% Owner Occupied Units	48.2	57.9	50.8	58.5
% Vacant	9.2	8.9	15.1	11.1
% Homeowners with Mortgage	84.2	74.1	82.8	83.3
Monthly Median Rent (\$)	1,066	935	949	1094
Data Source: American Community Survey 5-year estimates, 2005 – 2010 See ACS Data Guidance for further information and margin-of-error values				

Figure 3.4 - Census Data Results for 2000, City of Pleasantville

	Census Tract 119	Census Tract 120	Census Tract 121	Census Tract 122
SOCIAL CHARACTERISTICS				
Total Population	7,630	4,125	2,937	4,795
# Families	1,837	966	662	1,043
% Population (18+yrs)	64.46	64.71	63.31	69.45
% Unemployed	5.68	7.13	6.21	11.19
% Commuting to Work	82.72	83.29	79.32	82.75
ECONOMIC CHARACTERISTICS				
Median Household Income (\$)	34,516	39,250	42,679	40,227
Median Family Income (\$)	36,498	40,250	45,583	41,982
% Population Below Poverty	19.09	14.83	11.74	13.71
% Families Below Poverty	14.26	11.90	7.85	12.46
HOUSING CHARACTERISTICS				
Total Housing Units	2,886	1,661	1,058	1,650
% Renter Occupied Units	54.23	37.29	40.17	30.61
% Owner Occupied Units	42.09	57.49	52.08	62.48
% Vacant	8.00	8.31	12.95	9.93
% Homeowners with Mortgage	79.19	73.78	75.00	0.83
Monthly Median Rent (\$)	775	682	669	664
Data Source: Census 2000				

2.1 Post Superstorm Sandy - General Trends

The changes occurring in the regional economy have been the results of a shrinking and less competitive casino gaming industry in Atlantic City. With the loss of four casino hotels since January of 2014 coming on the heels of Superstorm Sandy and an already declining local economy, Pleasantville faces the dual challenges of stemming the declining tax base of the City while replacing the lost jobs and incomes of its residents.

The Bureau of Labor Statistics reports that the Atlantic City casinos dropped 6,803 workers or 24 percent of its total employment over the year from December 2013 to December 2014. This loss was tempered by gains in other industries, so that the overall decline amounted to a lesser contraction of 5,882.

While the economic future of the county and region remains in transition, the best opportunity for Pleasantville to integrate its economy into that of the broader region is to participate in this transition as it happens. To wait to be included after other municipalities have competed for market share and new businesses will make it more difficult to rebound from the current situation. Market share is built most efficiently as the economy reaches its bottom and begins to transition and expand. This is when consumers and investors are most likely to try new ideas and alter spending patterns. This should give the current planning effort a sense of urgency.

There are a number of events and opportunities that Pleasantville needs to incorporate into its planning strategies and action plans. These include:

- The completion of the City Center project.
- After many years, movement on the demolition and redevelopment of Route 40 between the City and Atlantic City by Egg Harbor Township.
- The underutilization and possible availability of large pieces of property in strategic locations: the former high school/marina site; the former Nissan site; and vacant properties on Delilah Road.
- Current work on an economic development plan, sponsored by the county, that will lead to cooperative marketing and enhanced funding. Some of this funding has been put in place as legislation has increased the levels of funding available through the New Jersey Economic Development Authority.

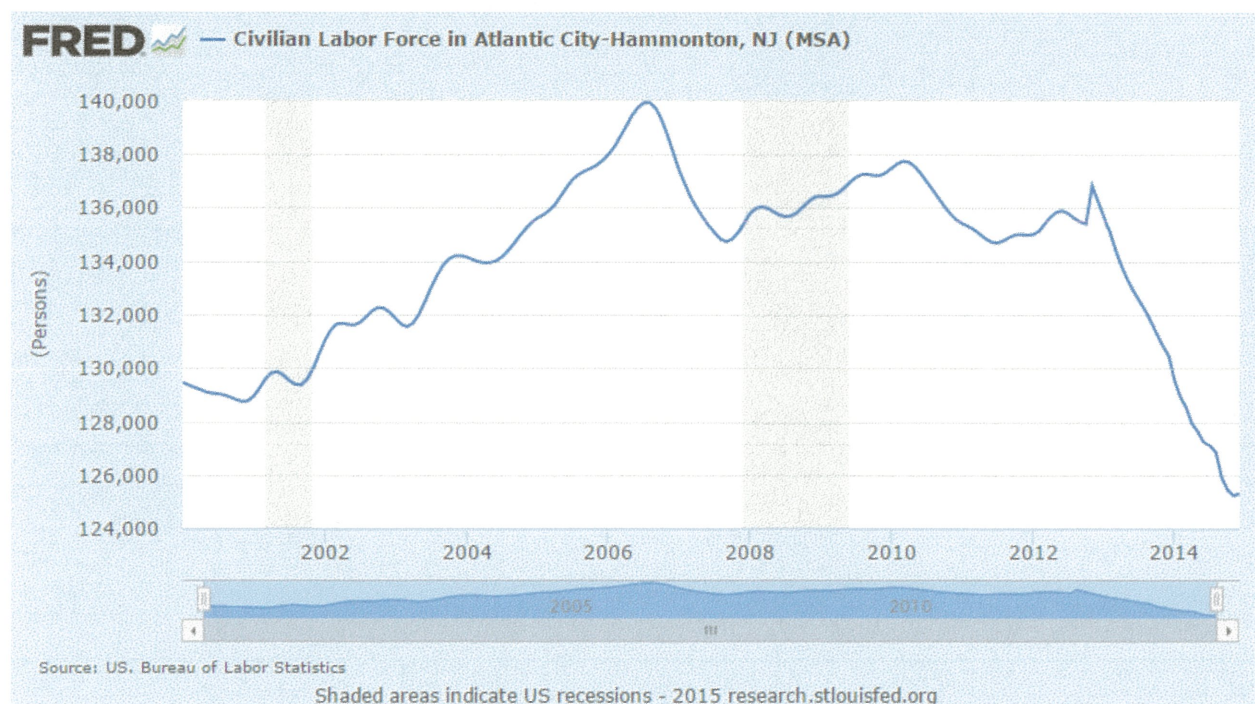
Developing the particular action items needed to take advantage of these opportunities begins with a marketing plan as a guide.

2.2 Pleasantville – A Demographic Snapshot

Much has now been written and debated about the causes of the declining regional economy. A closer look at the performance of the City of Pleasantville's economic and demographic shifts illustrates the current situation.

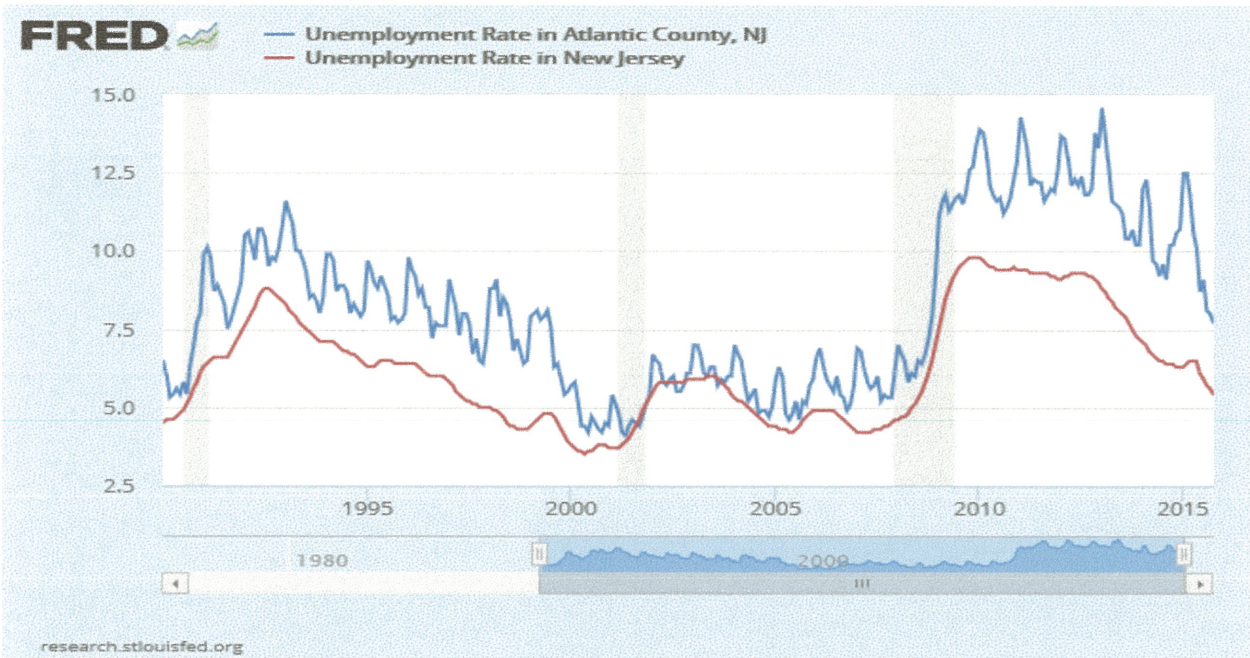
Countywide employment continues to drop and this trend is not expected to end for a few years. While Pleasantville has a significant commercial and industrial base, one cannot overlook the countywide employment issues and their potential consequences. Figure 3.5 below provides a snapshot of the growth and shrinkage of the civilian labor force in Atlantic County. From a low of 128,300 jobs in 2001 to a high of 145,000 jobs in 2006, the civilian labor market is now at its lowest level in at least 14 years with 128,200 jobs, a loss of almost 17,000 jobs in nine years.

Figure 3.5 – Civilian Labor Force in Atlantic County, 2000 to 2015



Atlantic County has among the highest unemployment rates in the nation, 7.7 percent in October 2015. This is a decrease since the post-recession highs of 13.7 percent, and the gap between the State of New Jersey's unemployment rate and the Atlantic County rate started to shrink in 2015. In October 2015, the state's unemployment rate was 5.4 percent compared to the Atlantic County rate of 11 percent.

Figure 3.6 – Unemployment Rate for Atlantic County and New Jersey, 2010 to 2015



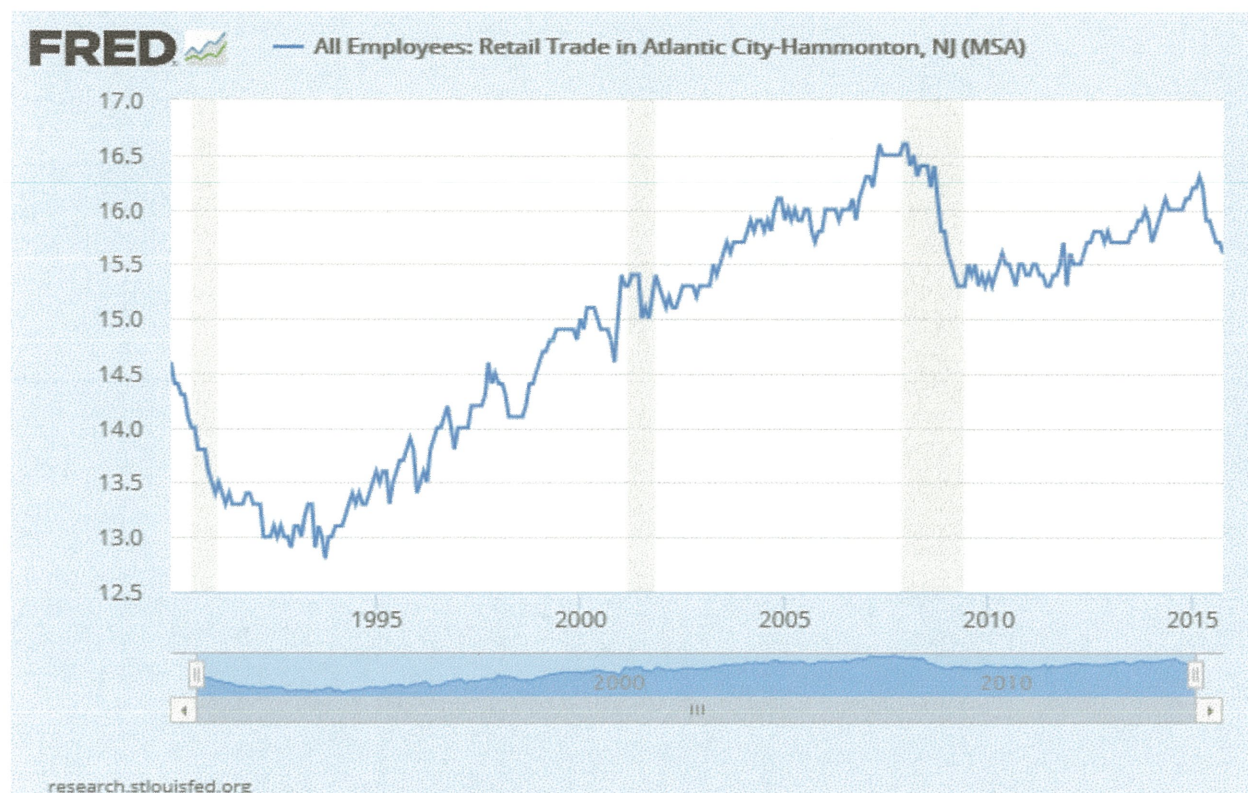
A bright spot in the Atlantic County economy has been the growth of the food and beverage industry. While there was a slight drop during the recession, the growth in dining establishments has increased almost 40 percent since 2011. In October 2015, the total number of employees in the food and beverage industry peaked at an all-time high of 13,800.

Figure 3.7 – All Employees: Food & Beverage Industry in Atlantic County



Retail growth has been another bright spot in the Atlantic County region. Despite a decline in population, Atlantic County continued to provide growth in shopping opportunities for visitors and residents alike until recently. Since early 2015, the county has witnessed a decline in retail jobs approaching the post-recession levels. Retail jobs peaked in March 2015 at 16,300 and dropped to 15,600 by October 2015.

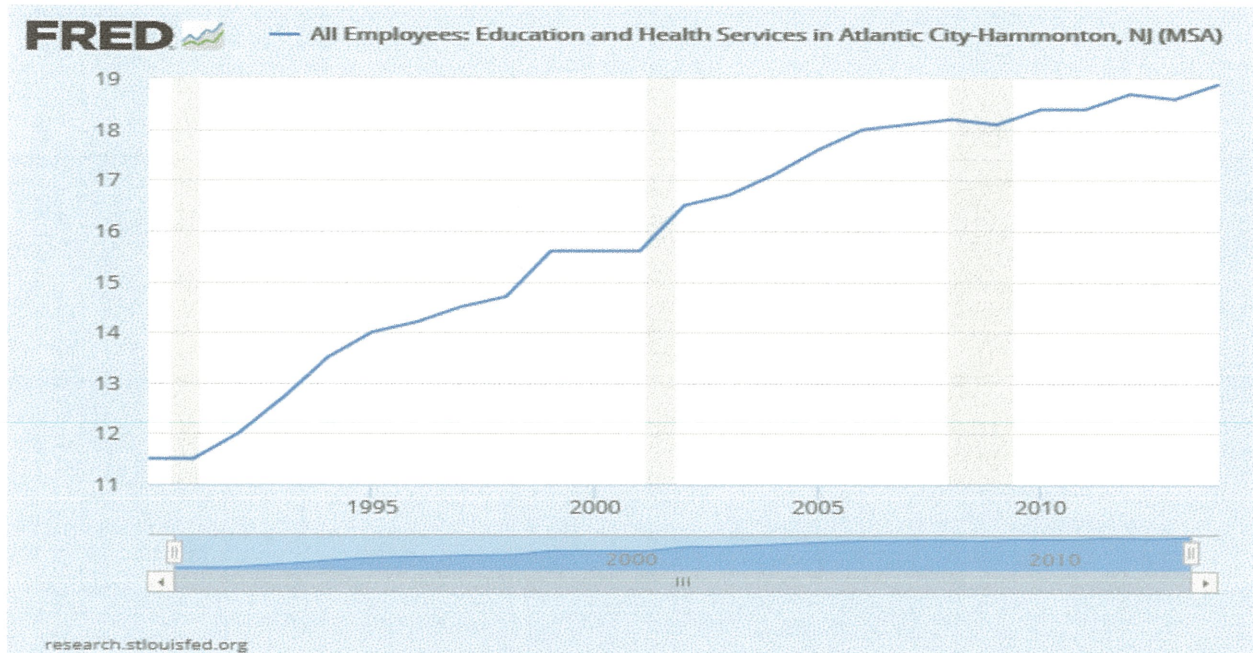
Figure 3.8 – All Employees: Retail Trade in Atlantic County



Pleasantville also has a node of professional offices, both law and medical offices, that serve the region. Law offices are clustered on Shore Road, primarily south of the downtown area near the border of the City of Northfield. Medical offices are scattered throughout the community with the largest facility operated by Reliance Medical Group on Franklin Boulevard.

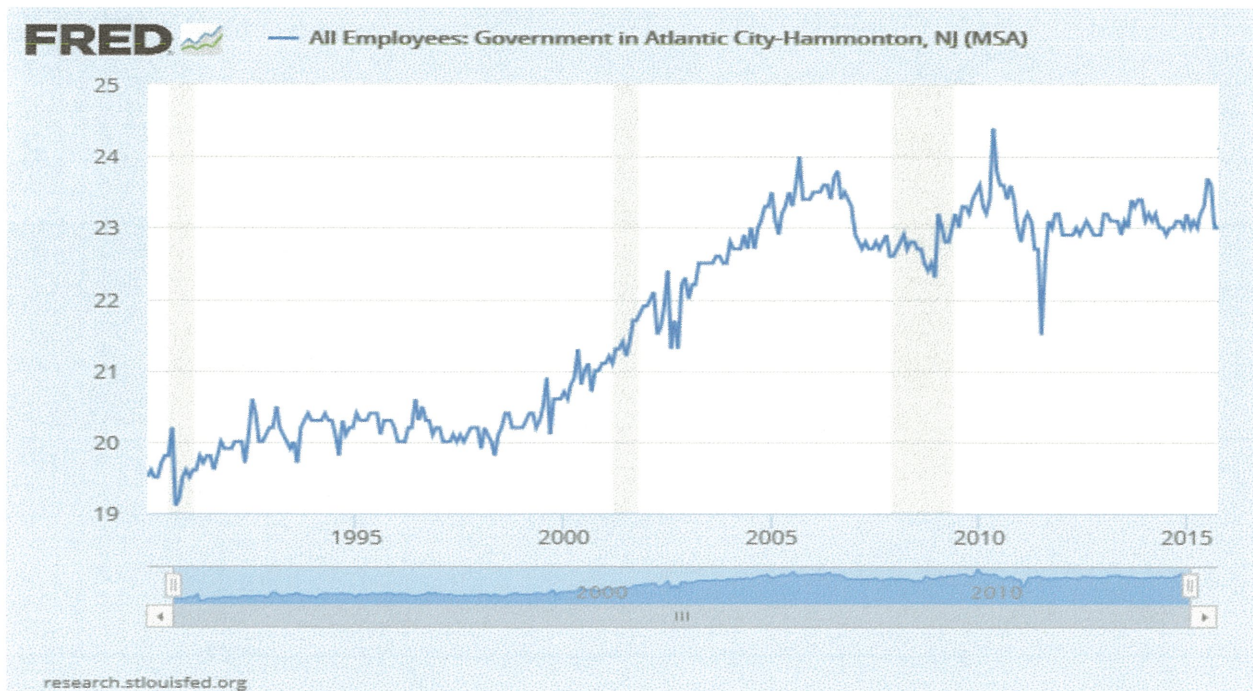
Throughout Atlantic County, the education and health services sector has witnessed steady growth, providing almost 19,000 jobs in 2015. The growth of Stockton University and Atlanticare health services has led this growth, and a continuation of this trend is expected as Stockton University plans a campus in Atlantic City and Atlanticare is working with Rowan University to locate an osteopathic medicine school adjacent to the Atlanticare Medical Center in Atlantic City.

Figure 3.9 – All Employees: Education and Health Services in Atlantic County



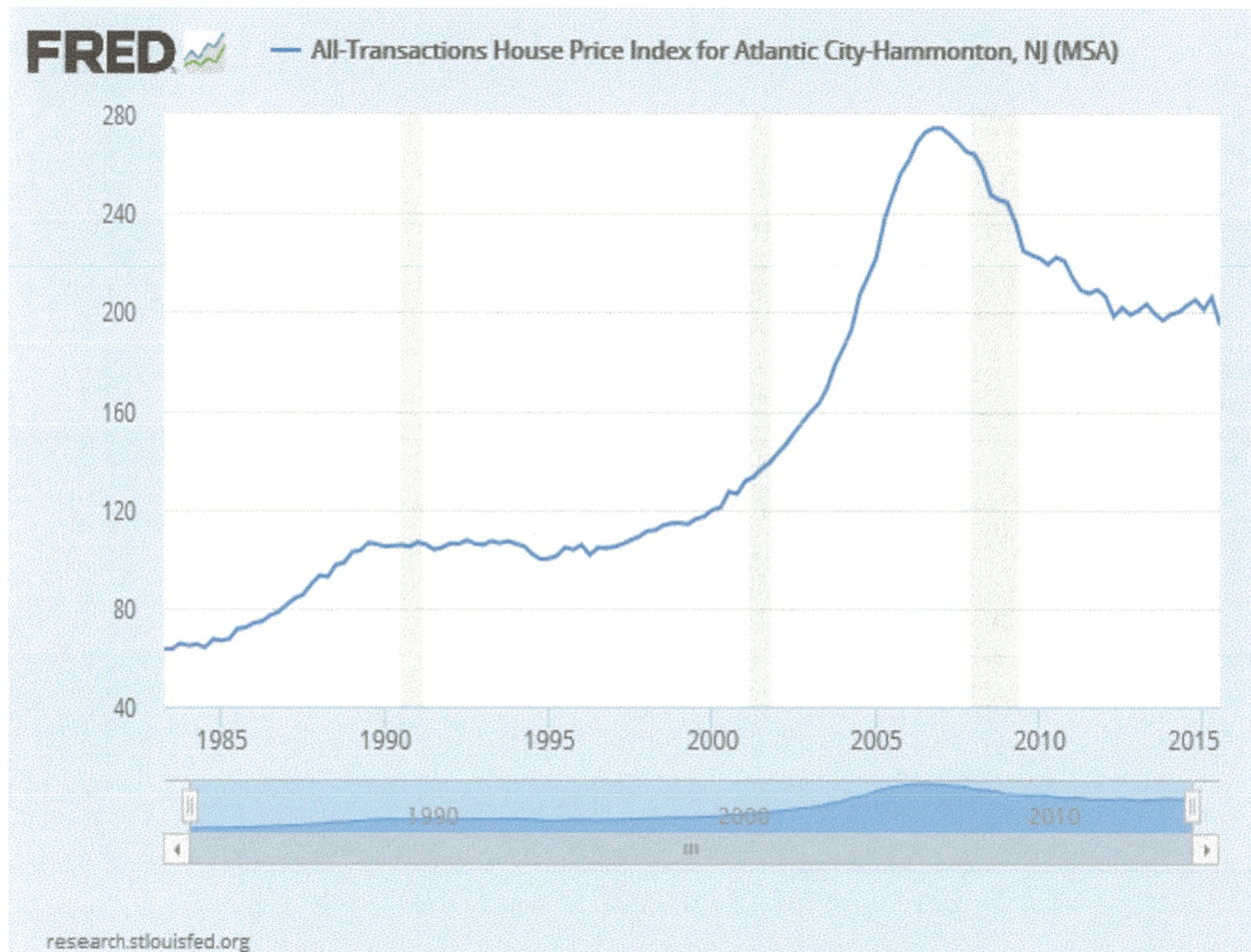
Employment in all levels of government jobs has remained stable since the recession ended in 2009. There has been no growth in that sector of the economy as communities move to more shared and outsourced services.

Figure 3.10 – All Employees: Government in Atlantic County



Housing prices peaked in 2006 at the same time that the labor force reached its highest level, demonstrating the high correlation between jobs and home values. After dropping for six years, the home price index has flattened.

Figure 3.11 – All Transactions House Price Index for Atlantic County



As shown below, Pleasantville has been hit the hardest of all surrounding communities in the housing recession which dominates the region.

The island communities have been able to rebound due to the demand from outside buyers, investors or local buyers looking to move up in the market or to purchase second homes. Clearly, there have been no new or expanding industries that have enticed high-income working households to move to the county. The continued 33 percent reduction in value of homes in Pleasantville reflects the housing stock, lack of general demand, and the continued problems that plague the City's school district.

Figure 3.12 - Housing Trends in Selected Atlantic County Communities, 2010 -2014

CONNECTING PLEASANTVILLE HOUSING TRENDS CRBR, JULY 2015			
<u>Muni/Year</u>	<u>2010</u>	<u>2014</u>	<u>% Change</u>
Pleasantville	\$150,262	\$100,700	-33.0%
Northfield	\$271,722	\$228,260	-16.0%
Absecon	\$226,616	\$193,942	-14.4%
Ventnor	\$389,190	\$368,185	-5.4%
EHT	\$248,369	\$235,709	-5.1%
Atlantic County	\$285,003	\$294,518	3.3%
Linwood	\$364,809	\$386,834	6.0%
Margate	\$488,351	\$535,593	9.7%

In short, a recovery from the general economic situation will not be accomplished by enticing higher-income households to migrate to Pleasantville given the affordability and availability of homes in neighboring municipalities.

In addition, the income levels of the residents of the City follow a similar pattern. This has been a long-term problem for the redevelopment of the City with the new City Center residential units intended to bring much-needed dollars and traffic to the downtown.

Figure 3.13 - Income Growth in Pleasantville and Atlantic County, 2000 - 2010

CONNECTING PLEASANTVILLE LONG-TERM INCOME GROWTH, 2000 - 2010 CRBR, JULY 2015			
<u>Year</u>	<u>Atlantic County</u>	<u>Pleasantville</u>	<u>% of County</u>
2000 Median HH Income	\$43,933	\$36,913	84.0%
2010 Median HH Income	\$52,772	\$39,111	74.1%
% Growth, 2000-2010 Median HH Income	20.1%	6.0%	

According to RealtyTrac, in October of 2015 there were 561 properties in Pleasantville that are in some stage of foreclosure (default, auction or bank owned) while the number of homes listed for sale on RealtyTrac is 254. In October 2015, the median price of a non-distressed home was \$87,000 as compared to a foreclosure home with a value of \$33,000. The median sales price of a foreclosure home was 62 percent lower than non-distressed home sales. The \$75,000 median list price is 6 percent lower than the median price from one year ago.

The same data for Atlantic County shows a bleak picture in that property values continue to decline and the trend in foreclosures continues to increase. In October 2015, the median price of a non-distressed home was \$175,000 compared to a foreclosure home of \$80,000. The median sales price of a foreclosure home was 54 percent lower than non-distressed home sales. The \$210,000 median list price is two percent less than the median price one year ago. In 2015, Atlantic County had the highest foreclosure rate in the nation.

The American Community Survey (ACS) from the U.S. Census Bureau provides a means of reporting demographic, social, economic and housing data at the local level in years between the decennial census reports. This allows a timely snapshot of the City. However, this data used alone does not give any information about the relative performance of the City in relationship to the rest of the region. The next section provides a comparison with surrounding municipalities that share much of the same market area as the City.

The growth in median household income of 6 percent over the decade is less than half of the gain at the county level. Workers generally commute to other municipalities for job opportunities.

The existence of mass transit routes also provides a low-cost means for residents to live in the City while working outside of it.

One way to better assess both the market potential as well as the relative position of Pleasantville versus its neighbors is to delineate the marketplace by distance rather than political jurisdiction. This can be done by concentric circles of varying distances from a fixed point, in the case illustrated in the map below being distances of 1, 3 and 5 miles from City Hall.

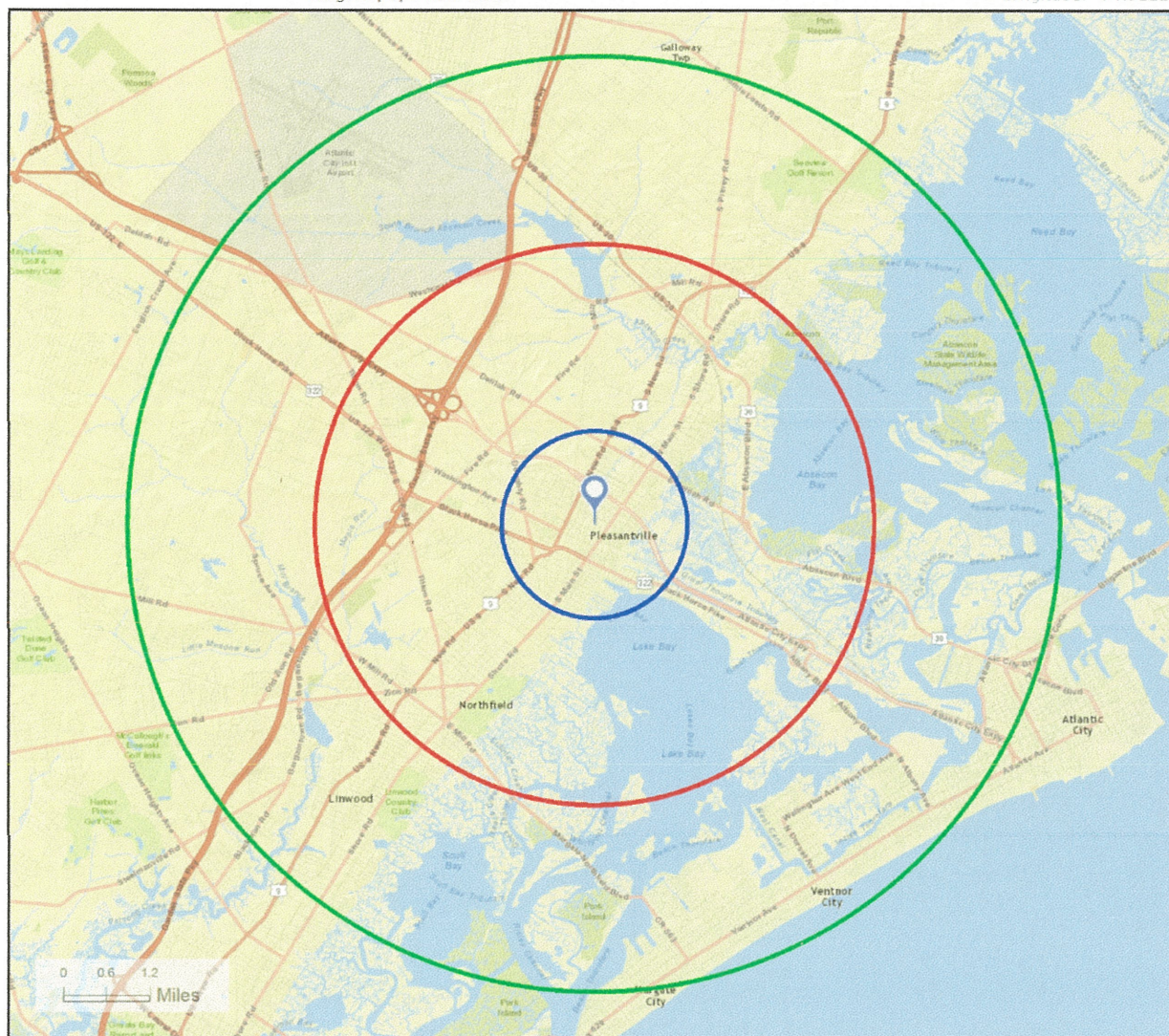
As Figure 3.14 shows, Absecon, Egg Harbor Township, Northfield and Ventnor are a comparable market area with proximity to a number of other communities.

The table in Appendix A shows some important economic and demographic characteristics of these communities. Those that are highlighted are intended to draw attention to where Pleasantville differs from the other communities and where opportunities may exist. A few of these are discussed below.



Connecting Pleasantville
N. First St. N. Main St., Pleasantville, New Jersey, 08232
Rings: 1, 3, 5 mile radii

Latitude: 39.395260
Longitude: -74.52225



Pleasantville Master Plan - Economic Development Element
Rutala Associates

The very high unemployment rate is indicative of the fact that many residents have been employed in the casino industry. In fact, the occupational data shows that 51.2 percent of employed residents work in the service sector. This indicates skills as well as income potential. Finally, only 3.2 percent of workers are self-employed, an opportunity for entrepreneurial training and opportunities.

Many of the other statistics are indicative of a population with low incomes living in a region that is quickly losing semi-skilled jobs. A comparatively low homeownership rate and a high rent-to-income ratio show the constraints on purchasing power in the community.

2.3 Pleasantville's Role in the Regional Economy

To assess the competitive position of Pleasantville in the regional economy, data illustrating the role of City businesses is examined. A standard means of viewing strength in employment is shift-share analysis. Given the data available, Figure 3.9 below reports the results of this analysis for the City relative to the rest of the county in NAICS (North American Industrial Classification System) categories.

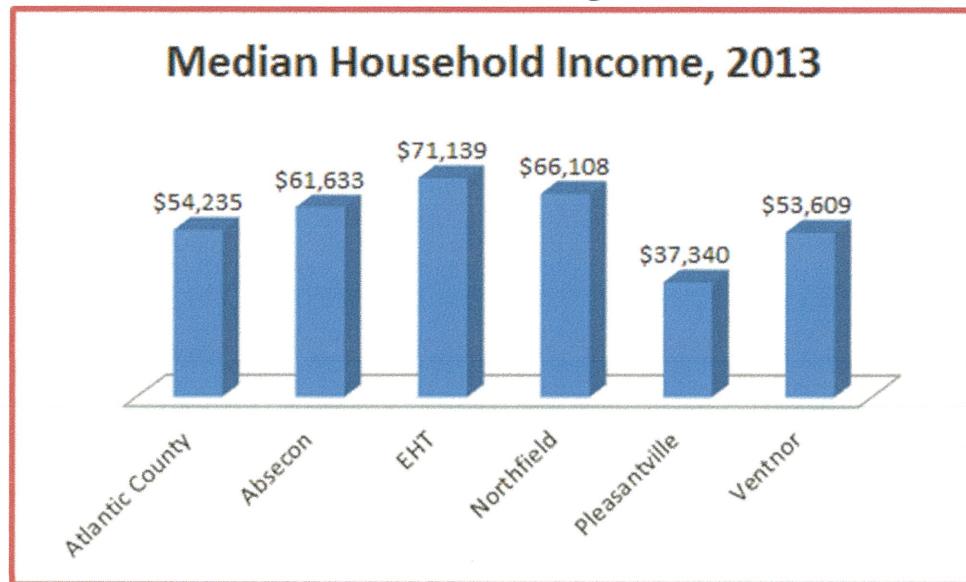
This information is by place of employment. Pleasantville employers provide 5.33 percent of the private sector jobs in the county. The middle column shows the percentage in the particular industrial sector, while the last column indicates whether or not this exceeds the average overall share. For instance, Pleasantville does comparatively very well in wholesale trade, partly a consequence of it being an Urban Enterprise Zone (UEZ) community. With 13.72 percent of the county's jobs in this sector, there is an 8.4 percent advantage compared to the overall number of jobs in the City. Those areas of comparative strength are highlighted in yellow, while those of comparative weakness are highlighted in red. In many respects, like real estate or amusements/food, the areas in red indicate that those goods/services are purchased by residents outside of the City's business community. This is known as leakages.

In short, Pleasantville's role in the region is centered around providing housing, public transportation and services for lower-income residents. With a median household income that is substantially lower than that of the surrounding communities, Pleasantville needs to develop strategies to provide more jobs for its residents, raise average incomes, and promote home ownership. Given the available wealth and income of the City, these strategies must stress a better integration into the regional economy, either by providing jobs for both commuters and residents or by producing goods/services for regional buyers with higher incomes.

Figure 3.15 - Employment Shares for Pleasantville, 2015

CONNECTING PLEASANTVILLE			
EMPLOYMENT SHARES			
CRBR, JULY 2015			
<u>PLEASANTVILLE</u>	<u>Employment</u>	<u>% of County</u>	<u>Share vs. Avg.</u>
Agriculture	0	0.00%	
Utilities	0	0.00%	
Construction	408	11.03%	5.7%
Manufacturing	134	12.77%	7.4%
Wholesale Trade	323	13.72%	8.4%
Retail Trade	877	5.62%	0.3%
Transp/Warehousing	507	35.66%	30.3%
Information		0.00%	-5.3%
Finance/Insurance	42	1.68%	-3.7%
Real Estate		0.00%	-5.3%
Professional/Technical	200	5.16%	-0.2%
Management		0.00%	-5.3%
Admin/Waste Remediation	220	5.69%	0.4%
Education		0.00%	-5.3%
Health/Social	1,555	14.69%	9.4%
Arts/Entertainment		0.00%	-5.3%
Accomodations/Food	505	1.13%	-4.2%
Other Services	558	13.33%	8.0%
Unclassifieds		0.00%	-5.3%
PRIVATE SECTOR TOTALS	5,900	5.33%	

Figure 3.16 - Median Household Income for Pleasantville and Surrounding Communities

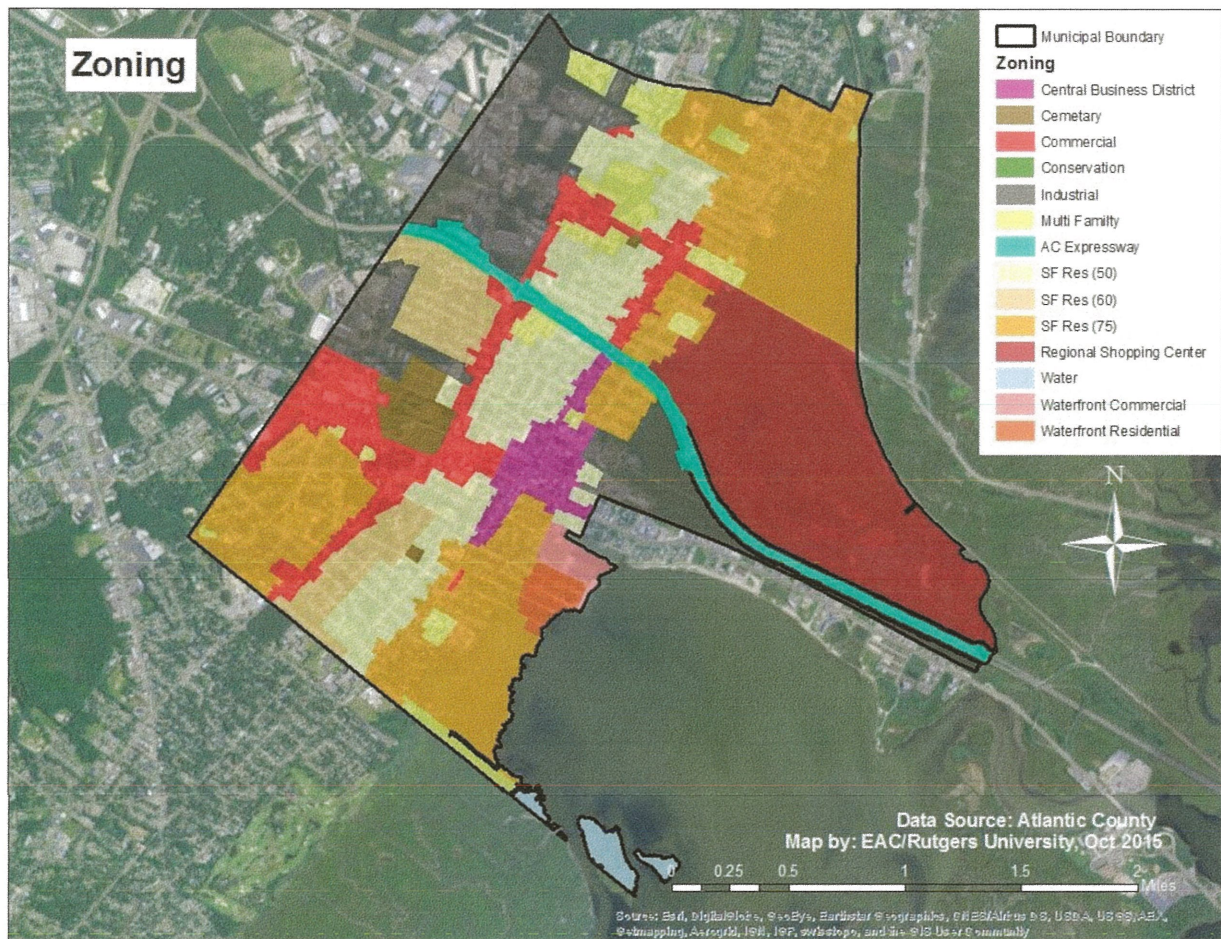


3. Business Districts in Pleasantville

The City of Pleasantville has a generous area of the City zoned for business uses. Appropriately, the business districts are clustered around major state and county highways. The districts include:

- Main Street – North of Route U.S. 40/322
- Main Street – South of Route U.S. 40/322
- Black Horse Pike (U.S. Route 40/322)
- New Road (U.S. Route 9)
- Delilah Road

Figure 3.17 – Zoning Map Depicting Business District



4. Opportunities for Pleasantville

The above discussion of Pleasantville’s relative position in the county emphasizes the point that the current incomes and wealth (especially home assets) are insufficient to change the economic conditions without connections outside the City. To do this, there are three development strategies to pursue:

1. Minimize the leakages of spending by City residents to businesses outside the City. Ethnic markets are helpful for this strategy.
2. Provide places for non-residents to spend on shopping/food/services. Car dealers, Jo-Jos restaurant and Mumbo Café are good examples.
3. Involve residents in programs that will help upgrade income and wealth. Training programs, participation in regional business development that provides opportunities for higher incomes, and preparation of available land or facilities for new business or start-ups will all help accomplish this strategy.

4.1 Strategy 1 – Activating Strategically Located Properties

Many types of retail are difficult to support by local residents only. Using land that is located where both locals and others have easy access will improve the chances of success. The City has done fairly well at this over time with building-material stores and retail on Route 40/322. The conversion of space like the former Nissan dealership would help, as the location has high visibility and traffic counts on a daily basis. At the current time, the occupants are not reliant on walk-in or passerby customers.

Locations on Delilah Road differ in size and could be used for small start-ups as tenants.

4.2 Strategy 2 - Lakes Bay Redevelopment

The location of Pleasantville in the local and regional transportation network allows it to be connected with both regional consumers as well as visitors from outside the region. Being on Route 40/322 and with easy access to the Atlantic City Expressway gives the City visibility to commuters who work in Atlantic City as well as those arriving from more distant places.



In addition, being centrally located for intra-regional travel along the two primary north-south routes of New Road and Shore Road/Main Street gives the City easy access to those from surrounding communities.

The City needs a distinct area that attracts both tourists as well as regional consumers. That area needs to be themed and easily accessible without it being a part of the downtown. This would include separate parking and access to the major routes mentioned above. The former high school site meets these needs. Some marketing ideas:

- The redevelopment of Route 40/322 in Egg Harbor Township will create a better connection from Franklin Boulevard to Bader Field and to Atlantic City. Making this

access as easy as possible, including proper signage and advertising, would optimize traffic by both Ventnor residents and Atlantic City visitors.

- A distinct name – Lakes Bay – would separate this district from downtown Pleasantville, which functions mostly as a local shopping area. The name, use and theme need to emphasize the connection to the broader tourism industry while still attracting regional patrons.

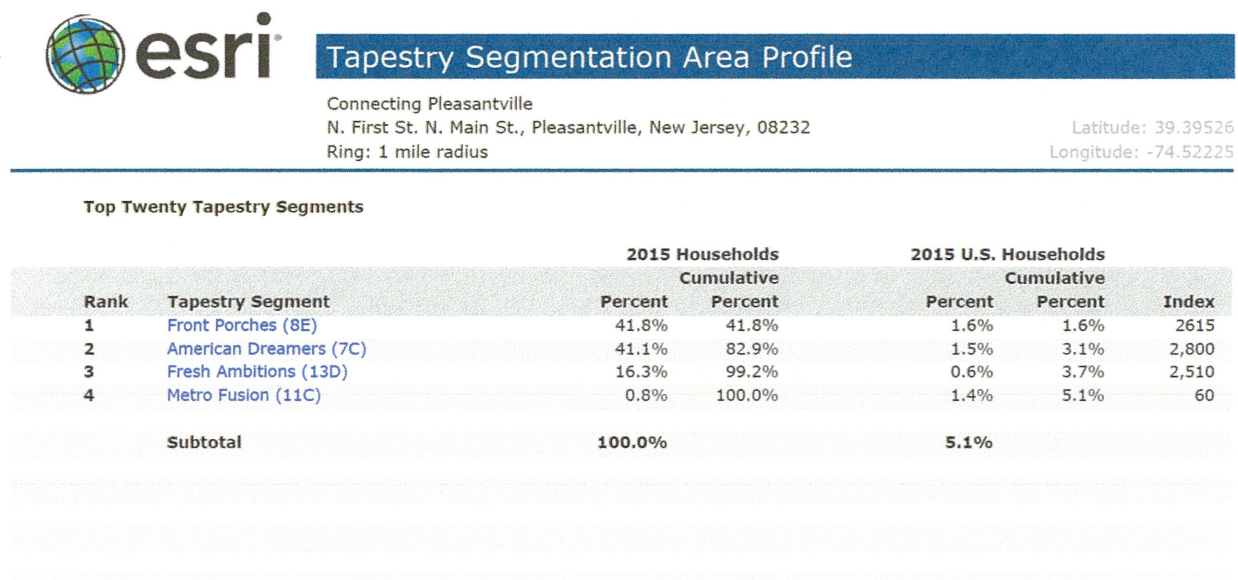
This strategy would take advantage of the diversity of market segments present in the surrounding communities.

To examine this further, the Tapestry Market Segment information developed by ESRI uses the spending patterns, housing types, educations/professions, and age cohorts of homeowners to develop the Lifestyle Tapestry tables shown below. Each segment is more fully described in Appendix 2 with further description available at:

http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm#ESRI_SECTION1_87F5D845F8E04723AE1F4F502FF3B636

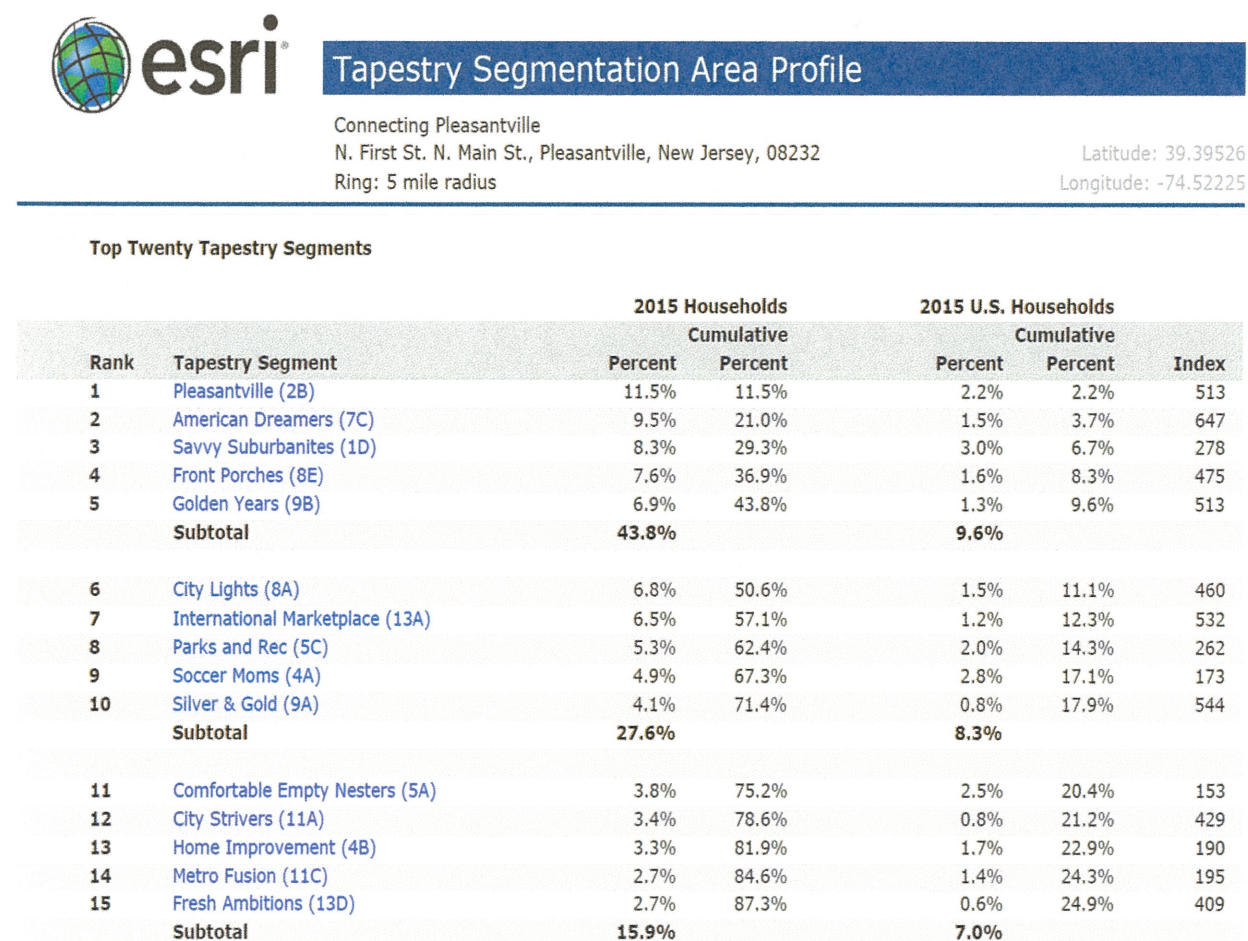
As Figure 3.10 shows, the 1-mile radius from City Hall shows market access to a very homogeneous group of people that can be described in three market segments: Front Porches (41.8 percent), American Dreamers (41.1 percent) and Fresh Ambitions (16.3 percent). All of these are characterized by comparatively lower incomes, and higher unemployment and immigrant populations.

Figure 3.18 - Lifestyle Tapestry for the Pleasantville Area



However, when a larger 5-mile radius is used, the characteristics become more diverse, now including Pleasantville (the lifestyle segment, not the City), Savvy Suburbanites and more affluent segments. Providing more choices and a desirable location will attract these homeowners.

Figure 3.19 - Lifestyle Tapestry for a 5-Mile Radius from Pleasantville



A project that would appeal to this larger community would be able to appeal to a wider audience. This could include a small theater or waterfront restaurant with an active transient marina.

4.3 Strategy 3 – Continue to Promote Transit-Oriented Development

A transit-oriented development (TOD) is a residential, commercial or mixed-use development project, made up of one or more buildings, that has been designed to take

advantage of nearby transit and includes features that encourage walking, biking and transit ridership. A TOD project is characterized by:

Compact, traditional building and site design

- Buildings are located close together and face wide sidewalks.
- Building entrances are oriented towards transit stops.
- Buildings are normally three stories or higher.
- There are no blank walls where pedestrians walk.
- At street level, walls are at least 75 percent windows and doorways.
- Short block lengths are preferred.
- Mid-block pedestrian cut-throughs are provided on long blocks. Parking lots are located to the rear and sides of buildings.

A high-quality walking and biking environment

- Ease of walking or biking to the transit station is a top priority.
- Pathways are clear and direct with no barriers.
- Sidewalks are wide, crosswalks are well-marked, and lighting and landscaping are ample.
- Covered bicycle parking is available.

A mix of transit-supportive uses

- The project includes a complementary mix of uses, including housing, offices, shops, markets, hotels, restaurants, salons, services, coffee shops and boutiques.
- The mix can be in the same building or within the same neighborhood.
- A desirable combination consists of retail on the first floor and residential use of the upper floors.
- A wide variety of housing types is available to a range of ages and incomes.
- Immediately adjacent to the transit station, shops are open until 8 p.m. or later.
- Auto-dependent uses such as gas stations, tire and automotive service shops, big appliance stores, motels and big box stores are inappropriate.

Attention to place-making and the pedestrian realm

- The transit station is the prominent feature of the town center.
- Small parks or plazas are created near the transit station.
- Comfortable and safe places to sit are provided near building entrances.
- Cues regarding orientation are conveniently located.
- Landmarks that help to identify a place or provide orientation are preserved.
- Street fairs and community celebrations make streets vibrant.

Tallest buildings are located closest to transit station

- Highest-density uses are clustered immediately around the transit station.
- The transition between higher- and lower-density neighborhoods is managed by stepping down building heights.

Transit-supportive parking

- Parking lots are located to the rear and sides of buildings.
- Parking-space requirements become lower the closer you are to transit.
- Parking decks should be “wrapped” or otherwise hidden. First floors should be retail whenever possible.
- Parking should be carefully located, designed and managed.

4.4 Strategy 4 – Leverage the Atlantic County Economic Development Strategy

While it is not yet possible to discern the growing businesses of the future, it is imperative that Pleasantville participates in the implementation of the county’s economic development efforts. In September 2015, the Atlantic County Economic Development Strategy and Action Plan was completed. This document provides a detailed strategy for future job growth in the region.

The location of new or growing businesses is very competitive. Given Pleasantville’s UEZ status, generous GROW NJ incentives, transit village designation, access and central location, participation can only result in positive results.

5. Organizational Structure for the Business Community

Despite the relatively large business base in the City, Pleasantville does not have an organized business group. The City relies on regional business organizations such as the Southern New Jersey Development Council and the Greater Atlantic City Chamber of Commerce.

It is recommended that the Pleasantville Economic Development Advisory Commission (EDAC) be established by the mayor and City Council to provide insight and recommendations for future economic development. The EDAC would consist of nine regular members. The primary purpose of the commission is to market the economic strength of the City in order to provide stability for existing businesses while encouraging future development within City limits.

In addition to the key role that the EDAC would play in promoting tourism and commerce in the City, the EDAC can play a powerful role in expanding the events offered in the City. Pleasantville has learned from experience that events are a wonderful means of attracting

new and long-term visitors to the City while providing enjoyable occasions for the City's residents. The creation of additional events such as the Bayview Series will provide additional attractions to draw residents from throughout the region and visitors to the City of Pleasantville.

6. Marketing Opportunities

Millions of tourists pass by the U.S. Route 40/322 area each year on their way to Atlantic City, Ventnor and Margate. The City's goal is to provide for a wayfinding system that will promote the U.S. Route 40/322 corridor, the Central Business District and all the sites in Pleasantville and direct visitors to these points of interest. All of this signage will be branded with the City logo to provide a visible and consistent message.

7. Streetscape Improvements

It is recommended that streetscape design guidelines be established for the major business districts of Pleasantville – particularly U.S. Route 40/322 and Main Street.

The City has put in place the basic street design on North Main Street. Pedestrian-level decorative lighting, street trees and crosswalks already exist and are in good condition. These improvements should be augmented with additional crosswalks at key intersections, traffic-calming features, bike racks, trash and recycling containers, banners, flowers and other amenities.

An ambitious streetscape plan is being implemented for South Main Street from U.S. Route 40/322 to Ansley Boulevard. Funding by a Superstorm Sandy grant, these improvements will include bump-outs, decorative crosswalks, lighting, trees and other enhancements.

U.S. Route 40/322 presents the biggest challenge. This state highway was originally designed to convey traffic along the coast from Philadelphia to Atlantic City. With the construction of the Atlantic City Expressway, the function of this roadway changed forever, but many of the old design features remain. The turning radius at the intersection of U.S. Route 40/322 and U.S. Route 9 is a reflection of the past and should be reduced to calm traffic. Sidewalks should be separated from the curb by a grass strip to enhance the pedestrian experience and provide a safer walkway. The entire length of Route 40/322 should have sidewalks on both sides. Crosswalk, pedestrian signage and push pads must be included at all signalized intersections. Bike racks and trash and recycling containers should be added. Site design should encourage landscaped frontage and parking in the rear of the property to promote a more attractive streetscape.

8. Economic Development Tools

8.1 New Jersey Economic Development Authority (NJEDA) - GROW NJ Program

The GROW NJ Program provides significant incentives for certain industries to locate and expand in the City of Pleasantville. In order to qualify for GROW NJ, the project must:

1. Be located in a Qualified Incentive Area. The City of Pleasantville qualifies since it is included on the state's list of distressed municipalities.
2. Meet or exceed the minimum employment and capital investment requirements, as outlined below:

Industry	New / Retained Full-time Jobs
Tech startups and manufacturing businesses	10 / 25
Other targeted industries	25 / 35
All other businesses/industries	35 / 50

Minimum employment numbers are reduced to $\frac{3}{4}$ of the number listed above for Atlantic County. In the case of any fractional total, the minimum employment total will be rounded up to the next largest whole number.

Project Type	(\$/Square Foot of Gross Leasable Area)
Industrial, Warehousing, Logistics and R&D - Rehabilitation Projects	\$20
Industrial, Warehousing, Logistics and R&D - New Construction Projects	\$60
Other – Rehabilitation Projects	\$40
Other – New Construction Projects	\$120

Minimum capital investment amounts are reduced to $\frac{2}{3}$ of the amount listed above for Atlantic County. In the case of a fractional total, the minimum capital investment will be rounded up to the nearest penny.

3. Demonstrate that the award of the tax credit is a “material factor” in the company's decision to create or retain the minimum number of full-time jobs.
4. Demonstrate that the capital investment and the resultant creation of eligible positions will yield a net positive benefit of at least 110 percent of the requested tax credit amount.

5. Demonstrate that the project will meet Green Building Requirements.
6. Submit progress information within six months (12 months if new construction or a Mega Project) following the date of application approval by the NJEDA. Each approved business must submit information indicating that the business has site plan approval, committed financing for and site control of the qualified business facility. Unless otherwise determined by NJEDA in its sole discretion, NJEDA's approval of the tax credits shall expire if the progress information is not received within 12 months of the date of application approval.
7. Enter into any construction contracts associated with the project using “prevailing wage” labor rates and affirmative action requirements.
8. Maintain the project and related employment at the project site for 1.5 times the period for which the business receives the tax credit.
9. Maintain a minimum of 80 percent of its full-time workforce from the last tax period prior to the grant approval. If the full-time workforce falls below 80 percent, the business will forfeit its tax credit amount for that tax period and each subsequent tax period until the full-time workforce is restored back to the minimum level and documentation reflecting such has been reviewed and approved by the NJEDA board. If, in any tax period, the number of full-time employees employed by the business at the qualified business facility located within a qualified incentive area drops below 80 percent of the number of new and retained full-time jobs specified in the incentive agreement, then the business shall forfeit its credit amount for that tax period and each subsequent tax period, until the first tax period for which documentation demonstrating the restoration of the number of full-time employees employed by the business at the qualified business facility to 80 percent of the number of jobs specified in the incentive agreement.
10. For projects with outstanding commitments under other NJEDA incentive programs, the applicant may unwind their current commitment in certain circumstances and under certain conditions to take advantage of the GROW NJ Program.

Qualified eligible businesses receive tax credits per job, per year for a period of up to 10 years for each new or retained full-time job to be located at the qualified business facility. The maximum amount of the tax credits to be applied by the business annually is generally determined as follows: a gross amount per job/per year is obtained by adding all applicable bonuses to the base amount; the gross amount is then subject to a cap. One hundred percent of the gross amount per new job is allowed, whereas (subject to certain exceptions) only 50

percent of the gross amount per retained job is allowed. Finally, the total amount of annual tax credits is subject to a maximum cap.

In addition, for each application for tax credits in excess of \$4 million annually, the amount of tax credits available to be applied by the business annually shall be the lesser of the permitted statutory maximum amount or an amount determined by the NJEDA necessary to complete the project, which shall be determined through staff analysis of all locations under consideration by the business and all lease agreements, ownership documents, or substantially similar documentation for the business's current in-state locations and potential out-of-state location alternatives. The base calculation for tax credits is provided below:

Project Type	Base Amount Per New or Retained FT Job, Per Year	Gross Amount Cap Per New or Retained FT Job, Per Year	Maximum Cap To be Applied by the Business Annually
Mega Project	\$5,000	\$15,000	\$30,000,000
Distressed Municipality	\$4,000	\$11,000	\$8,000,000

A Mega Project includes logistics, manufacturing, energy, defense or maritime businesses in a port district or businesses in the aviation industry located in an aviation district with capital investment of at least \$20 million and 150 jobs created or retained or 1,000 jobs created or retained.

The available bonuses are listed below:

Bonus Type* (*Summarizes bonus types most widely available.)	Bonus Amount Per Job, Per Year
Deep poverty pocket or Choice Neighborhood Transformation Plan area	\$1,500
Qualified business facility that includes a vacant commercial building having over one million sq. ft. of office or laboratory space available for occupancy for a period of over one year.	\$1,000
Qualified incubator facility	\$500

Mixed-use development – moderate-income housing for a minimum of 20% of full-time employees.	\$500
Transit-oriented development	\$2,000
Excess capital investment in industrial site for industrial use - excludes mega projects.	\$3,000 maximum
Excess capital investment in industrial site for industrial use - Mega Projects or GSGZ projects.	\$5,000 maximum
Average salary in excess of county's existing average (\$41,930) or in excess of average for GSGZ	\$1,500 maximum
Large numbers of new and retained full-time jobs: 251 to 400 401 to 600 601 to 800 801 to 1,000 1,001+	\$500 \$750 \$1,000 \$1,250 \$1,500
Business in a targeted industry	\$500
Exceeds LEED "Silver" or completes substantial environmental remediation	\$250
Located within a half-mile of any new light rail station	\$1,000
Projects generating onsite solar energy of at least 1/2 of the project's overall energy needs.	\$250

8.2 NJEDA - Economic Redevelopment and Growth (ERG) Program

The Economic Redevelopment and Growth (ERG) Program is an incentive for developers and businesses to address revenue gaps in development projects, defined as having insufficient revenues to support the project debt service under a standard financing scenario. It can also apply to projects that have a below-market development margin or rate of return. The grant is not meant to be a substitute for conventional debt and equity financing, and applicants should generally have their primary debt financing in place before applying. In order for a project to be approved, it needs to undergo a rigorous analysis of the sources and uses of funds, construction costs and projected revenues.

Developers in Pleasantville with:

Residential Projects – redevelopment projects that are predominantly residential and include multi-family residential units for purchase or lease, or dormitory units for purchase or lease.

Commercial Projects – redevelopment projects that are predominantly commercial and include retail, office and/or industrial uses for purchase or lease.

Can apply for the following funding through the ERG program:

Residential Projects – Residential projects that do not generate tax revenues can qualify for tax credits that can be assigned to lenders for project financing. A tax credit of up to 20 percent of total project cost and a bonus of an additional 10 percent (for a total of 30 percent) is available if the project constructs and reserves at least 10 percent of the residential units for moderate-income housing. The aggregate tax credits available to qualified residential projects under ERG are limited to \$600 million.

Commercial Projects - An incentive grant reimbursement is available of up to 20 percent of total project cost, with additional grant funding possible based on project type and/or location in the two categories below. The project is provided the maximum eligible award subject to the requirements, caps and limitations of the program.

NJEDA will analyze the developer's financing structure to verify a "gap" or financial need. This review may result in assistance of up to 20 percent of the total eligible costs, and up to 40 percent if the following criteria are evidenced:

- Located in a distressed municipality that lacks adequate access to one of the following:
 - Nutritious food, and the project will include either a supermarket or grocery store with a minimum of 15,000 square feet of selling space devoted to the sale of consumable products or a prepared-food establishment selling only nutritious ready-to-serve meals
 - Health care and health services, and the project will include a health care and health services center with a minimum of 10,000 square feet of space devoted to the provision of health care and health services
- Transit project
- Disaster recovery project
- Aviation project
- Tourism destination project

- Substantial rehabilitation or renovation of an existing structure(s)

The program limits are as presented below:

Commercial and Residential Projects

- The developer seeking a grant or tax credit through this program is required to have equity participation of at least 20 percent of the total project cost.

Commercial Projects

- The term of each approved state redevelopment incentive grant agreement may extend for up to 20 years.
- The annual percentage amount of reimbursement shall not exceed an average of 75 percent of the annual incremental state revenues.

Residential Projects

- If receiving tax credits, the term of each approved state redevelopment incentive grant agreement will be up to 10 years.
- If receiving tax credits, the Minimum Total Project Cost is at least \$10,000,000 if the project is a disaster recovery project or located in a municipality with a population less than 200,000 according to the latest federal decennial census.
- Grant Limits – no grant amount can exceed \$40,000,000 per project if located in a Distressed Municipality.
- Residential projects are not subject to a net benefit analysis.

The program requirements are provided below:

Commercial and Residential Projects

- The redevelopment project must be located in a qualifying economic and redevelopment and grant incentive area.
- The developer must not have commenced any construction at the site of a proposed redevelopment project prior to submitting an application, except that if the NJEDA determines that the project would not be completed otherwise, or in the event the project is to be undertaken in phases, a developer may apply for phases for which construction has not yet commenced, subject to N.J.A.C. 19:31-4.5(a) 2.
- A project financing gap must exist. ERG is an incentive for real estate development projects that have a financing gap, defined as having insufficient revenues to support the project debt service under a standard financing scenario. It can also apply to projects that

have a below-market development margin or rate of return. The grant is not meant to be a substitute for conventional debt and equity financing, and applicants should generally have their primary debt financing in place before applying. In order for a project to be approved, it needs to undergo a rigorous analysis of the sources and uses of funds, construction costs and projected revenues. All of these metrics are compared to industry standard measures.

- All projects must meet Green Building Requirements.
- Any construction contracts associated with the project must use prevailing wage labor rates and meet affirmative action requirements.
- The developer must submit satisfactory evidence of actual project costs, as certified by a certified public accountant, and evidence of a permanent certificate of occupancy, or such other event evidencing project completion as set forth in the incentive agreement, prior to the first disbursement of funds under the agreement.

Commercial Projects

- All commercial projects are subject to a comprehensive net benefit analysis to verify that the revenues the state receives will be greater than the incentive being provided, and an Internal Rate of Return (IRR) Hurdle Rate model to determine a funding gap. The net benefit analysis, developed by the NJEDA, utilizes employment statistics from current Regional Input-Output Modeling System II (RIMS II) data from the U.S. Bureau of Economic Analysis.
- Pursuant to a net benefit analysis, for a state grant, the overall public assistance provided to the project must result in net benefits to the state.
- There are no minimum Total Project Cost requirements under the commercial component of the ERG program.

Residential Projects

- For any project consisting of newly-constructed residential units, the developer shall be required, pursuant to P.L. 2008, c. 46 (N.J.S.A. 52:27D-329.9) to reserve at least 20 percent of the residential units constructed for occupancy by low- or moderate-income households, as those terms are defined in section 4 of P.L. 1985, c. 222 (N.J.S.A. 52:27D-304), with affordability controls as required under the rules of the Council on Affordable Housing, unless the municipality in which the property is located has received substantive certification from the council and such a reservation is not required under the approved affordable housing plan, or the municipality has been given a judgment of repose or a judgment of compliance by the court, and such a reservation is not required under the approved affordable housing plan.

For more information on the NJEDA programs, go to www.njeda.com.

8.3 New Jersey Redevelopment Authority

The New Jersey Redevelopment Authority (NJRA) functions as a comprehensive resource center that focuses on improving the quality of life by creating value in New Jersey's urban communities. The NJRA invests financial and technical resources into redevelopment projects and plans that will create a positive impact in our eligible communities, which includes the City of Pleasantville.

The NJRA offers many different programs to urban New Jersey.

1. The NJRA manages the Redevelopment Investment Fund (RIF), which is a flexible investment fund that provides debt and equity financing for business and real estate ventures. Through the RIF Program, the NJRA is able to offer direct loans, real estate equity, loan guarantees and other forms of credit enhancements.
2. The Urban Site Acquisition (USA) Program is a \$20 million revolving loan fund that facilitates the acquisition, site preparation and redevelopment of properties that are components of an urban redevelopment plan in NJRA-eligible communities. The USA Program serves as a catalyst to jump-start urban revitalization efforts. The program provides for-profit and nonprofit developers and units of government with a form of bridge financing to acquire title to property and for other acquisition-related costs.
3. The Pre-Development Loan Program (PLP) is a \$5 million financing pool that provides funding to cover various pre-development activities, including feasibility studies, architectural costs, environmental and engineering studies, legal and other related soft costs for development to occur. This program, an outgrowth of a partnership with Wachovia Bank, offers the flexibility to structure financing at the early stages of development. The PLP will increase the availability of funding for community economic development projects within the NJRA's eligible municipalities.
4. The NJRA sells bonds to raise capital for making long-term loans at attractive, below-market interest rates to a broad range of qualified businesses and not-for-profit organizations. The NJRA has the ability to issue \$100 million of taxable and tax-exempt bonds annually to stimulate revitalization in New Jersey's urban areas.

8.4 Urban Enterprise Zone

Portions of Pleasantville are part of an Urban Enterprise Zone. In addition to other benefits to encourage employment within the zone, shoppers can take advantage of a reduced 3.5 percent sales tax rate at eligible merchants (versus the 7 percent rate charged statewide).

The purpose of the UEZ is to create jobs, spark economic development and provide vital property tax relief. Pleasantville is one of 37 communities in New Jersey that have been designated an Urban Enterprise Zone. The UEZ program, first created in 1983, offers participating businesses incentives that encourage business growth and stimulate local economies. Approximately 6,800 certified UEZ businesses participate and benefit from the advantages of the UEZ program statewide. The UEZ program has supported more than 133,000 full-time jobs and attracted \$31.6 billion in private investment to its participating communities. These include a number of tax and other financial incentives including:

- Businesses participating in the UEZ program can charge half the standard sales tax rate on certain purchases, currently 3.5 percent;
- UEZ businesses may enjoy tax exemptions on certain purchases, including capital equipment acquired and investments made to build a new facility, or expand or upgrade an existing facility;
- For each new permanent full-time employee hired, businesses may receive a one-time \$1,500 tax credit;
- Alternatively, the UEZ program allows a tax credit against the corporate business tax up to 8 percent of qualified investments within the zone;
- Businesses may be eligible for priority financial assistance;
- Employers may benefit from subsidized unemployment insurance costs for certain employees who earn less than \$4,500 per quarter; and
- Manufacturing firms with at least 250 employees, over 50 percent of whom are in a manufacturing process, can get an electricity and natural gas sales tax exemption on consumption within an enterprise zone.

The UEZ Restart Initiative A-3952 proposes a new partnership between the state and UEZ communities. It provides returning up to 30 percent of the original UEZ funding to the municipalities.

The City provides UEZ loans to qualified businesses in the commercial and industrial zoning districts. The loans are structured as 7-year balloon payments amortized over 20 years at a rate of 3 percent.

8.5 Transit Village Designation Programs

The Transit Village Initiative creates incentives for municipalities to redevelop or revitalize the areas around transit stations using design standards of transit-oriented development (TOD). TOD helps municipalities create attractive, vibrant, pedestrian-friendly neighborhoods where people can live, shop, work and play without relying on automobiles.

Pleasantville was one of the first communities in New Jersey to be designated as a New Jersey Department of Transportation (NJDOT) Transit Village. This qualifies the City for grants from the NJDOT. location-efficient mortgages from the New Jersey Housing and Mortgage Finance Agency for people who buy residences near transit, priority points for Low Income Housing Tax Credit applications, and rehabilitation loans and financing for residential development.

The Transit Village Development Area is centrally located in the city's Urban Enterprise Zone. The development area is defined by two measurements. Both are centered on the municipal bus station at the intersection of South Main Street and West Jersey Avenue. The first, a circle of a quarter-mile radius and referred to as the Core District (and squared to follow city streets), is bordered on the north by Martin Luther King Jr. Avenue, on the south by Ansley Avenue, on the east by Franklin Avenue and on the west by Chestnut Avenue/Second Street

A second circle of half-mile radius, considered the Perimeter District, is bordered on the north by Adams Avenue, on the south by Bayview Avenue, on the east by Lyons Avenue/Lakes Bay and on the west by New Road (Route 9). Coincidentally, both districts are within the Central Business District (CBD) zone of the municipal land use code.

8.6 New Jersey Neighborhood Revitalization Tax Credit Program

The Neighborhood Revitalization Tax Credit Program (NRTC) is designed to foster the revitalization of New Jersey's distressed neighborhoods. NRTC offers business entities a 100 percent tax credit against various New Jersey state taxes. Credits are provided to business entities that invest in the revitalization of low- and moderate-income neighborhoods in eligible cities. Sixty percent of the tax credit funds must be used for activities related to the development of housing and economic development. The remaining balance may be used for

complementary activities such as the provision of assistance to small businesses, removing barriers to self-sufficiency, and promoting the integration of mixed-income neighborhoods. A total of \$10 million per year is available in tax credits.

NRTC funds are used by neighborhood-based nonprofit organizations that have prepared, submitted and received approval from NJDCA for a revitalization plan for the neighborhood they serve. The funds must be used by the eligible organizations for projects and activities that will implement the goals and strategies of the approved neighborhood plan. The maximum amount per application is \$1 million. NRTC rules and policies govern the number of applications and grants that an eligible organization may submit and receive.

Recommendation: That a nonprofit be designated and a plan be prepared for the Lakes Bay neighborhood to qualify the City of Pleasantville for NRTC funding.

8.7 Wells Fargo Foundation

The mission of the Wells Fargo Regional Foundation is to improve the quality of life for children and families living in low-income communities in eastern Pennsylvania, New Jersey and Delaware by concentrating resources on comprehensive, neighborhood-based economic and community development initiatives.

The Wells Fargo Regional Foundation was established in 1998 as an independent grant-making body. Three years after its inception, the foundation refined its focus on comprehensive community and economic development to target initiatives at the neighborhood level. Through this approach, the foundation's grants support the creation and implementation of resident-driven neighborhood plans.

Planning Grants – (\$25,000 to \$100,000) Neighborhood Planning Grants are available to community-based nonprofits and support direct expenses that are essential to the planning process, such as:

- Planning consultants and/or staff
- Outreach and neighborhood organizing functions
- Community meetings and advisory group development

Neighborhood Planning Grants do not support organizational strategic or business plans. All planning grantees participate in robust evaluation processes designed to guide the plan's development, enhance collaboration, and create a baseline for measuring the effectiveness of the plan's implementation. The evaluation includes:

- The systematic surveying of residents about the quality of life
- Quarterly reporting on agreed-upon milestones and deliverables
- Cataloguing neighborhood assets and investments

The final neighborhood plan must address children and families, education, economic development, affordable housing and housing counseling, and neighborhood building. The plan must also:

- Demonstrate resident engagement on multiple levels and steering committee leadership
- Include a neighborhood description (including a map of the area and baseline data describing neighborhood conditions, such as census data)
- Include a 10-year vision of the future of the neighborhood with implementation goals for the first five years.
- Describe and prioritize strategies to revitalize the neighborhood
- Describe the activities to be followed to achieve revitalization and, if available, responsible parties to carry out such activities
- Estimate costs to implement the plan
- Include a timetable for implementing the plan
- Describe any official plans governing the neighborhood (e.g. City Master Plan)

Implementation Grants – (\$100,000 to \$750,000) Neighborhood Implementation Grants support comprehensive community development projects that target specific neighborhoods. The community development project must be based on a current resident-driven neighborhood plan.

Neighborhood Implementation Grants can be used for program costs only. Program funding includes direct expenses essential to the project. The foundation does not provide funding for deficits, general operating costs, or for “bricks and mortar” capital development.

All implementation grantees participate in robust evaluation processes designed to inform the neighborhood stakeholders of the project’s performance, enhance collaboration, and assess the overall impact of the implementation initiatives.

The evaluation includes:

- The systematic surveying of residents about the quality of life
- Surveying of the physical condition of neighborhood assets
- Quarterly reporting on agreed-upon milestones and deliverables

- Assessing the change in select neighborhood indicators

Neighborhood Implementation Renewal Grants - (up to \$150,000) Neighborhood Implementation Renewal Grants (NIRGs) are designed to help select Regional Foundation Implementation Grantees continue momentum in their comprehensive neighborhood revitalization initiatives for sustainability and long-term impact.

Neighborhood Implementation Renewal Grants are awarded on a highly competitive basis to Implementation Grantees or Implementation Renewal Grantees who are close to the completion of their current grant period, and whose neighborhood revitalization initiatives have potential for high impact.

All Implementation Renewal Grantees participate in robust evaluation processes designed to inform the neighborhood stakeholders of the project's performance, enhance collaboration, and assess the overall impact of the implementation initiatives.

The evaluation includes:

- A second systematic survey of residents about the quality of life
- Quarterly reporting on agreed-upon milestones and deliverables
- Assessing the change in select neighborhood indicators

Wells Fargo Regional Community Development Corporation - (\$25,000 to \$250,000) The Wells Fargo Regional Community Development Corporation (CDC), a not-for-profit organization associated with Wells Fargo, seeks to improve the quality of life for low-income individuals and communities in the tristate region of New Jersey, Delaware, and eastern Pennsylvania, including Atlantic County.

8.8 New Jersey Business Action Center

The New Jersey Business Action Center reports directly to the lieutenant governor and provides a "one-stop shop" for the business community, applying a proactive, customer-service approach to businesses' interactions with state government.

New Jersey will receive a \$498,000 State Trade and Export Promotion (STEP) grant through the U.S. Small Business Administration (SBA) to help small businesses export and gain better access to foreign markets. This award is an 81 percent increase from the 2014 award, a reflection of the overwhelming success of New Jersey's program.

STEP grants provide training and export assistance to eligible small businesses that are new to exporting, as well as those already selling their goods and services to other countries. The STEP initiative is designed to increase the number of new small-business exporters, increase the value of exports by existing small-business exporters and expand job creation and retention through export activity. The program is administered by the New Jersey Business Action Center (BAC).

One hundred percent of the New Jersey STEP program helped cover costs related to participation in foreign trade missions, trade shows, and exhibitions and services provided by the U.S. Department of Commerce. Participating companies projected \$55 million in export sales that created or supported more than 170 jobs. Additionally, participating companies attended trade events in countries around the world, including Chile, China, Germany, the United Arab Emirates, South Africa and Australia.

New Jersey currently ranks sixth in the nation in the number of small and mid-sized business exporters. More than 19,000 New Jersey small businesses currently sell goods in foreign markets. Further, more than 20,000 companies exported from New Jersey locations in 2013, contributing to over \$36 billion of global sales.

8.9 Choose New Jersey

Choose New Jersey is an independently funded 501(c)(3) business-attraction and lead-generation organization that markets the state as an ideal location.

8.10 Pascale Sykes Foundation

The Pascale Sykes Foundation has created a \$15 million economic development initiative designed to help low-income families in Cumberland, Atlantic, Gloucester and Salem counties. The purpose of this funding is to enhance education and workforce development. The foundation has also unveiled a rebranding of the four counties as “New Jersey’s Heartland.”

Pascale Sykes is collaborating with the nonprofit New Jersey Community Capital (NJCC), which will help to attract small businesses into the region. Pascale Sykes initially directed \$4.1 million towards this plan, and NJCC will try to leverage these funds into \$15 million. While the money will finance various economic development projects, the main thrust involves bolstering small businesses in downtown areas. The funds will be distributed as grants, loans and other financial agreements.

The “New Jersey’s Heartland” marketing plan unveiled in collaboration with the Atlantic City-based Masterpiece Advertising hopes to showcase the region’s highlights in farmlands, education, creativity, innovation and other areas. The campaign will use different media outlets to advertise the four counties as a place to “live, work and play.”

The foundation plans to invest \$50 million in the four counties by 2023.

8.11 New Market Tax Credits

The City of Pleasantville is eligible to participate in the New Market Tax Credit (NMTC) program. The NMTC program was established by Congress in 2000 to spur new or increased investments into operating businesses and real estate projects located in low-income communities. The NMTC program attracts investment capital to low-income communities by permitting individual and corporate investors to receive a tax credit against their federal income-tax return in exchange for making equity investments in specialized financial institutions called Community Development Entities (CDEs). The credit totals 39 percent of the original investment amount and is claimed over a period of seven years (five percent for each of the first three years, and six percent for each of the remaining four years).

The investment in the CDE cannot be redeemed before the end of the seven-year period. Since the NMTC program’s inception, the Community Development Financial Institution Fund has made 594 awards allocating a total of \$29.5 billion in tax credit authority to CDEs through a competitive application process. This \$29.5 billion includes \$3 billion in Recovery Act awards and \$1 billion of special allocation authority to be used for the recovery and redevelopment of the Gulf Opportunity Zone.

8.12 EB-5 Visa Program

Since its inception in 1992, the EB-5 visa program has continued to grow, as illustrated by a 72 percent increase in applications in 2014 over 2013. These visa applications represent a possible investment of \$20-25 billion in the U.S. economy. There are over 850 EB-5 Regional Centers in the U.S.

EB-5 can be a powerful tool bringing in hundreds of thousands of dollars and at least 10 jobs in exchange for the investor securing a green card to the U.S. The program can be daunting, with increasing regulations, identifying qualified partners, evaluating emerging opportunities worldwide, and ensuring legal compliance. The City can leverage the EB-5 program and align it with other economic development tools to promote growth, investment and jobs in individual communities and regions.

8.13 Redevelopment Planning

There are multiple redevelopment and rehabilitation areas in the City. Redevelopment plans offer many incentives to development, including specific zoning provisions tailored to the characteristics of each redevelopment area; a defined vision for the area that has already been adopted for the City; and a variety of financing mechanisms that can help offset the high costs of redevelopment, including five-year tax exemptions and long-term tax abatements.

8.14 United State Economic Development Agency (USEDA) Funding

The South Jersey Economic Development District (SJEDD) provides for a Comprehensive Economic Development Strategy (CEDS) for the Atlantic County region and beyond. This strategy recognizes certain projects that may qualify for funding through the USED A. In 2014, the City provided the SJEDD with two potential projects: the Lakes Bay Resiliency Redevelopment Project and Downtown Pleasantville.

9. Recommendations

The City of Pleasantville needs to make a focused, proactive effort to achieve a sustainable and improved economy. It currently is not an underperforming community, but rather one that is built around a housing stock and business community that responds to the incomes of its residents. Using the natural assets of the City – including its access, location and natural setting – Pleasantville needs to move from a lower-income community that serves the needs of its own residents to a more connected community that serves some of the needs of the regional marketplace.

The initial strategies should concentrate primarily on businesses that import dollars from areas of higher incomes with more disposable dollars to spend. This then can lead to programs that are more wealth-oriented, like home ownership and start-up businesses. These strategies should gradually increase the value-added components of retail, dining, recreation and services so that a critical mass can be achieved making Pleasantville a more equal participant in the overall, emerging regional economy.

While it takes many years for property-value and land-use adjustments to be made after a large natural disaster, there are some general trends that can be hypothesized and watched given the known policy changes to have already been adopted.

The most immediate impact of policy changes will come from the rules adopted on the state level for rebuilding using relief funds. The requirement of at least one foot of freeboard above base flood elevation for new, substantially rebuilt and elevated homes will make shore homes more expensive and harder to enter and exit (especially for older residents) while at the same time substantially reducing the value of homes that are non-conforming. In addition, the recently finalized flood maps and the Federal Emergency Management Agency's (FEMA) National Flood Insurance Program's new rates that are based on actual costs of insuring properties near tidal waterways will cause the costs of homeownership in these areas to increase.

Pleasantville provides a number of support facilities for nearby Atlantic City and, given its location and the array of economic development incentives available, the City is an ideal location for future industrial, warehousing, logistics and research and development uses, which all qualify for GROW NJ incentives.

The City also provides a central location for retail, medical and legal offices and other service-related uses. The recommendations in this element build upon the City's strengths by improving established retail centers, encouraging redevelopment along all waterfront areas and expanding the professional offices, dining and recreation areas throughout the City. As these core areas continue to grow, they will invigorate secondary services, such as real estate, finance and other ancillary services, to grow. Listed below is a summary of the Economic Development Element recommendations.

- 9.1 A strong, consistent effort should be made to market the City's non-residential sites, especially those that can be leveraged by incentives through GROW NJ. This can be accomplished by taking the following steps:
 - Provide ongoing seminars for property owners, realtors, business leaders and community officials regarding the available incentives.
 - Enhance the City web site to include a listing of available economic development opportunities.
 - List the City's properties on web sites hosted by Site Selectors, Choose New Jersey, Atlantic County and others.
- 9.2 The mayor should appoint an Economic Development Advisory Committee that will be responsible for helping to market available locations in the City, coordinating special events and promoting the City as a premier business location.
- 9.3 Pedestrian and bicycle access should be enhanced in and around the commercial districts on Route 40/322, Route 9, Main Street and Delilah Road. As noted in the

Bicycle and Pedestrian Element of the Master Plan, there are many opportunities for improved pedestrian and bicycle access throughout the City.

- 9.4 Pleasantville Shopping Center should be encouraged to consider redevelopment and undertake improvements that will enhance pedestrian safety.
- 9.5 Better signage should be provided to attract the many tourists who pass through the City. Wayfinding signage should be installed throughout the City. Wayfinding signage should be incorporated into the streetscape improvements on Main Street, Washington Avenue and 1st Street. The wayfinding signage should make travelers aware of the Central Business District, the Lakes Bay Marina and other points of interest.
- 9.6 The City should build on the success of existing special events such as the Farmer's Market and the Bayview Summer Series by developing additional events throughout the year.
- 9.7 Additional living options should be encouraged for seniors and other empty nesters. The baby boomer generation continues to retire, and this can provide a significant market for Pleasantville given the affordability, services and attractions provided.
- 9.8 Streetscape design guidelines should be established for the major business districts of Pleasantville, particularly along Route 40/322, Main Street, 1st Street and Washington Avenue.
- 9.9 Sidewalk standards should be required in all zones along Route 9. The minimum width should be five feet and a grass strip of two feet should separate the curb line and the sidewalk. Where possible, a three-foot grass buffer should also be provided between the curb and sidewalk to provide a more comfortable environment for pedestrians.
- 9.10 High-visibility continental-type crosswalks should be installed at all signalized intersections, as shown in Figure 1 below. Continental crosswalks increase the crosswalk visibility and increase pedestrian safety. High-visibility crosswalks have been shown to increase motorist yielding and channelization of pedestrians. The Federal Highway Administration has concluded that high-visibility crosswalks have a positive effect on pedestrian and driver behavior.

Figure 3.20 – Photograph of a Continental Crosswalk

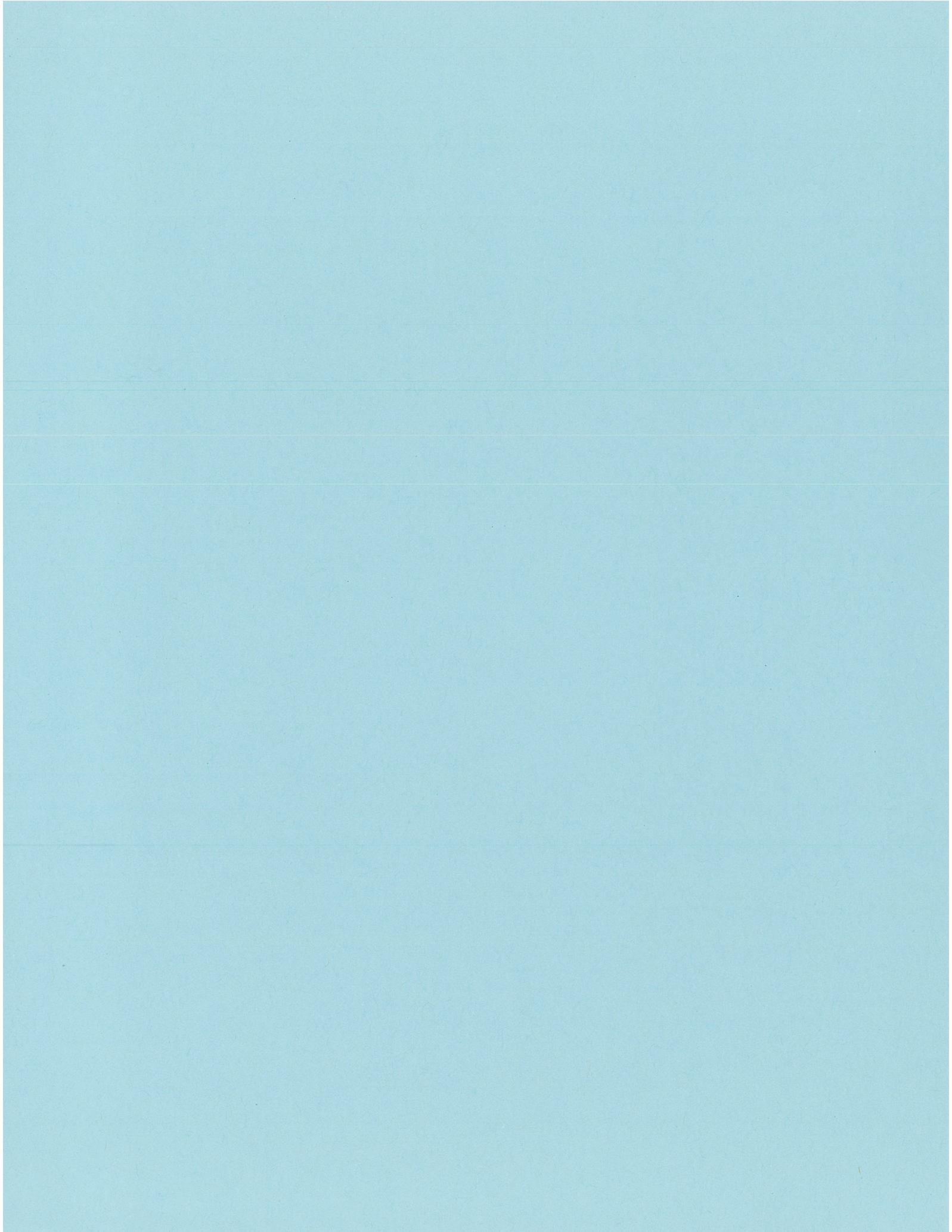


Route 9 Recommendations

- 9.11 All property owners on Route 9 should be required to install sidewalks when their property is reviewed by the Planning Board and Zoning Board.
- 9.12 The City should request an NJDOT speed study to evaluate the creation of a consistent 35 mph speed limit through the entire Route 9 corridor. A 35 mph speed limit would set a consistent driver expectation and be less stressful for pedestrians and bicyclists.
- 9.13 Driveway designs that pull the concrete sidewalk through the driveway, prioritizing pedestrians over vehicles, should be required for all new developments and incorporated into the design guidelines. Currently many of the driveways are designed like intersections, prioritizing vehicles over pedestrians.

Lakes Bay Area Recommendations

- 9.14 Dredging the waterfront – The City dredged the Pleasantville Marina about 10 years ago. The City should coordinate with NJDOT to complete dredging on a regular basis.
- 9.15 Encourage water taxi service - A water taxi to and from Pleasantville to Atlantic City, Ventnor, and Margate can provide easy access for locals and visitors who want to visit Pleasantville for the day or evening.
- 9.16 Create a transient marina - Large boats that traverse the coast do not have a convenient place to dock between Cape May City and Atlantic City. Pleasantville can provide this service with transient slips located at the Pleasantville Marina.
- 9.17 Enhance the transient boat docking experience by providing restaurants and shopping to serve visitor docking at the Pleasantville Marina.
- 9.18 Lakes Bay is a well-known launch area for wind surfing, paddle boarding, kayaking and other water sports. The Pleasantville Marina area can attract these activities by providing for a snack bar, showers and access to water to rinse boating equipment.



UTILITY SERVICE PLAN ELEMENT

1. Introduction

Pleasantville's 2015 Master Plan Reexamination makes the recommendation that the City produce a new Utility Service Plan Element, as well as Open Space and Recreation, Sustainability and Community Facilities Elements. This Utility Service Plan Element is in accordance with that recommendation.

As a basis for utility service planning, the Municipal Land Use Law (MLUL) declares that among the purposes of municipal government is to:

- Encourage coordination of the various public and private procedures and activities shaping land development with a view to lessening the cost of such development and to the more efficient use of land; and to
- Promote utilization of renewable energy resources; and 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.

Although the MLUL categorizes the Utility Services Plan as an optional element in the Master Plan, utilities and their infrastructure are critical to a municipality's functioning and absolutely necessary for economic growth. Maintaining existing utility infrastructure and planning for adequate utilities to meet future demand is an essential function of municipal government.

The MLUL describes the scope of the Utility Service Plan as:

A Utility Service Plan Element analyzing the need for and showing the future general location of water supply and distribution facilities, drainage and flood control facilities, sewerage and waste treatment, solid waste disposal and provision for other related utilities, and including any stormwater management plan required pursuant to the provisions of P.L.1981, c.32 (C.40:55D-93 et al.).

Per N.J.S.A. 40:55D-28c, stormwater management will be developed as a sub-plan of the Utility Service Plan Element while specific standards and new ordinances are considered.

This Utility Service Plan Element will:

- Review the current data on City responsibilities for the water supply and distribution system, drainage and flood control facilities, sewer lines and pumping stations and systems for solid waste disposal;
- Describe any existing or foreseeable insufficiencies;

- Make recommendations for changes or enhancements to meet present and future requirements of the community; and
- Present recommendations with potential funding sources.

2. Municipal Goals and Policies

2.1 Environmental Setting

Pleasantville is a fully developed, urbanized area set in a coastal environment. Much of the City is at, or just above, sea level, with some major roads having at-grade elevations of 8 feet above mean sea level. The City's eastern side is subject to increasingly frequent tidal flooding as it is composed of open water and tidal marshes.

All of Pleasantville is within the Federal Emergency Management Agency (FEMA) Special Flood Hazard Area or Moderate Risk Area (shaded X zone). The City has extensive coastal wetlands which serve as flow moderators in storm surges. There are also patches of freshwater wetlands in the City interior. Wetlands are fragile ecosystems that require special consideration in terms of buffers from disturbance in order to best serve their natural functions of purification and flood protection.

The intersection of an urban and coastal environment in Pleasantville requires particular attention and diligence in terms of maintaining the utility infrastructure both for residents and for protection of the natural environment.

2.2 Vision Statement

Pleasantville has formulated a vision to carry the City forward into the 21st century. Three components of the vision are relevant to its utility services.

- The City seeks to ensure that all its services keep up with technology and practices as it maintains the highest quality service possible.
- Simultaneously, the City is committed to balancing its progress with a need to protect the environment and its natural resources.
- The City wants to look to the future with regard to telecommunications and water supply.

2.3 Relationship to the Master Plan

The City's Master Plan Reexamination recognizes that its aging utility infrastructure is in need of repair and, therefore, in order to support the development envisioned for the City, certain objectives must be achieved. In order to repair/replace infrastructure where it is deficient, the City has set the following goals:

- Prepare a six-year capital plan;

- Utilize Urban Enterprise Zone funds to underwrite infrastructure improvements required for economic development projects;
- Revise ordinances as necessary to ensure that developers reconstruct curbs and sidewalks and resurface adjacent roadways to their center lines as part of the project;
- Assess the ongoing risk and vulnerability from tidal flooding;
- Evaluate upgrades to the storm drainage system; and
- Work with the water supplier to ensure adequate upgrades for future water supply and for fire protection.

Furthermore, the City recognizes that its growth, particularly commercial growth, must be managed in such a manner that utility services are not overloaded.

2.4 County Planning Goals

Because some of Pleasantville's utility services are provided by the county, it is important to integrate the county's goals into municipal planning.

2.4.1 Wastewater Management

Local government wastewater management planning is controlled by the NJDEP through review and approval of regional Water Quality Management Plans. Atlantic County is the regional agency responsible to NJDEP for Water Quality Management Plan (208 Plan). Water quality planning includes protective measures for both surface waters and groundwater. The conveyance, treatment, and re-entry of treated wastewater to the environment are addressed regionally by the Water Quality Planning process.

The 208 Plan identifies two categories of wastewater treatment: those areas of the City which are approved to be served by public sewers, and those areas that are not. The designation of these areas is integral with environmental conditions, land planning, and zoning. These areas are illustrated on Figure 5.1.

The process of 208 Plan review and approval is dynamic. Amendments to the Plan are proposed and approved periodically to address evolving environmental, land development, and zoning interests.

The County recently revised the future wastewater service area for the entire county. The mapping for the City of Pleasantville was adopted on November 6, 2013 and is provided below.

Figure 4.1 - Pleasantville Future Wastewater Service Area



The County Master Plan (2000) has general goals with regard to wastewater management that are in line with Pleasantville's. They are:

- Ensure quality growth and development by planning and developing county infrastructure to complement land use goals established by state and local plans; and
- Coordinate the planning and development of adequate potable water supply and wastewater treatment capacity to accommodate future growth.

In addition, as the Water Quality Management Planning Agency for the county as a whole, the County Master Plan has specific wastewater policies and goals that impact municipalities. The goals relevant to Pleasantville are:

- Provide for the improvement to water quality in all surface and ground water systems;
- Provide sufficient wastewater collection and treatment capacity to meet future population growth; and

- Research the viability of wastewater reuse systems to reduce reliance on potable water for non-consumptive uses.

Specific County wastewater management policies that may affect Pleasantville are:

- Encourage the continued study and development of wastewater management plans as a cooperative effort among municipalities, the county, and other jurisdictional agencies;
- Encourage and assist in the development of standardized methods for the reporting and recording of wastewater flow information; and
- Assist in the development of alternative applications of treated wastewater.

2.4.2 Water Supply

Although Pleasantville contracts directly with a private water supplier, the county has a role in ensuring that the regional water supply is protected. The county's general policy is to initiate long-term planning and conservation of the water supply.

Specific county water supply policies that may affect Pleasantville are:

- Assist in the quantification of the region's existing water supply;
- Assist in the development of an updated water model, monitoring program, and alternative water use implementation strategies;
- Assist in the promotion and education of water conservation;
- Assist and encourage the development of wastewater recycling;
- Assist in the development of land use strategies that mitigate adverse effects to our water resources from non-point source pollution; and
- Assist in the development of a regional water supply and quality plan.

2.4.3 Solid Waste Management

The Atlantic County Utilities Authority (ACUA) manages most trash and recycling operations for the municipalities in the County. Its general goals are:

- Facilitate the county's management of solid waste through source reduction, recycling, and reuse; and
- Educate the public, including seasonal residents and visitors, on the county's Solid Waste Management Plan.

The county's policies with regard to these goals that affect Pleasantville are:

- Assist and encourage source reduction programs and techniques in order to facilitate management of the county's waste flows;
- Assist in the development of educational programs to effectuate public awareness on the importance of recycling; and

- Assist in the Household Hazardous Waste Collection program and the development of a permanent facility for same.

Atlantic County is an integral partner with Pleasantville with regard to its utilities services. The regionalization of such services is a goal of the State Plan and will be most successful if all partners in the regionalization work toward the goals. Pleasantville's vision and goals correspond and support the larger county goals.

3. Inventory of Existing Utility Services

3.1 Wastewater Management

Pleasantville's wastewater is pumped to the ACUA's Wastewater Treatment Facility in Atlantic City. The plant is a secondary treatment facility that meets New Jersey Department of Environmental Protection (NJDEP) environmental standards. The ACUA regional wastewater system has been operating since 1978. The county has been the Water Quality Management Planning Agency for the region since 1989. Pleasantville is within the county's Coastal Region Sewer Service Area as part of the Mainland Service Sub-area.

Wastewater from Pleasantville is pumped via force mains and pumping station to the ACUA's Regional Wastewater Treatment Plant. The plant is powered in part by a 7.5-megawatt wind farm and 500-kilowatt solar project located on site.

In 2014, the plant processed an average monthly wastewater flow of 860 million gallons with a mid-summer spike to almost 1,000 million gallons in August. Pleasantville contributed approximately 70 million gallons per month to that total. The plant can accommodate 40 million gallons per day and thus is operating with ample capacity for current flows.

The Pleasantville Public Works Department maintains the sewer lines and pump stations for the county system within the City. This includes preventative maintenance, corrective measures and major repairs and alterations. The City has currently budgeted funds for sewer line replacements. The City has municipal agreements with Absecon, Egg Harbor City and Egg Harbor Township for conveyance and maintenance of their county-treated sewer lines.

3.2 Water Supply

Pleasantville receives its potable water and emergency water service for fire from the New Jersey American Water Company. This is a private, investor-owned utility and is the largest water utility in New Jersey. It is a subsidiary of American Water, which operates in 45 states and Canada.

The company supplies water to Pleasantville under a water allocation permit from NJDEP. Water quality is governed by New Jersey water regulations. In Pleasantville, most water

comes from one of 23 wells dug into the Kirkwood-Cohansey aquifer. In addition, New Jersey American Water Company purchases some water from Atlantic City's surface reservoirs.

Pleasantville's water is pumped to and stored in two elevated storage tanks in the City. Totalling 1.5 million gallons of storage, these supply both potable and emergency water to the City's water-supply lines. Although the regional water supply is under stress from saltwater intrusion and development, New Jersey American Water Company has a contractual commitment to extend and maintain the supply to the City. It appears that the company has the projected capacity to accommodate the amount of growth Pleasantville envisions.


3.3 Solid Waste Management

The ACUA is the lead agency responsible for implementation of the state-mandated County Solid Waste Management Plan. The ACUA has a single facility, the Haneman Environmental Park in Egg Harbor Township, which includes a transfer station where trash is unloaded, a bulky-waste recycling area, the landfill itself, a recycling center and a yard waste composting area. The site itself is over 360 acres.

The county collects landfill garbage and recycling waste in Pleasantville on a weekly schedule, which it publishes for residents of each municipality.

The ACUA converted to single stream recycling in 2008. It has a 10-year contract with a private company that upgraded the county facility to single stream and shares in the revenues from the recycled material sales.

The Pleasantville Public Works Streets division collects yard waste, metal and white goods (old appliances) for City residents.



2015 Pleasantville Collection Services

NEW RECYCLING SCHEDULE BEGINS MAY 4th, 2015
Recycling, Trash, and Bulky Waste Collection Zones — see back

Recycling Collection Week — Collected on same day as Trash

★ **Earth Day Celebration:** 10 am - 4 pm
ACUA 6700 Delilah Road, Egg Harbor Twp., NJ 08234
Join us for a day of entertainment, crafts, games, hayrides, tours, workshops, & more!

○ **Holiday Food Drive Collection**

■ **Household Hazardous Waste Drop Off Days:** 9 am - 2 pm
ACUA 6700 Delilah Road, Egg Harbor Twp., NJ 08234

☆ **Collections Postponed for Holiday** — Collections will not be performed on New Year's Day, Thanksgiving, and Christmas! Please check acua.com for collection changes!


Sign up for collection reminders at
acua.com/reminders

Single-stream Recycling Guidelines
Please do not use plastic bags for your recyclables!
Place all recyclable items in the same container. No separation is necessary!
Containers may not exceed 49 lbs.!

Recycle these materials
Paper • Plastics • Glass
Aluminum & Steel • Cardboard

Please also recycle:

- Cartons: milk, broth, juice
- Empty Paint Cans: remove lid boxes, etc.
- Hardback Books: remove cover
- Paper Egg Cartons
- Other boxes: food, cereal, shoe, pizza or gift boxes
- Empty Aerosol Cans
- Any plastic container imprinted on the bottom with a:



Maximum size: 3 gallons

The following items are NOT accepted

- Styrofoam
- Plastic Bags (some retail stores accept these for recycling)
- Aluminum Foil
- Hazardous or medical waste
- Light bulbs (CFLs or standard)
- Mirrors or broken glass
- Paper plates, towels or plastic utensils
- Pots & Pans, Dishware or Flatware
- Wire clothes hangers

Electronics ACUA does not accept electronics. State law prohibits electronics from being disposed of as trash. First, contact public works to inquire if they have a collection program at (609) 484-3641. If not, visit acua.com/electronics for other options.

Latex Paint Latex paint is not hazardous waste and dried paint can be disposed of in the trash. Go to acua.com/paint for more information.

Large/Rigid Plastics Other plastic items (Toys, Chairs, PVC pipe, buckets) are recyclable at no charge through the ACUA's large rigid/plastic drop-off. Go to acua.com/rigidplastics for more information.

Bulky Waste Two item per trash day including furniture and carpeting. No construction waste, TVs or electronics.

Batteries Alkaline batteries can be disposed of in the trash, as they no longer contain mercury. Rechargeable batteries can be disposed of at the Household Hazardous Waste Drop Off at ACUA. Go to acua.com/hhw for more information.

Metals Call Public Works for metals/appliance pick ups at (609) 484-3641.

Recycling & Trash Collection Zones

Monday: The Absecon border to Delilah Road

Tuesday: Delilah Road to Woodland Avenue

Wednesday: Woodland Avenue to the Black Horse Pike

Thursday: The Black Horse Pike to Park Avenue

Friday: Park Avenue to Ridgewood Avenue

Atlantic County Utilities Authority • acua.com
(609) 272-6950

Pleasantville Public Works
(609) 484-3641

Please have all material out by 7:00 am

http://www.acua.com/uploadedFiles/Site/Disposal_And_Recycling/Towns/Pleasantville/Pleasantville.

3.4 Drainage and Flood Control

These topics will be covered in the Stormwater Management Sub-plan that accompanies this Element.

3.5 Electric Power, Gas and Telecommunications

Pleasantville receives its electric power through Atlantic City Electric. Gas service is available from South Jersey Gas. Verizon provides landline service to the City, but has not installed FIOS service. Residents can access cable service through contracts with Comcast.

The Sustainability Plan and other post-Superstorm Sandy studies for Pleasantville commend the City for its commitment to solar power. The High School and Middle School are partially powered by a solar facility located at the site. In addition, the City has a solar ordinance allowing roof-mounted systems only and limits them to non-residential properties. This is understandable considering the density of Pleasantville, but it does place limitations on the possibilities for this renewable and sustainable resource.

4. Overall Assessment of Utility Services

Pleasantville is faced with substantially aging and, often, difficult-to-access infrastructure that requires increasing maintenance. There is a relentless pressure and cost involved in maintaining older infrastructure which, because of current need, cannot be neglected even as it continues to deteriorate in spite of costly maintenance. At the same time, the City must plan and budget for eventual upgrades to its utility systems if only to mitigate the impact of climate change in the coastal environment.

The increase in household poverty and diminishing tax base in the City, as noted in the 2015 Master Plan Reexamination, present Pleasantville with social and economic challenges in terms of balancing limited funding for multiple needs. While utility infrastructure improvements are often hidden and decidedly unglamorous, they must be planned for and accomplished in order for the City to prosper.

5. Recommendations and Funding Prospects

5.1 Capital Budget Planning

The 2015 Master Plan Reexamination calls for comprehensive capital budget planning for Pleasantville. Since funding is limited and the challenges are substantial, the City should direct its capital budget planning to those infrastructure needs that are most immediately vulnerable. Consideration should be given to weighing the ongoing cost of maintenance for poorly operational facilities versus high initial capital costs for a more efficient, green and resilient new utility structure.

Capital budget planning, while staying cognizant of budget realities, should consider the long-term cost of short-term maintenance on antiquated facilities. The Strategic Recovery Planning Report emphasizes that all new utility services planning should be focused on reducing failure risk during future storms, which are forecasted to be larger and more damaging.

The New Jersey Department of Community Affairs (DCA) has programs, particularly for distressed communities, to assist with the capital budget process. Financial aid from DCA almost always comes with state oversight strings attached, which must be accommodated locally. Alternatively, if the funding is sustained at the state level, the City could be eligible for a Post-Sandy Planning Recovery Assistance Grant, which targets a six-year capital budget to increase resiliency. These grants are intended for municipalities impacted by Sandy. Pleasantville has already taken the preliminary steps to qualify for future post-Sandy funding through its Strategic Recovery Planning Report. Phase Two programs allow for continued planning assistance. Both of these funding sources should be explored in order to immediately commence a comprehensive capital-budgeting process.

Regardless of how Pleasantville finances the actual planning for a capital improvement budget, whether internally or with a post-Superstorm Sandy grant or help from DCA, the much larger issue will be financing the improvements themselves. In spite of limited internal resources, Pleasantville should consider budget planning that encompasses the real needs it anticipates regardless of funding sources. The capital budget can reflect funded and unfunded needs, thus establishing a basis for overall requirements. This will give a better idea of the scope of the challenges, and it will put the City in a better position to apply for future funding for infrastructure.

5.2 Ordinance Review

Much of what a City can do to manage and control its utilities is governed by its ordinances, which should be examined regularly to ensure their provisions match City policy and actions. This is a low-cost effort that can be performed by existing staff.

- Update the solid waste ordinance to ensure it matches county changes to single-stream recycling.
- Review street and sidewalk standards to conform to accepted green infrastructure methods for natural drainage and flood control.
- Explore changes to the Solar Ordinance to expand the possibilities for residents to take advantage of this renewable resource within the City.

5.3 Resiliency Planning

In order to achieve success in the ongoing process of budgeting for utility service improvements, the City should institute a program of Resiliency Planning, which will coordinate the need for utility improvements with specific records of ongoing environmental changes in the City. This will accomplish several of the recommendations for utility services in the Master Plan Reexamination as well as post-Sandy reports. While almost all the recommendations will require additional human resources, the capital expenditure can be kept to a minimum and funded through post Superstorm Sandy grant money.

- Set a City policy that new utilities installed by developers are resilient, sustainable, and that they utilize, where possible, green technology.

- Work with New Jersey American Water Company to ensure that provisions are being made for adequate potable water supply for future projects within the City and that the company is prepared to supply adequate water for fire protection throughout Pleasantville.
- Open avenues of communication with telecommunication, electric and gas utilities to explore the best protection and new upgrades in terms of changing technologies, sea-level rise and ongoing maintenance as well as backup planning for the vulnerable, such as the elderly.
- Institute and support the operation of a tracking and record system for rainfalls and tide levels that will locate and map all flooding events as well as measure flood height and amount of erosion. Use this data as a basis for mitigation planning. This will require a specialized computer programming. Rutgers has a Climate & Environmental Change Initiative that should be a source of information and possible funding for this.
- Create a Continuity of Operations Plan that assigns and trains city workers to specific infrastructure during emergencies. The same assignments should include continuing work on existing maintenance that best protects utilities in the case of emergencies.
- Push for increased regional cooperation among the municipalities and with the county to enhance the City's mitigation and resiliency planning for infrastructure by safeguarding the regional system.

Most of this Element's recommendations involve increased awareness of steps that can be taken with little expenditure of capital funds. This is realistic for Pleasantville considering the regional economy at this time, but also it facilitates immediate improvements to the City's utilities which, if instituted, will help the long-term sustainability and resiliency of the City so it is in a better position to use funds for capital projects as they become available.

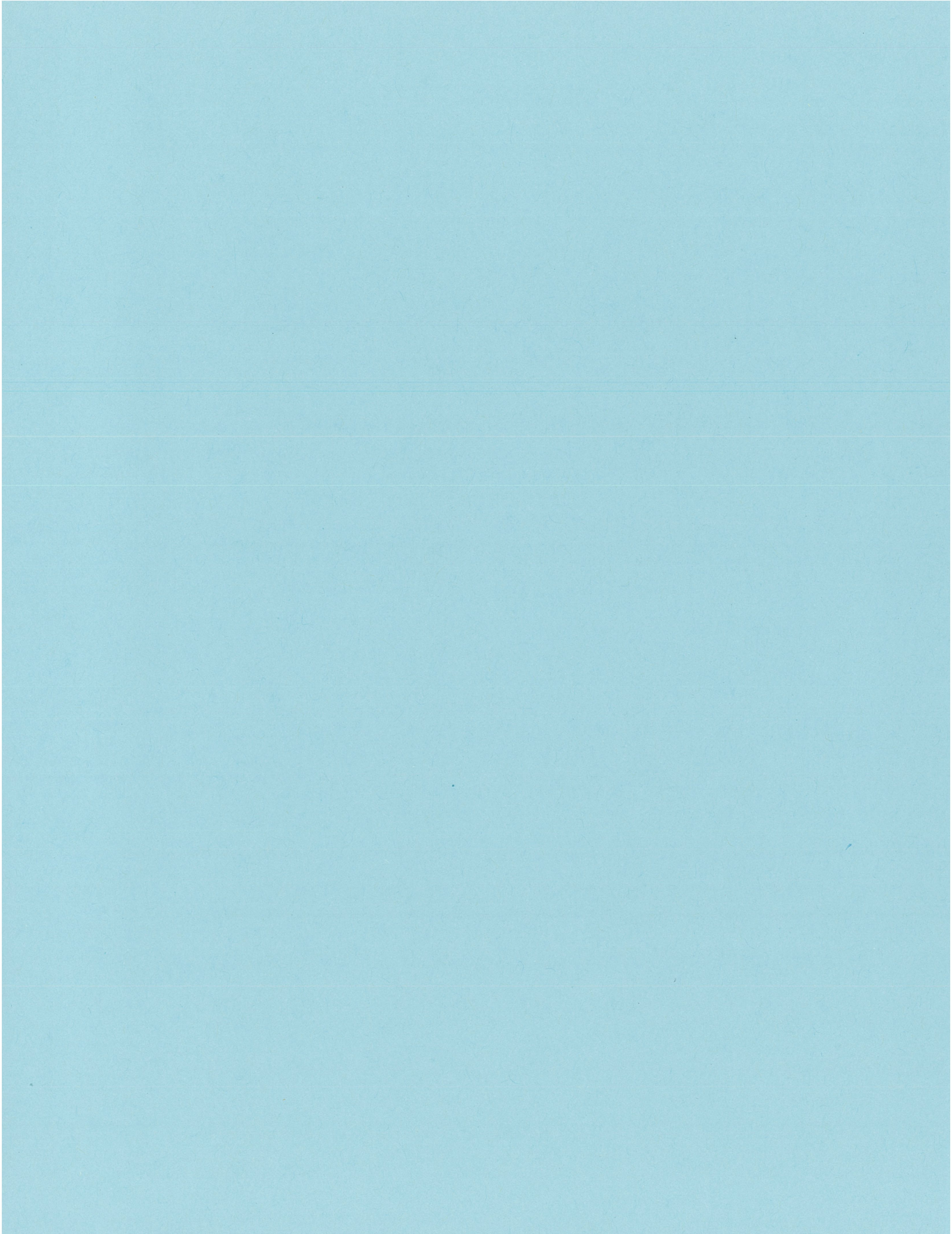
Once the City has a six-year capital improvement budget that demonstrates a balanced, resilient and convincing approach to its utility infrastructure requirements in light of current demands and future sea-level rise, it will be in a strong position to apply for grants and loans to finance improvements that are essential to the health and welfare of its residents and visitors.

For near-term and ready infrastructure projects for wastewater, potable water and stormwater, the City should seek funding through the NJDEP Office of Flood Hazard Risk Reduction Measures, which administers the New Jersey Environmental Infrastructure Trust (NJEIT) Financing Program. Revolving loans to local governments are interest free for up to 50 percent of project cost, with market rates for the remainder. Eligible projects for Pleasantville include:

- collection and conveyance facilities;
- on-site system rehabilitation;
- infiltration/inflow correction;
- combined sewer overflows;
- interconnection/cross-connection abatement projects

- stormwater/nonpoint source management projects (e.g., stormwater basins, equipment purchases, stream-bank stabilization);
- land acquisition and conservation; and
- remedial action activities.

In addition, the NJDEP Office of Flood Hazard Risk Reduction Measures administers Community Development Block Grant Disaster Recovery program grants for stormwater and flood-risk infrastructure. These will be discussed in the Stormwater Sub-plan of this Element.



COMMUNITY FACILITIES ELEMENT

1. Introduction

The 2015 Pleasantville Master Plan Reexaminations both contain recommendations that the City produce a new Community Facilities Element, as well as Open Space and Recreation, Sustainability and Utility Services elements. This Element is in accordance with that recommendation.

Community facilities are constructed assets, such as buildings and parks, as well as services to the public. They encompass public, private and semi-private organizations that are offering services to the general public within a community. The responsibility of the Community Facilities Element in a municipality's Master Plan is to understand the extent of current community facilities and evaluate their adequacy, both for the present and into the near future.

Most often, the most common contact citizens have with their municipality and how it functions arises through their use of community facilities. Therefore, community facilities that are responsive to residents' needs and desires will have a positive effect on a community's self-image and economic growth. Both businesses and potential residents consider community facilities and services such as parks, schools and police important factors in choosing where to live and do business.

The Master Plan's Community Facilities Element is tasked to:

"showing the existing and proposed location and type of educational or cultural facilities, historic sites, libraries, hospitals, firehouses, police stations and other related facilities, including their relation to the surrounding areas."
(N.J.A.C.40:55D-28b (6).

This Pleasantville Community Facilities Element inventories the public facilities and services in the community in order to evaluate them and recommend improvements and/or changes to ensure that Pleasantville offers a quality of life that will meet residents' present and future needs and attract new economic development.

Specifically, this Element will:

- Inventory public, semi-public and private services and facilities available to the general public in Pleasantville;
- Describe and evaluate strengths and weaknesses of the extant community facilities and services in terms of their ability to adequately meet Pleasantville's vision;
- Make recommendations for any improvements/changes/additions to meet present and future requirements of the community; and

- Suggest an achievable implementation plan with funding possibilities for any recommendations.

2. Municipal Vision

2.1 Pleasantville in Context

Like many older, urbanized New Jersey communities, Pleasantville was struggling with the effects of an aging infrastructure and economic decline well before the Great Recession of 2007-09. The ongoing struggles of Atlantic City, a center of employment for Pleasantville's population, have exacerbated the economic challenges for Pleasantville. But the City has a long history of meeting its challenges proactively. Pleasantville has a plan for economic redevelopment that is ongoing and vital. It is essential for successful economic revitalization that the City's facilities and services keep pace with the needs and goals of the community.

In looking to the future in terms of facilities and services, the City should be aware of ongoing changes to its demographic makeup. The 2010 U.S. Census and the 2013 American Community Survey indicate that Pleasantville's population is increasingly poor and growing older. Both of these statistics must be translated into amenities and services that target the differing needs of present and future residents.

Table 6.1 - 21ST Century Demographic Changes²

YEAR	TOTAL POP	POPULATION BELOW POVERTY LEVEL (Percent)	MEDIAN AGE	HISPANIC/LATINO (Percent)
2000	18,625	15.8	32.7	21.9
2010	20,249	18.2	33	36.1
2013 ¹	20,391	22.9	35.2	38.4

¹ American Community Survey (http://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml)

² (US Census.gov) unless otherwise specified

An additional factor that must be taken into account when considering the requirements of Pleasantville with regard to community facilities and amenities is its coastal location. Living on the Atlantic coast offers myriad opportunities for enhanced community facilities for the population. But it also requires consideration of potential hazards and necessary mitigation measures to maintain and protect those facilities. Planning for future community facilities must take into account climate change and sea-level rise.

All of these factors – deteriorating infrastructure, much of which is coming to the end of its viable lifespan, coastal environmental considerations and a changing demographic – must be considered as the City moves forward with planning for the Community Facilities Element for Pleasantville.

2.2 Master Plan Vision for Community Facilities

In addition to recommending a new Community Facilities Element, the 2008 Comprehensive Master Plan Update contained principles and goals for community facilities and amenities in Pleasantville. Many of them pertain to recreation facilities, which are community amenities of such importance that they require their own Master Plan Element, a Recreation and Open Space Element, which is included in this Master Plan. But because, by nature, recreation facilities are part of community facilities and services, they will be briefly mentioned in these existing goals from the Master Plan.

The Master Plan states four principles from which general objectives for the Community Facilities Element are derived:

1. The City recognizes that adequate active and passive recreation and supporting amenities are critical components of a healthy community and should be provided for residents. The City does have a Recreation Department sponsoring programs for all ages, and it realizes that this will be an ongoing, required amenity for the community.

The Master Plan lists four concrete objectives to accompany this principle, including:

- Maintain current facilities with equipment designed for a variety of age and ability levels;
- Ensure safety of all users with appropriate lighting of facilities;
- Create waterfront-based recreation opportunities at the City Marina and encourage its use and expansion of amenities.

2. Pleasantville is aware of the natural tension between protecting its natural resources and supporting economic redevelopment as an urban area. Although designated as a Planning Area 1 (metropolitan) zone, the City also must conform to Coastal Zone Management Rules and provide a sustainable environment for the future.

Based on this principle, the Community Facilities Element will undertake to consider the littoral environment of Pleasantville as a community asset that requires maintenance and improvements as part of a long-term plan for sustainability.

3. The third principle from the Master Plan Update called for a Sustainability Plan Element's development as funding became available. A Sustainability Plan Element has been completed as part of the Master Plan process.

Based on this principle, the Community Facilities Element will utilize the objectives of the Sustainability Plan Element in its recommendations, including using green technologies to the greatest extent possible in maintenance and development of community facilities.

4. The City acknowledges that its educational facilities are aging, increasingly inappropriately sized and technologically lacking in many areas. The City is

committed to working with the Board of Education to improve all aspects of the educational facilities program within the general land use and economic development goals of the Master Plan.

Given that the Board of Education has its own long-range facilities planning studies, the Community Facilities Element will inventory and assess the educational plants as components of the City's community facility structure within the context of citywide needs.

5. The Master Plan Reexamination establishes the principles of the State Plan for a Planning Area 1 as part of Pleasantville's objectives for its community facilities. The State Plan encourages repair and replacement of existing infrastructure to provide capacity for sustainable development and redevelopment. And it promotes the concentration of public facilities and services in Planning Centers and Cores.

This goal of maintaining and upgrading facilities sustainably is intrinsic to Pleasantville's goal of protecting the health, wealth and safety of its residents and will be integrated into the recommendations.

6. Additionally, the Master Plan Update, as part of its adherence to state planning policies, establishes the principle to consider intergovernmental coordination in "as many services as feasible" if economically justified.

The Community Facilities Element will assess the state of and possibilities for intergovernmental services and facilities while realizing that Pleasantville already participates in myriad regional efforts.

3. Inventory of Facilities and Services

3.1 City Buildings and Services

City municipal government services are generally centrally located within the City (see Community Facilities Map). The principal city buildings are concentrated on First Street just off of North Main Street (Shore Road). City Hall is directly across First Street from the Fire and Police Department buildings and adjacent to the library. The Public Works building is located on Route 9, north of the Atlantic City Expressway.

As noted in detail in the Recreation and Open Space Element, recreation facilities are located throughout the City with a Recreation Center Building on Brighton Avenue. In addition to buildings, the City is the source of multiple services to the community. Pleasantville has various recreation programs for adults, children and seniors. There is a summer camp for ages 6-14, as well as basketball, soccer, baseball and youth football seasonally. In addition, there are basketball and boxing opportunities for adults. All are run by the Recreation Department, which is located in City Hall. The activities themselves are distributed throughout several City sites.

In 2015, the City inaugurated a summer program of events to highlight its waterfront. Titled the Bayview Summer Series, it included a Farmers Market and several individual events located around the Lakes Bay Waterfront area. The Summer Series culminated in a carnival.

Figure 6.2 – Community Facilities



3.1.1 City Hall

The Pleasantville City Hall is centrally located within the City at 18 North First Street. It is a two-story building constructed in 1925 with an addition in 1970. Approximately 16 employees are employed there with varying schedules utilizing office space and conference rooms. There are also waiting areas for residents.

A 2011 Energy Audit found City Hall to be generally energy inefficient, mostly due to old and outdated HVAC components and lighting. The Energy Audit recommended five energy conservation measures at a cost of \$125,719 with varying rate of return on the expenditure, as shown in the table below.

ECM Financial Summary

ENERGY CONSERVATION MEASURES (ECM's)					
ECM NO.	DESCRIPTION	NET INSTALLATION COST ^A	ANNUAL SAVINGS ^B	SIMPLE PAYBACK (Yrs)	SIMPLE LIFETIME ROI
ECM #1	Lighting Upgrade	\$17,605	\$2,409	7.3	105.3%
ECM #2	Lighting Controls	\$1,875	\$631	3.0	404.8%
ECM #3	Boiler Upgrade	\$30,799	\$862	35.7	-30.0%
ECM #4	Pipe Blanket Insulation	\$2,300	\$4,439	0.5	2795.0%
ECM #5	AC Unit Upgrade	\$73,140	\$2,118	34.5	-56.6%
Notes: A. Cost takes into consideration applicable NJ Smart Start TM incentives.					
B. Savings takes into consideration applicable maintenance savings.					

City of Pleasantville City Hall Facility Energy Report, Concord Engineering Group, Inc., June, 2001 – Final

Long-term consideration should be given to the need for an updated facility for city services. Presently this is beyond the funding capability of the City.

The City administration has two cars for city use. In addition, the Code Enforcement Department within City Hall has four vehicles for its use. There is a city-owned bus dedicated to senior/disabled citizen transportation.

3.1.2 Public Works Facility

The Public Works department is located on Route 9, north of the Atlantic City Expressway. It is divided into four divisions:

- Streets
- Water Pollution Control

- Litter Control for the Urban Enterprise Zone
- Buildings and Grounds

The Streets Division maintains city streets and collects leaf and yard waste weekly. All other solid waste, as well as electronics and appliances, construction and demolition materials from private homeowner repairs, and bulky waste such as tires and furniture, are collected by the Atlantic County Utilities Authority (ACUA).

The Water Pollution Control division maintains all sewer lines and pump stations in the City. City wastewater is pumped to and processed by the ACUA. Utilities infrastructure is discussed in more detail in the Utility Services Element.

The Buildings and Grounds division is in charge of maintenance of city-owned structures and properties.

The Public Works department, including Streets, Water Pollution, and Buildings and Grounds, has a fleet inventory of:

17	Dump trucks/large utility/flatbed trucks
13	Pickup trucks
4	Trailers
4	Cars
3	Buses
2	Leaf machines
2	Vacuum trucks
2	Vans
1	Garbage truck
1	Mower
1	Sweeper
1	Loader

3.1.3 Fire Department

The Fire Department building, constructed in 1930, is located on First Avenue and houses two pumper trucks, two ladder trucks (one 75-foot and one 100-foot) and an ambulance. In addition, the Fire Department has six cars and a van at its disposal.

The Emergency Management Operations Center is located in the Fire Department with the Emergency Management Coordinator a member of the Fire Department.

The Fire Department responds to emergency medical calls in Pleasantville. Fire Department vehicles are equipped for basic first aid and medical response, and all firefighters are certified Emergency Medical Technicians and Emergency Responders. The closest hospital to Pleasantville is the AtlantiCare Regional Medical Center in Atlantic City. The hospital has an on-call ambulance service.

3.1.4 Police Department

The Pleasantville Police Department is composed of 48 uniformed officers and 14 civilian staff. It is divided into three divisions – Investigative, Administrative and Patrol. The department is housed in a 1979 building directly adjacent to the Fire Department and across from City Hall.

The Police Department philosophy is, “We embrace our officers and the community to work together and encourage a cohesive relationship so we may make our community a pleasure to live, work and visit.” The Police Department is active in community outreach, including purposeful partnerships with community organizations including:

- Coalition for a Safe Community
- Pleasantville Housing Authority PCC Board
- Pleasantville/AC Municipal Planning Board
- Pleasantville Community Watch
- Neighborhood Crime Prevention Council
- Bureau of Justice Assistance Safe Neighborhoods
- Pleasantville Weed and Seed

Pleasantville Police Department has a fleet of 30 passenger vehicles, two motorcycles and two trailers.

3.1.5 Urban Enterprise Zone

Pleasantville has an active Urban Enterprise Zone (UEZ) with 169 certified businesses. The UEZ offices are in City Hall. The UEZ has two city cars at its disposal. UEZ funds support city programs and improvements to encourage new business and economic development, including litter patrol conducted by the Public Works Department.

3.1.6 Recreation Sites and Programs

The City has an active recreation program located at multiple sites throughout Pleasantville. The full extent of the City’s recreation program is covered in the Open Space and Recreation Element. With respect to the inventory of community facilities, the main recreation facility is located on Brighton Avenue. As it is north of the Expressway, like the high school and middle school, the recreation building is somewhat isolated for Pleasantville residents living south of the Atlantic City Expressway, especially children and those who do not have cars.

This facility is open every day but Sunday from 8.30 a.m. to 9 p.m. and houses a fitness room and gym for basketball and other activities. Classes and activities encompass all ages from six years to senior citizens, and include such diverse activities as exercise classes, yoga and

social events. Since the City does not presently have a formal community or senior center, the Brighton Avenue facility, *de facto*, serves that role in the northern section of the City.

3.1.7 City Marina

The City maintains a boat ramp and marina with 59 slips at the Lakes Bay Waterfront Area accessible from E. Bayview Avenue. The marina offers electricity, potable water and pump-out stations for sewage. The docks are protected by chain-link fencing and the area has security cameras. There is parking immediately adjacent to the slips.



3.1.8 Library

The two-story library for Pleasantville is located next to City Hall. The building is owned by the City, but the library is part of and run by the Atlantic County library system. It is one of ten branches in the county and, while local, benefits from the larger system. The system is fully computerized with over 500,000 books and audio-visual items in the system.

3.2 Authorities, County and Federal Services

3.2.1 Pleasantville Housing Authority

The stated mission of the Pleasantville Housing Authority (PHA) is “to promote adequate and affordable housing, economic independence for its residents and increase the value of its assets for long-term sustainability.” The PHA housing-choice voucher program has 913 tenants. In addition, the Housing Authority rents 266 units of family public housing and provides housing for 140 seniors.

The Housing Authority’s offices are located at 156 and 168 North Main Street at the Pleasantville Tower and Tower Annex apartment complex, which consists of 130 apartments and offices for the 13 members of PHA staff. The PHA has plans to develop a midrise building just north of the Towers. It will have 50 to 80 additional senior apartments with retail stores at street level.

The Housing Authority utilized a \$360,000 grant for security upgrades, including cameras (monitored by the Pleasantville Police Department) and swipe cards for access in all PHA buildings.

Pleasantville has two federally funded New Hope project sites managed by a private affordable housing agency. These provide 114 rental homes and apartments as well as 14 homes that have been purchased. The New Hope program includes social services to assist with family self-sufficiency, including counseling on financial issues and assistance with rental payments.

The Community Housing Development Organization (CHDO) of the PHA develops housing within Pleasantville. Using Superstorm Sandy funding, it is presently developing four units on City-owned properties and has applied for the next round of funding to develop an additional four units in the City. The CHDO and PHA's other non-profit corporation, the Pleasantville Community Development Corporation, are eligible to apply for grants and loans.

3.2.2 Post Office

The Pleasantville Post Office is located in a strip mall shopping center on Route 322, separate from the pedestrian downtown. While there is ample parking, it is not easily accessible to walkers or bikers.



3.2.3 Atlantic County Vocational School District

Atlantic County runs a Vocational School District open to all Atlantic County students who qualify. The district has two schools, the Atlantic County Institute of Technology (ACIT) and the Atlantic County Alternative High School. Both are located in Mays Landing but open to Pleasantville high school students who qualify. Alternative High School students must be referred by their school's guidance department. It is geared to students who are failing to succeed in a traditional school environment.

Admittance to ACIT is by evaluation of the student's ability for the selected program, past academics, attendance, interests, aptitude and behavior. Students are admitted based on a committee recommendation.

The Atlantic County Vocational District also offers adult evening programs. There is a tuition requirement, reduced for county residents, for these programs, which cover a wide range of vocational possibilities from health occupations to building-trades training with apprenticeship programs.

3.2.4 Atlantic County Transportation Services

The Atlantic County Transportation Unit Program utilizes a reservation "first come, first served" model to provide mobile-dependent qualified county residents with free transportation for "life essential" and "life enhancing" tasks. The program operates weekdays only between 7 a.m. and 6 p.m.

Qualified County residents include:

- Seniors (60 or older);
- Disabled;

- Veterans for medical care;
- Residents living in Federal Transit Administration “rural areas” (western part of the county);
- Low-income residents traveling to jobs, education or job training.

The tasks covered by the program are fairly broad and include the following life-essential services:

- Dialysis treatment
- Chemotherapy and/or other forms of ongoing cancer treatments
- Daily nutrition site services
- Prescribed physical and occupational therapy programs
- Non-emergency medical and laboratory appointments
- Weekly regional grocery shopping programs
- Compensated/volunteer employment and/or educational/job training
- All general public rural travel requests

In addition, non-grocery related shopping and other social and recreational services are included as life-enhancing services.

3.3 Schools

The Pleasantville Public School District is a New Jersey School Development Authority (SDA) district, also known as an Abbott district. As a consequence, the state covers the cost of school facility improvements and new construction. The district has seven school buildings serving Pleasantville residents in pre-K through 12th grade as well as Absecon high school students. The district is classified by the state as “District Factor Group A,” which is the lowest socioeconomic tier of the eight utilized by the state.

The Pleasantville School District offers an after-school program at six sites (all schools except the Decatur Avenue Early Childhood Center). The program runs from 3 to 6 p.m. at the four K-5 schools and 3.30 to 6.30 p.m. at the middle school and high school. Funded federally, it offers homework and recreation programs. There is also a service to cover school vacation days. The three preschool sites offer early drop-off (7:30 a.m.) as well.

There is a privately run charter school in Pleasantville, International Academy of Atlantic City, which presently serves grades kindergarten through third. It is currently located in a vacated Catholic School at Decatur and Chestnut streets. The owner is Sabis Educational Systems, Inc.

3.3.1 Early Childhood Education Program and Facilities

Pleasantville, as an Abbott District, offers preschool education to all three-year-old residents. The school district has three early childhood education program sites, as well as an additional site for 33 children at 723 W. Adams Avenue run in conjunction with Gateway

Early Head Start. The Decatur Avenue Early Childhood Center is located at 115 West Decatur Avenue. It enrolls (all figures are from 2013-14 school year data) 240 three- and four-year-olds in a program based on “Tools of the Mind” Early Childhood Programming. The other two pre-K programs are at Leeds Avenue School and North Main Street School, both of which also house K-5 students.

Gateway Action Partnership is expecting to expand its program to include three additional classrooms to meet a rising need among the population for day care. One of the new classrooms will be designed for children from birth to three years.

3.3.2 Schools

Leeds Avenue Elementary School, located at 100 W. Leeds Avenue, was constructed in 1983, with major renovations in 1995. The school is three stories with approximately 80,800 square feet. In 2013-14, Leeds Avenue had an enrollment of 620 students, including 102 in the pre-kindergarten program and 110 in kindergarten with 57 full-time teachers. Leeds Avenue has had mold remediation performed on its second floor. The mold is attributed to the ventilation system loop. The 2011 energy audit for this building suggested a hot water setpoint change, which might aid in mold reduction.

North Main Street School (NMSS) is located at 215 North Main Street. Constructed in 1973, most of its occupied space is constructed below grade level to heighten the effect of the geothermal heat pump heating-cooling system. The building is approximately 47,000 square feet. There were 418 students enrolled in the seven grade levels at NMSS in 2013-14 with 42 teachers.

South Main Street School was constructed in 1970. It is located at 701 South Main Street. Major renovations were performed in 1991. The school is approximately 60,000 square feet. Enrollment at South Main Street was 559 with 48 teachers in 2013-14.

Washington Avenue Elementary School is located at 225 W. Washington Avenue. The building was constructed in 1966 and is approximately 53,500 square feet. Major renovations were performed in 1995. There were 400 students in the 2013-14 school year with 39 full time teachers.

The Pleasantville Middle School is located on Mill Road next to the high school, creating a school complex with adjacent athletic fields and parking. Located north of the Atlantic City Expressway, it is difficult to access from the southern part of the City by bicycle or foot. The middle school was constructed in 1998 and is approximately 146,000 square feet. The middle school enrolls 768 students in grades 6 through 8 with 83 full-time teachers.

The middle school and high school are partially powered by a 4-megawatt solar photovoltaic array on 23 acres. The array is owned and operated by South Jersey Industries, an energy services company.

Pleasantville High School was also constructed in 1998 on Mill Road and is about 185,000 square feet. There were 764 students in grades 9-12 in 2013-14 with 88 full-time teachers. The high school has an aquatic facility that serves the students and the greater community with multiple services, including:

- Open recreational swimming on Saturdays
- Lap swimming in the evening, scheduled twice a week
- Youth swim lessons
- Parent and toddler swim lessons
- Senior water aerobics
- Adult swim lessons

In addition, the Board of Education rents the pool facility to a regional USA Swimming-affiliated swim team.

3.4 Private and Non-Governmental Organization (NGO) Services

3.4.1 Women, Infant and Children (WIC)

Gateway Community Action Partnership operates a WIC center at 927 N. Main Street in the Heritage Square complex. WIC programs provide nutrition assessment and education, breastfeeding support and referral services. Programs also provide WIC vouchers for nutritious foods for pregnant and breastfeeding women, infants and children up to age 5.

This facility is located directly across from a bus stop. The agency estimates it serves close to 2,500 clients. It is open from 8.30 a.m. to 4.30 p.m. from Monday through Friday.

3.4.2 Nursing/Assisted Living Residences

Pleasantville has two private nursing homes/rehabilitation facilities within the City. Both are located in the southeastern part of the City.

- Mainland Manor, located at 925 Church Street, is a skilled nursing center offering long-term care, sub-acute care and rehabilitation.
- Our Lady's Multi-Care Center is located at 1100 Clematis Avenue. It is operated by the Center Management Group. It has 51 sub-acute beds and 163 long-term beds delivering nursing services to senior citizens with illness or disability. In addition, Our Lady's Residence offers short-term rehabilitation services.

The Diocese of Camden has an assisted living facility on South Main Street in Pleasantville. It offers small apartments with a dining facility and other amenities to aid independent senior living.

3.4.3 New Jersey Transit

The only public mass transportation provider in Pleasantville is NJ Transit, which maintains a bus shelter and pedestrian plaza at the intersection of South Main Street and West Jersey Avenue. Buses to Atlantic City are frequent and convenient for Pleasantville's workforce. Bus transportation to the rest of the county and South Jersey is more limited.

4. Community Facilities and Services Assessment

In this century, Pleasantville is being confronted with a rapidly changing population demographic as well as an increase in households living in poverty. At just this time, when struggling communities need extra help to provide services for their residents, state and federal funding has been trimmed. Pleasantville's biggest challenge in terms of providing adequate community facilities and services to the community is finding the funds to fulfill its vision of a high quality of life for residents.

In addition to the already-mentioned challenges facing Pleasantville, there is the additional burden of mitigation as storms and flooding add to coastal communities' responsibilities. Due mostly to Superstorm Sandy, Pleasantville has been the focus of multiple reports and studies with recommendations for preparation and mitigation in the face of potential future storms and flooding.

The City is working to integrate those recommendations into actions, but, faced with limited resources, can only accomplish essential steps to protect itself. This often leaves less pressing, but equally necessary, community services and facilities underfunded and/or not accomplished. A major challenge for Pleasantville is to ensure that it is providing not just essential community facilities and services, but, in addition, those that will provide its citizens with a quality of life that makes them want to be part of the community and contribute to its continued well-being.

On the positive side, Pleasantville, as a coastal community, has received funding and information that has increased its awareness of what needs to be accomplished to secure its healthy future. The City can use its Resiliency Plan and Strategic Recovery Planning Report, as well as additional reports that it has commissioned, to realistically plan the best avenue to protect the City and supply its citizens with the best community facilities and services it can afford.

There are myriad possibilities and areas in need of improvement with regard to community facilities and services in Pleasantville. Clearly the City is limited in what it can accomplish due to limited funding and other pressing obligations to provide its citizens with basic services. The City, then, should concentrate its limited resources on facilities and services that will most benefit its citizens and are also feasible to accomplish and maintain. This requires an analysis of its current and future funding as well as an assessment of how its population is evolving.

5. Recommendations and Funding Prospects

5.1 Capital Budget Planning

An analysis of the City's funding for community facilities with the creation of a dynamic and meaningful capital budget plan is the main recommendation for this Element and stems from recommendations in the Reexamination Plan as well as in most other planning studies that have been completed over the last several years. Residents count on their local government to provide and maintain the public facilities within their municipality. Economic prosperity and general population well-being are dependent on the local government's commitment to providing fundamental community structures. Because community facilities are intricately tied to the nature of the population, capital budget planning should be informed by consideration of how the City's population is changing.

The growth of the Hispanic population, as evidenced in early childhood and kindergarten school enrollments, indicates a younger component than the census statistics indicate. The school population increase raises the likelihood that there are a significant number of uncounted residents in the City. At the same time, the aging of the population, particularly in the over-60 cohorts, must be considered in terms of facilities planning. Combining census data with real-time assessment of changes should be part of the capital planning process.

Generally, there are five steps involved in successful capital budget planning at the local level. These could all be achieved by city staff with only an additional expenditure of staff time.

- Creation of inventory of capital assets
- Development of a financing plan
- Development of a first-year capital improvement plan (CIP)
- Development of a multi-year CIP
- Implementation of the plan

The City should hire (or use a state official as) an outside consultant to conduct department and resident surveys to ensure that capital planning is based on realistic improvements to community and economic life of the City. The capital plan must balance realistic assessment of the tax base, its assets and the possibilities for future funding from outside sources.

While a capital improvement plan can be created using staff time, there are also additional resources the City should explore to secure a plan that will transcend immediate concerns and encompass a long-range and realistic budget.

- The New Jersey Department of Community Affairs (DCA) offers local governments a free planning service for capital budgeting.
- For recreational community facilities, the Green Acres program has a Planning and Information Management Program that can be utilized.
- New Jersey has several private foundations, most notably the Wells Fargo Foundation, that are active in local planning and community revitalization. Grant applications are accepted throughout the year.

As the City prepares its capital budget plan, the following community facilities and services recommendations should have priority based on recommendations from other plans and current assessment of need.

5.2 New Community/Senior Center

The City should consider a Community Center south of the Atlantic City Expressway to provide services for residents in the southern neighborhoods. The northern side of the City has the very active Brighton Avenue Recreation Center, which serves multiple community purposes, but it is cut off from bicycle and pedestrian access by the Expressway. A community center could act as both a senior center and have programs for the general community. This approach would increase funding opportunities, benefit all ages in the community and ensure support across the community.

The 2015 Recreation and Open Plan Element of the Master Plan recommends several sites, some of which already have possible structures or adjacent recreation facilities. The success and use of the Brighton Avenue building indicate that there is a need within the community for a center where residents can gather for both active and passive activities. A community center that is flexible could serve a range of population cohorts and demographics, from senior activities to active recreation, such as the existing basketball league.

This project, whether the City decides on an existing structure or empty lot, will require a large capital investment. The City should explore multiple funding possibilities and be prepared to consider a long-term bond to secure a community center facility. Possible partial funding could come from diverse sources such as:

- The Atlantic County Department of Human Services is the local New Jersey administrator of federal Older American Act funding. As the local coordinator of senior services, this office should be the first resource in seeking assistance on creating a senior center. In some counties, county government has contributed up to 50 percent of the cost of establishing a local senior center.
- Green Acres will fund land acquisitions, particularly those that encourage sustainable goals that “improve the quality of life” in the community.
- The DCA’s Recreational Opportunities for Individuals with Disabilities (ROID) grants are for local governments to expand recreation and leisure services for persons with disabilities. Grants range from \$5000 to \$25,000 and require a 20 percent match. A multi-purpose use facility could take advantage of this program.
- Community Services Block Grants from the U.S. Department of Health and Human Services are administered by DCA and available to municipalities.

5.3 Upgrade Marina

The Lakes Bay waterfront in Pleasantville is a terrific city asset that should be attractive to private development. The City owns considerable frontage and access at Lakes Bay, but much of it is sensitive environmentally and any significant public facilities will require state approvals. The City already has boat slips and parking along the waterfront.

The Recreation and Open Space Element recommends leveraging these assets to provide a waterfront park, which could offer a range of activities to appeal to a wide spectrum of the population. The Recreation Plan mentions biking, fishing, birdwatching and sunbathing, as well as recreational boating. Pleasantville's location on the water is a natural benefit that should be exploited for its community-facility potential.

The City should integrate improvements at the marina with passive and active recreation improvements as outlined in the Recreation and Open Space Element. This will increase funding possibilities for amenities surrounding the marina. As a transportation-related resource and a waterfront resource, the marina and amenities are eligible for National Boating Infrastructure and Green Acres funding.

- The federal government through MAP-21 legislation supports transportation activities including planning, design and property acquisition as well as construction. Boating, biking, pedestrian boardwalks and the amenities to support them, including restrooms and parking, would be eligible.
- Green Acres funding should be available for almost all of these projects. The City would need to consult with the state as to the best use of limited resources for Green Acres funding in Pleasantville.
- The state has bikeways funding that could be used to open the marina to the greater community. As an urban aid municipality, Pleasantville has an advantage in applying for state funding.

5.4 Cross-town Access

The Atlantic City Expressway through Pleasantville operates as a large impediment to access between the northern and southern parts of the City. In particular, its presence isolates most pedestrian and bicycle traffic to one side or the other. This is particularly divisive in the area of the high school-middle school complex and the Brighton Avenue Recreation Center, all of which are clustered just north of the Expressway, isolated from the downtown area and the southern portion of the City. Those who live in the southern part of the town must use one of the three busy overpass roads to access the schools and the recreation area. This inhibits walking and biking, which are activities the City is eager to encourage.

Any long-range facilities planning should incorporate the construction of a pedestrian-bike bridge in the vicinity of the school complex and the Recreation Center to allow better access, particularly for children, to these existing community facilities. The construction of a pedestrian bridge would require outside funding as well as coordination with the Expressway authorities, but would be a substantial benefit in community cohesiveness.

In coordination with this project, the City should continue to upgrade its bikeway system as recommended in the Circulation Plan Element and the Recreation and Open Space Element. Overall improvements in connectivity (including those in conjunction with improvements at the Lakes Bay Waterfront area) as well as better lighting on the bike routes should be actively pursued.

This project would require long-term phasing, beginning with planning and design. The South Jersey Transportation Authority controls the Expressway (as well as the Atlantic City Airport). The Authority should be the first contact for the City in exploring a cross-highway pedestrian bridge. There is some possibility that the Authority would fund this improvement to its facility.

The proximity of the high school-middle school complex makes this a natural project for Safe Routes to School funding administered by the N.J. Department of Transportation Infrastructure Grant Program.

5.5 Low-Cost Community Facility/Service Improvements

Probably the most important community facility service Pleasantville can offer its citizens is its Emergency Management Office. This state-mandated position is tasked with implementing the City's Emergency Operations Plan. As awareness of disaster mitigation and preparedness has increased, municipalities are increasingly realizing that the best emergency response is preparedness before the disaster.

Almost every post-Superstorm Sandy report recommends better coordination of response and expansion of mitigation efforts. In addition to infrastructure improvements and other mitigation measures recommended in planning studies, an important City service is outreach to increase citizen awareness and preparedness. The City should expand emergency management to ensure that mitigation and preparedness are incorporated into all necessary City documents and activities, including ordinance changes, capital budget planning, permitting, economic development plans, education and park planning.

Minimum steps should be:

- Develop a Continuity of Operations Plan for any disaster;
- Establish a centralized Information Office for the public to get information, particularly with regard to evacuation;
- Keep a special-needs resident inventory updated; and
- Centralize all plans to ensure they are available to staff at times of emergency.
- The City should also actively seek regional cooperation for emergency management operations. The county has already set the stage with its countywide Hazard Mitigation Study, which could be the basis of outreach to other municipalities. This is a low-cost, no-loss step that could be immediately explored.

- The City should foster partnerships with the Board of Education since together they manage most of the community facilities in the City. The Master Plan Reexamination recommends that the City work with the Board on the maintenance and upgrading of the school physical plants. The potential for re-use of school facilities for community facilities should be mutually explored.
- The downtown Transit Center is an active site within the City that should be better developed as a community asset. Without a great expenditure, this area could be improved with better signage, plantings, and, with funding, rest facilities for passengers. Too often, bus passengers are not afforded the same consideration that train and plane stations offer.
- The city should ensure that all staff in all departments are aware of and implementing the recommendations from the 2011 Energy Audits. Savings from decreased energy use could be used to improve city facilities and services, but staff must be aware of the possibilities and have support to implement the recommendations. In City Hall alone, there are multiple, small steps that will improve energy resiliency, upgrade the facility and save money over time. Examples include:
 - Chemically clean the condenser and evaporator coils periodically to optimize efficiency. Poorly maintained heat-transfer surfaces can reduce efficiency 5-10 percent.
 - Maintain all weather stripping on windows and doors.
 - Clean all light fixtures to maximize light output.
 - Provide more frequent air filter changes to decrease overall system power usage.
 - Turn off computers when not in use. Ensure computers are not running in screen saver mode, which saves the monitor screen, not energy.
 - Ensure outside air dampers are functioning properly and only open during occupancy.
- The City should consider releasing a Request for Proposal to complete an Energy Savings Improvement Plan (ESIP) to upgrade lighting and heating/cooling systems in all public buildings. The ESIP program provides for certified vendors to upgrade energy systems paid for strictly by energy savings. The School District and Housing Authority can also benefit from this program. Conversion of street lighting to energy-efficient LED technology can also be achieved via a ESIP.
- The City is convenient to two of the seven public New Jersey CNG (compressed natural gas) stations. There is one on Delilah Road in Egg Harbor Township and one on Albany Avenue in Atlantic City. The City should perform a benefit-cost analysis of the possibility of converting all or part of its vehicle fleet to accept compressed gas.
- The Master Plan Reexamination recommends ongoing improvements to sidewalks and streets to increase the City's livability. Enhancements such as additional street

trees along public streets, trash receptacles in pedestrian walking areas and street furniture will make the City a more welcoming and pleasant environment for its citizens while increasing sustainability.

- The Pleasantville Housing Authority's Community Development Corporation may be eligible to receive funds through the Neighborhood Revitalization Tax Credit program, which combines housing and economic development funds with supportive services funds (60-40 percent split). The program is designed to foster revitalization of distressed neighborhoods. It is administered through the DCA.

The Housing Authority and the City should examine ways they can collaborate to leverage funds and/or services to improve community facilities. There are low-cost in-house measures and the availability of grants for collaboration in neighborhood planning. HUD's Choice Neighborhoods Planning Grants foster partnership between the municipality and Housing Authority in the creation of plans for comprehensive neighborhood revitalization based on housing, people and neighborhoods. The so-called "Transformation Plans" can be translated into HUD implementation funding for neighborhood redevelopment.

The recommendations in this Element are, on the whole, feasible steps for the City to explore in terms of community facilities and services. Many of the recommendations call for increased collaboration among City entities such as City Hall-PHA partnership or City-Board of Education facilities planning. While intra-City cooperation will improve facilities and services locally, the City should continue to work with the county and surrounding municipalities to explore shared services. The density of the coastal mainland municipalities should facilitate the sharing of equipment, facilities and services, particularly high capital cost items. Encouraging a team approach to services is especially important in light of the increased risk of coastal disasters, which will require a regional response.

Pleasantville has been very successful procuring grants and other funding to pursue its goals to date, but the regional economy and ongoing contraction in state and federal government will require increasingly creative funding for improvements, especially those requiring capital expenditures.

STORMWATER MANAGEMENT SUB-PLAN ELEMENT

1. Introduction

As part of its Master Plan Reexamination recommendations, Pleasantville has prepared a Utility Service Plan Element for its Master Plan. Due to the importance of stormwater planning in this coastal city, this Stormwater Management section of that Element has been prepared separately as a sub-plan of that Element in accord with N.J.A.C. 40:55D28-c. This Element will serve as the basis for an updated Stormwater Management Plan under New Jersey Department of Environmental Protection (NJDEP) rules (per N.J.A.C. 7:8 *et seq.*).

The United States Environmental Protection Agency (EPA) identifies stormwater management as the primary cause of pollution in the country in this century (<http://www.anjec.org/pdfs/Stormwater2011.pdf>). Drainage of stormwater is particularly essential in an urbanized littoral environment like Pleasantville, both because of the danger to the public of flooding and also due to damage to sensitive wetlands from the pollutants carried by surface water across impervious surfaces.

This Stormwater Management Sub-plan of the Utility Service Plan Element will:

- Review the basics of stormwater management required for an approved Municipal Stormwater Management Plan (MSWMP);
- Assess the current status of flood control in Pleasantville;
- Describe any existing or foreseeable insufficiencies in drainage control that require attention in the MSWMP; and
- Make recommendations to meet present and future stormwater management requirements and suggest funding possibilities for enhancements.

2. Stormwater Management

Stormwater is precipitation that hits the earth as part of the natural water cycle. Under natural conditions, 50 percent of rainwater directly infiltrates into the soil and is carried to replenish groundwater and aquifers. Another 40 percent of fallen precipitation is taken up by plants or evapotranspiration. And, under natural conditions, just 10 percent of rainfall is carried across the land surface.

As impervious cover increases, these ratios change dramatically. In urbanized places such as Pleasantville, over 50 percent of rainfall runs across the ground or rooftops, collecting pollutants, as it seeks the lowest point in the watershed. In Pleasantville, the lowest point is wetlands and open coastal waters. Only 15 percent of precipitation actually infiltrates into the soil, thus limiting groundwater and aquifer recharge. Basically, urbanization changes the

flow of water within the watershed. It changes how and where the water flows and what the water carries, impacting surface waters and ground water.

The pollutants collected by stormwater running across urbanized areas include deceptively innocent factors such as sand sediment and debris. Excessive sediment flowing into wetlands can smother aquatic plants and fauna. Debris or litter, such as trash, tires and plastics, not only can harm aquatic life but detract from the recreational value of coastal land.

More ominous pollutants potentially carried by excessive stormwater flowing across urban areas are pathogens and toxic contaminants such as motor oils, pesticides and household cleaners. A subtler threat of uncontained stormwater is the stressful impact of temperature change on wetlands with the introduction of higher water temperatures from surface runoff. Over time, this can open environments to habitat change and loss of native species.

Stormwater management plans are designed to control the runoff from a range of rain events and provide measures that will mitigate flooding. Stormwater management, then, is necessary not just to protect water quality but to protect the public from flooding. A MSWMP documents the strategy of a specific municipality to address stormwater-related impacts. MSWMPs provide the structure and process for addressing stormwater management in the municipality.

3. Goals and Objectives

3.1 Location and Circumstances

As noted in the Utility Service Plan Element, Pleasantville is an urbanized area set in a coastal environment. Because the City is low-lying, it is subject, particularly on its eastern side, to increasingly high tidal flooding. The concurrence of high tides and major storms can overwhelm the City's drainage capabilities. Even if Pleasantville's drainage infrastructure was not aging, which it is, ongoing rise in sea level and increasingly punitive coastal storms would necessitate flooding-mitigation measures and new planning for drainage.

The aging of the drainage facilities combined with progressively intensive flooding from coastal storms requires an action plan for Pleasantville that will obviate immediate damages to the City while formulating a long-range and comprehensive stormwater plan to protect the City over time.

3.2 Pleasantville's Vision

Pleasantville has formulated a vision to carry the City forward into the 21st century. Two components of the vision are particularly relevant to stormwater management:

- The City seeks to ensure that all its services keep up with technology and practices as it maintains the highest quality service possible.

- Simultaneously, the City is committed to balancing its progress with an understanding of a need to protect the environment and its natural resources.

Pleasantville's vision reflects the recommendations of numerous coastal studies to utilize new and green technologies in facing the challenges of protecting infrastructure as our climate changes.

3.3 Relationship of Sub-Plan to Master Plan

The Utility Service Plan Element lists six goals from the Master Plan Reexamination that relate to utility infrastructure. Three of them are relevant to the formulation of a Stormwater Management Plan:

- Utilize Urban Enterprise Zone funds to underwrite infrastructure improvements required for economic development projects;
- Assess the ongoing risk and vulnerability from tidal flooding;
- Evaluate upgrades to the storm drainage system.

These are basic goals that require development and augmentation with new City policies and an action plan. It is clear from the range of reports on the needs of the City that the primary recommendation of capital budget planning must include money for planning, design and implementation of 21st century technology for stormwater management and the City's drainage system.

3.4 Relationship of Sub-Plan to Other Planning Efforts

3.4.1 County Master Plan (2000)

The County Master Plan has several planning goals that relate to municipal stormwater planning. All are in conformance with Pleasantville's goals and objectives.

- Ensure quality growth and development by planning and developing county infrastructure to complement land-use goals established by state and local plans.
- Preserve and enhance the quality of the natural resources of the county.
- Preserve selected critical natural areas supporting endangered species and wildlife habitat.

3.4.2 Past Studies

Pleasantville itself and much of the New Jersey coast has been the subject of studies and reports on sea level change with abundant recommendations for employing new tactics to counter and absorb the influx of water.

Beyond immediate measures that Pleasantville has taken in the past, such as installing new culverts and additional outfalls for stormwater drainage, studies conducted after

Superstorm Sandy recommend achieving sustainability by utilizing a planning method that emphasizes green technology Best Management Practices (BMP) as well as buyouts of frequently flooded properties with, optimally, the goal of a reduction in impervious cover.

3.4.3 Use of Green Infrastructure in Stormwater Management

The NJDEP has established the use of green infrastructure as one of the key practices necessary to promote sound stormwater management. In a coastal environment like Pleasantville's, high rain volume combined with high tides results in recurrent localized flooding which is predicted to worsen with storm frequency and sea level rise. Green infrastructure is designed to retain and/or infiltrate the crucial first inch of rainfall in order to ease the burden on the storm sewer system. This improves existing hard infrastructure sustainability by reducing peak stormwater flows through the system. Just as importantly, it is crucial in preventing overflows from the system, which pollute coastal waters and flood neighborhoods.

Green infrastructure success requires planning ahead to incorporate certain design standards and methodology by retrofitting existing areas and requiring its consideration in all new development. A plan for green infrastructure should analyze the existing hard stormwater system and identify problem areas that are suitable for green infrastructure retrofit. The ability of a problem area's soil/subgrade to store and infiltrate runoff will determine the type of green infrastructure to construct. Raingardens, bioswales, stormwater natural trenches (grass swales) and selective areas of pervious pavement can be utilized. In problem flooding areas with poor ground storage and infiltration, additional techniques such as subsurface storage systems (cisterns and stone trenches) should be considered.

Green infrastructure is designed to mimic as closely as possible what the earth is designed to do with excessive water. By incorporating natural (or as close to natural as possible) techniques, Pleasantville can avoid hard structural solutions such as additional concrete storm sewers. These are expensive and they disrupt the natural water cycle, which is designed to replenish groundwater and aquifers.

4. Existing Conditions

4.1 Drainage System

Pleasantville is in Watershed Management Area 15, the Great Egg Harbor Area, which is part of the larger Atlantic Water Region. As part of the Great Egg Harbor Watershed, Pleasantville encompasses three smaller watersheds: Absecon Creek, Great Egg Harbor Bay and Reeds/Absecon Bays.

Pleasantville's total land area is about 5,230 acres. Of this, 56.7 percent is urbanized impervious cover, 37.4 percent is wetlands and the remainder is forested or barren land. The soils in the upland parts of the City drain well. Drainage capability deteriorates gradually to poorly draining hydric soils at the coast. The slope and drainage capability

result in most City flooding within the eastern portion of the City. This is exacerbated by development throughout the City, which hastens surface runoff from the higher elevations to the less well-drained lowlands.

The City maintains and cleans the storm drains and catch basins, drain pipes and outfalls within its borders. This task is hampered by the age of the system, which is subject to storm drain obstructions and underground piping failure. There was one new component to the City's drainage system constructed in 2006-07 as part of the Hope VI Redevelopment projects, which created a new drainage channel and alleviated regular flooding in the northern part of the City.

The county roads of Main, Delilah, Washington, Franklin and Old Tilton, as well as state Routes 9 and 40 and the Expressway, all have their own drainage systems maintained by the county, state and Expressway Authority respectively. These entities should be engaged for discussion of any new stormwater and drainage facility management plans in the City.

4.2 Problem Areas in the City

Pleasantville identified several stormwater problem areas within the City in the 2015 Atlantic County All-Hazard Mitigation Plan. These should be high-priority target areas for implementing Best Management Mitigation Practices as recommended by the state, including first consideration of retrofitting using green technology. The problem areas are:

- Edgewater Avenue (under repair contract)
- Route 9 and Park Avenue
- California Avenue and Main Street
- Mulberry Avenue between Franklin Avenue and Main Street
- Leeds Avenue between Route 9 and Main Street
- Decatur and Franklin avenues
- Bayview and Edgeley avenues

They are mapped below.



**City of Pleasantville
Drainage Problem Areas**

4.3 Stormwater Regulations in Pleasantville

The current Stormwater Management Ordinance states as its purpose:

It is hereby determined that the lakes and waterways within the City of Pleasantville of Atlantic County are subject to flooding; that development tends to accentuate such flooding by increasing stormwater runoff, due to alteration of the hydrologic response of the watershed in changing from the undeveloped to the developed condition; that such increased flooding produced by development of real property contributes increased quantities of waterborne pollutants and tends to increase channel erosion; that such increased flooding, increased erosion and increased pollution constitutes deterioration of the water resources of the City of Pleasantville, the county and the state; and that such increase in flooding, increased erosion and increased pollution can be controlled to some extent by the regulation of stormwater runoff from such development. It is determined that it is in the public interest to regulate the development of real property and to establish standards to regulate the additional discharge of stormwater runoff from such developments as provided in this article.

Its goals and objectives are stated as:

In order to protect, maintain and enhance both the immediate and long-term health and general welfare of its citizens, Pleasantville established the following goals and objectives for stormwater control:

- A. To ensure that stormwater runoff after development of a site will approximate the same rate of flow and timing of stormwater runoff that would have occurred under predevelopment conditions.
- B. To maintain the adequacy of existing and proposed culverts and bridges, dams and other conveyance structures.
- C. To minimize, to the greatest extent possible, the transport of pollutants to receiving waters necessary for the preservation of the chemical, physical and biological integrity of those waters.
- D. To minimize erosion and sedimentation from any development or construction project.

The current ordinance is not in compliance with the requirements and regulations of the NJDEP with regard to stormwater management controls and methods.

5. Action Plan

5.1 Recommendations

The NJDEP encourages municipalities to employ green infrastructure as a first resource when planning stormwater and drainage facilities. The NJDEP defines green infrastructure as:

Green infrastructure refers to methods of stormwater management that reduce wet weather/stormwater volume, flow, or changes the characteristics of the flow into combined or separate sanitary or storm sewers, or surface waters, by allowing the stormwater to infiltrate, to be treated by vegetation or by soils; or to be stored for reuse. Green infrastructure (GI) methods are management practices that address stormwater runoff through soils, or reuse. GI practices include, but are not limited to, pervious paving, bioretention basins, vegetated swales, and cisterns. The use of green infrastructure encourages the idea that stormwater is a resource that can be reused, instead of being treated as a nuisance that needs to be removed as quickly as possible.

Pleasantville should initiate a new MSWMP as a basis for a NJDEP-compliant Stormwater ordinance that emphasizes green technology BMP. The MSWMP, at a minimum should:

- Identify and plan for protection of natural stormwater areas;
- Identify and map each watershed area of the City's waterways, its land use, topography and soils;
- Assess a baseline for and monitor each waterway's hydrology and hydraulics to determine its natural capacity for flow;
- Identify stormwater problems, suggest green technology and structural retrofits and prioritize them as action items;
- Map existing stormwater management infrastructure;
- Create a maintenance schedule for municipally owned stormwater infrastructure;
- Suggest a plan for citizen education on non-point source pollution.

This plan should be accompanied by and be the basis for an NJDEP-compliant ordinance that:

1. Calls for "no net change" in volume and quality of stormwater offsite for all major development;
2. Uses non-structural BMP principles (green infrastructure) to control stormwater, such as:
 - Mimic natural stormwater behavior
 - Minimize site disturbance by retaining natural features and minimizing grading changes;
 - Minimize impervious surface;

- Break up areas of necessary impervious surface to increase opportunity for infiltration;
- Use structural stormwater management facilities only after exploring non-structural and natural possibilities.

The post-Superstorm Sandy reports made a series of recommendations related to improving stormwater facilities. Many of the recommendations arise out of and/or can be integrated into the Federal Emergency Management Agency (FEMA) Community Rating System (CRS) so that Pleasantville can improve discounts for property owners with flood insurance. Currently, Pleasantville has a rating of 7, which provides a 15 percent discount on flood insurance premiums offered to property owners. Each rating step achieved within the CRS system results in a 5 percent decrease in flood insurance premiums up to 45 percent off.

Presently only a small portion of property owners in Pleasantville are within the Special Flood Hazard Area, which requires flood insurance for mortgaged properties. Most of Pleasantville is mapped by FEMA as “shaded and unshaded X,” which are transition areas where flood insurance is optional but highly recommended. Nevertheless, implementing the FEMA recommendations for improving a community’s CRS status makes the entire City more resilient while offering actual savings to property owners who desire flood insurance.

The following list consolidates past studies’ stormwater-related recommendations to improve Pleasantville’s resiliency to flooding.

- Institute mitigation planning for repetitive-loss properties.
 - Keep and update a repetitive-loss inventory and map so that a mitigation plan can be formulated.
 - Wherever possible return repetitive-loss properties to pre-development state through acquisition.
 - Add regulations to City Code prohibiting the construction of occupied structures seaward of the mean high water line or on piers or platforms except for essential structures for “functionally dependent uses” such as marinas or boatyards.
- Institute a program of storm drain clearance.
 - Create a schedule for regular maintenance.
 - Incorporate public assistance in identifying chronically clogged drains.
 - Keep a log of storm drain clearing to identify areas requiring mitigation.
- Coordinate infrastructure programs to ensure use of BMP, particularly green technology, in all new and redevelopment projects as well upgrades.
 - Encourage the implementation of BMP such as grassed swales, riparian buffers and infiltration trenches where appropriate to reduce stormwater runoff during large flooding events.
 - Update Stormwater Ordinance.

- Synchronize Floodplain and Stormwater ordinances (as well as other relevant ordinances).
- Identify sea level rise in all City plans and institute planning to mitigate it.
- Institute flood-safety outreach.
 - Develop regulations requiring removal or securing of boats, floating docks, gangways, etc. from nearby waterways within a specified period from the issuance of an order from Emergency Management personnel.
 - Establish penalties for owners of floating objects removed by the City due to compliance issues in order to prevent property damage during storm events.
 - Institute, advertise and offer incentives for attending a community program of flood information sessions.
- Establish a City policy of thinking and acting regionally in planning for stormwater resiliency.
 - Reach out to county and neighboring communities to coordinate projects.
 - Require all projects to consider regional impacts on storm waters and flooding.
- Document wetlands erosion, impairment and destruction as part of a comprehensive mitigation plan. This is an effort that will require cooperation among the other back-bay communities to be effective. Applications for funding should be organized regionally, as both the federal and state level give much higher priority to regionally cooperative projects. Money should be sought for a combination of living shoreline (where the footprint of humans is least likely) to structural solutions (bulkheads) that will allow selected areas of the wetlands to be enjoyed as part of a passive recreation component.

5.2 Funding Prospects

Many of these overlapping recommendations are feasibly achievable without a large capital investment. Most are eligible for post-Sandy grant money since most are storm- and sea-level-rise related. The City is familiar with and has taken all the preliminary steps to be eligible for the array of Post-Sandy Planning Assistance Grant money. Like post-Sandy money, most other grant and loan programs are administered at the state level, with the exception of EPA's Urban Waters Program.

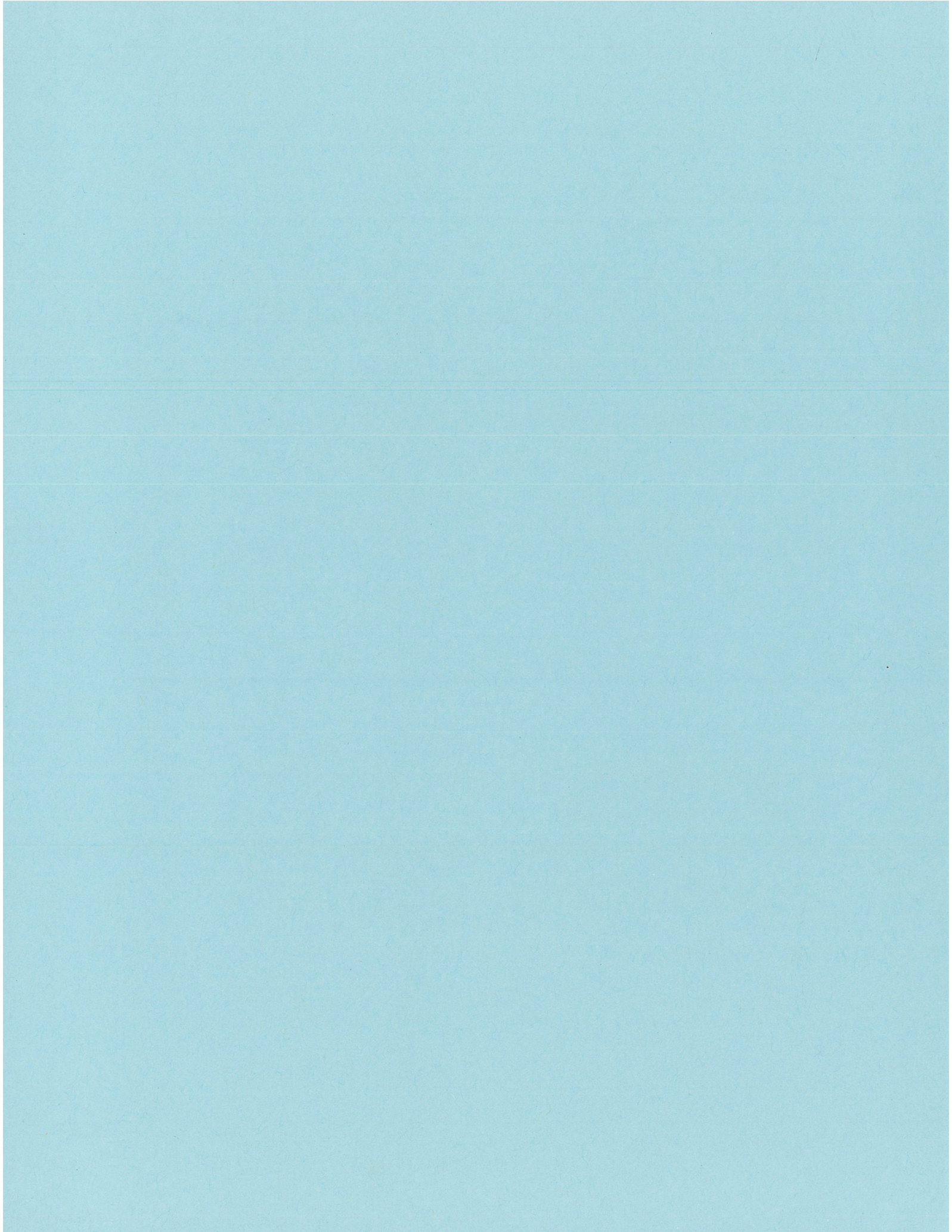
- Urban Waters Small Grants Program – This EPA program is designed to help those in underserved communities restore their urban waters in ways that benefit community and economic revitalization. Local governments are eligible. Grants are awarded every two years and range from \$30,000 to \$60,000.

This grant is ideal for increasing awareness of stormwater and flooding in the community by funding access to the wetlands and educational programs for green technology.

- The NJDEP, through its Municipal Finance and Construction Element Division and with the New Jersey Environmental Infrastructure Trust Fund, administers the Environmental Infrastructure Financing Program. This is a revolving loan program with zero percent financing for up to half the project cost, with a market-rate loan for the remainder. The NJDEP has a project priority list that establishes eligibility of projects. After Sandy, the priority system was altered to include communities impacted by Sandy.

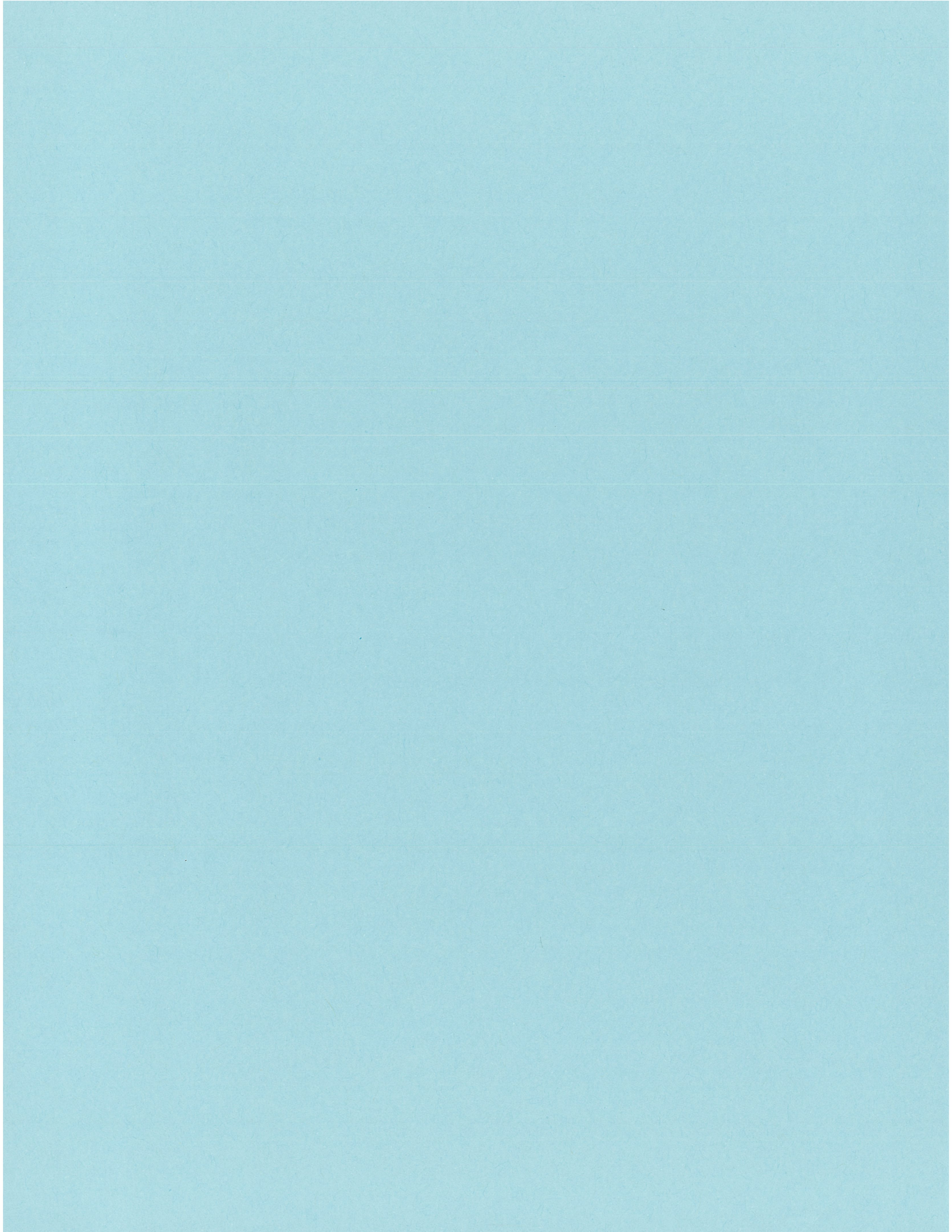
Types of stormwater projects included are repair of existing municipally owned systems and green technology practices that maintain and restore natural hydrology by infiltrating, evapotranspiring and harvesting stormwater. Green infrastructure projects include rain gardens, pervious paving and subsurface gravel wetlands.

- The Federal Clean Water Act funds non-point source pollution grants that focus on implementation of Comprehensive Water Resource Management. These include water resources education and green infrastructure implementation. Notice for funding (as a 319h program) is published yearly in the New Jersey Register. The Register delineates eligible type of projects, deadlines and guidelines for applying.
- The NJDEP's Office of Flood Hazard Risk Reduction Measures administers Community Development Block Grant Disaster Recovery program grants. These projects must be "shovel ready" for either flood risk reduction infrastructure or stormwater management.



APPENDIX 1

ESRI Demographic and Income Comparison Profile



**CONNECTING PLEASANTVILLE
DEMOGRAPHIC SNAPSHOT, ACS 2013
CRBR, JULY 2015**

Subject		Atlantic County	Absecon City	EHT	Northfield	Pleasantville city	Ventnor City
HOUSEHOLDS BY TYPE							
Total households		101,091	3,118	14,873	3,165	6,768	4,507
Family households (families)		67.0%	72.0%	73.9%	71.3%	66.3%	54.0%
Nonfamily households		33.0%	28.0%	26.1%	28.7%	33.7%	46.0%
Householder living alone		27.9%	21.3%	22.4%	25.1%	28.8%	36.8%
Average household size		(X)	(X)	(X)	(X)	(X)	(X)
Average family size		(X)	(X)	(X)	(X)	(X)	(X)
MARITAL STATUS							
Males 15 years and over		107,043	3,353	16,291	3,329	7,169	4,542
Never married		36.9%	31.6%	30.4%	29.9%	46.5%	30.5%
Females 15 years and over		116,440	3,531	17,656	3,580	8,603	4,805
Never married		31.9%	20.2%	26.8%	24.7%	41.6%	24.5%
SCHOOL ENROLLMENT							
Population 3 years and over enrolled in school		68,714	1,954	11,665	2,315	5,211	1,864
Nursery school, preschool		6.4%	3.0%	5.3%	7.6%	10.0%	2.8%
Kindergarten		4.3%	3.0%	3.3%	3.3%	6.9%	6.6%
College or graduate school		26.8%	27.9%	21.3%	16.0%	17.6%	27.8%
EDUCATIONAL ATTAINMENT							
Percent high school graduate or higher		84.4%	88.0%	89.3%	91.4%	70.5%	87.3%
Percent bachelor's degree or higher		24.2%	26.8%	29.2%	31.8%	11.2%	30.4%
WORLD REGION OF BIRTH OF FOREIGN BORN							
Latin America		43.8%	13.4%	29.0%	34.9%	87.2%	47.7%
LANGUAGE SPOKEN AT HOME							

Spanish	14.7%	6.3%	12.1%	8.2%	37.6%	17.4%
Speak English less than "very well"	6.3%	3.1%	3.0%	3.8%	18.7%	7.7%

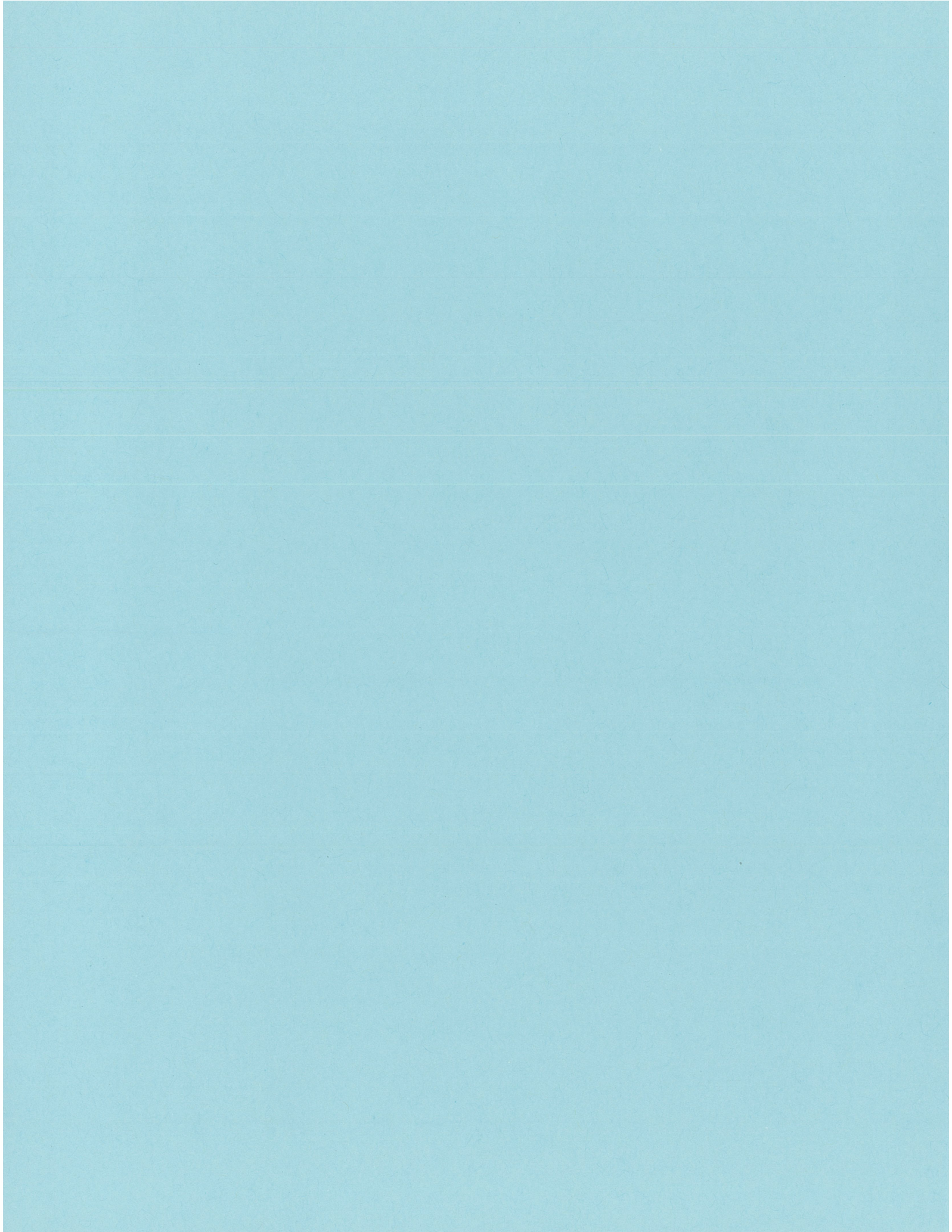
Subject	Atlantic County	Absecon City	EHT	Northfield	Pleasantville city	Ventnor City
EMPLOYMENT STATUS						
Civilian labor force	146,641	4,846	24,277	4,559	10,703	5,712
Percent Unemployed	13.1%	11.5%	12.6%	9.0%	17.8%	14.0%
COMMUTING TO WORK						
Workers 16 years and over	123,800	4,259	20,803	4,081	8,557	4,838
Car, truck, or van -- drove alone	75.9%	84.3%	85.8%	89.2%	67.6%	71.7%
Car, truck, or van -- carpooled	8.1%	5.9%	7.1%	6.6%	13.6%	5.3%
Public transportation (excluding taxicab)	7.5%	3.7%	2.2%	0.8%	14.4%	15.4%
OCCUPATION						
Civilian employed population 16 years and over	127,482	4,289	21,208	4,147	8,801	4,911
Management, business, science, and arts occupations	29.1%	36.1%	32.7%	35.8%	11.7%	30.1%
Service occupations	30.9%	26.3%	28.0%	27.4%	51.2%	33.6%
INDUSTRY						
Civilian employed population 16 years and over	127,482	4,289	21,208	4,147	8,801	4,911
Retail trade	10.6%	10.8%	12.0%	7.1%	9.6%	10.2%
Professional, scientific, and management, and administrative and waste management services	8.3%	12.5%	8.5%	11.4%	3.9%	6.7%
Arts, entertainment, and recreation, and accommodation and food services	27.8%	27.1%	24.8%	26.7%	45.0%	36.8%
CLASS OF WORKER						
Self-employed in own not incorporated business workers	4.6%	6.2%	5.4%	4.8%	3.2%	4.3%

INCOME AND BENEFITS (IN 2013 INFLATION-ADJUSTED DOLLARS)									
Median household income (dollars)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)	(X)
With Food Stamp/SNAP benefits in the past 12 months	11.6%	3.7%	6.1%	5.8%	21.5%	16.2%			
HEALTH INSURANCE COVERAGE									
No health insurance coverage	13.6%	12.3%	11.3%	7.1%	19.3%	17.6%			
PERCENTAGE BELOW POVERTY LEVEL									
All families	11.5%	3.7%	6.6%	7.3%	22.9%	10.4%			
All people	14.4%	8.2%	8.0%	8.0%	24.6%	13.9%			
Under 18 years	21.1%	7.5%	10.1%	9.6%	40.1%	18.0%			

Subject	Atlantic County	Absecon City	EHT	Northfield	Pleasantville city	Ventnor City
HOUSING OCCUPANCY						
Total housing units	126,929	3,318	16,154	3,331	7,605	7,876
Occupied housing units	79.6%	94.0%	92.1%	95.0%	89.0%	57.2%
Vacant housing units	20.4%	6.0%	7.9%	5.0%	11.0%	42.8%
UNITS IN STRUCTURE						
Total housing units	126,929	3,318	16,154	3,331	7,605	7,876
1-unit, detached	57.3%	75.5%	75.8%	92.2%	54.3%	48.1%
10 to 19 units	4.7%	1.4%	1.9%	1.1%	9.6%	2.1%
HOUSING TENURE						
Occupied housing units	101,091	3,118	14,873	3,165	6,768	4,507
Owner-occupied	68.2%	83.3%	86.8%	90.4%	53.9%	62.6%
Renter-occupied	31.8%	16.7%	13.2%	9.6%	46.1%	37.4%
VALUE						
Median (dollars)	(X)	(X)	(X)	(X)	(X)	(X)
MORTGAGE STATUS						
Housing units with a mortgage	68.9%	75.5%	71.0%	64.8%	79.8%	51.9%
SELECTED MONTHLY OWNER COSTS (SMOC)						
Housing units with a mortgage	47,449	1,961	9,171	1,854	2,910	1,464
Median (dollars)	(X)	(X)	(X)	(X)	(X)	(X)
GROSS RENT						
Occupied units paying rent	30,809	494	1,796	305	3,014	1,591
Median (dollars)	(X)	(X)	(X)	(X)	(X)	(X)

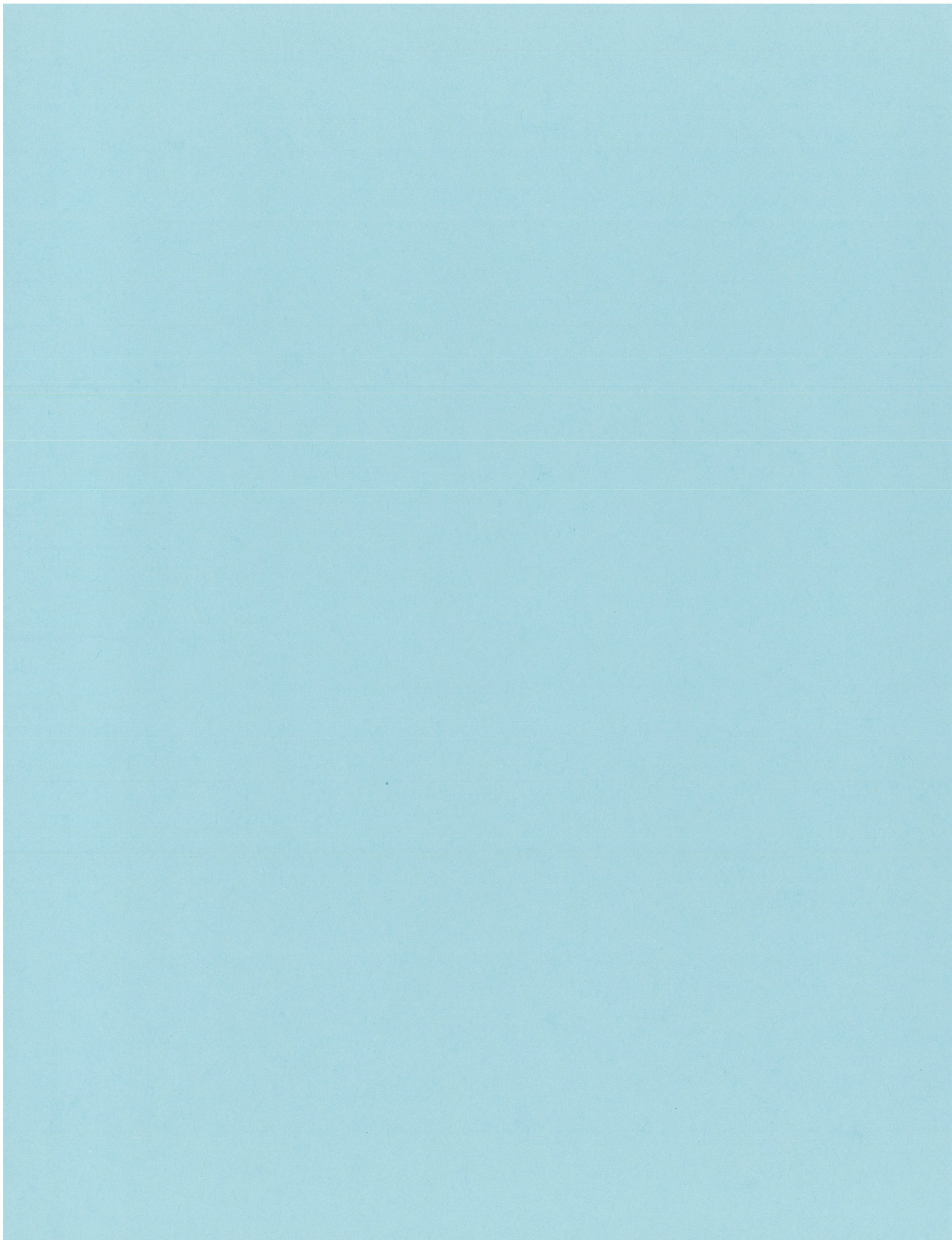
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME (GRAPI)						
Occupied units paying rent (excluding units where GRAPI cannot be computed)	30,066	494	1,796	305	2,865	1,577
30.0 to 34.9 percent	10.3%	8.9%	9.3%	10.8%	13.0%	10.4%
35.0 percent or more	49.6%	46.0%	48.0%	46.6%	55.1%	54.7%

Subject	Atlantic County	Absecon City	EHT	Northfield	Pleasantville city	Ventnor City
SEX AND AGE						
Total population	274,960	8,394	43,403	8,608	20,391	10,681
Male	48.5%	50.2%	48.9%	48.3%	46.3%	49.9%
Female	51.5%	49.8%	51.1%	51.7%	53.7%	50.1%
Median age (years)	(X)	(X)	(X)	(X)	(X)	(X)
RACE						
Total population	274,960	8,394	43,403	8,608	20,391	10,681
White	67.0%	76.7%	68.3%	88.4%	37.2%	78.9%
Black or African American	16.0%	7.4%	8.4%	1.1%	42.8%	3.7%
Asian	7.8%	7.9%	10.7%	6.5%	2.7%	10.7%
Hispanic or Latino (of any race)	17.3%	10.1%	15.3%	10.7%	38.4%	15.4%
Mexican	2.8%	0.3%	1.8%	2.5%	5.5%	0.5%
Puerto Rican	7.4%	5.7%	8.3%	1.6%	15.0%	2.4%



APPENDIX 2

Tapestry Segment Definitions





LifeMode Group: Middle Ground
Front Porches

8E

Households: 1,910,000
Average Household Size: 2.55
Median Age: 34.2
Median Household Income: \$39,000

WHO ARE WE?

Front Porches blends household types, with more young families with children or single households than average. This group is also more diverse than the US. Half of householders are renters, and many of the homes are older town homes or duplexes. Friends and family are central to Front Porches residents and help to influence household buying decisions. Residents enjoy their automobiles and like cars that are fun to drive. Income and net worth are well below the US average, and many families have taken out loans to make ends meet.

OUR NEIGHBORHOOD

- Nearly one in five homes is a duplex, triplex, or quad; half are older single-family dwellings.
- Just over half the homes are occupied by renters.
- Older, established neighborhoods; three quarters of all homes were built before 1980.
- Single-parent families or singles living alone make up almost half of the households.

SOCIOECONOMIC TRAITS

- Composed of a blue-collar work force with a strong labor force participation rate, but unemployment is high at 11%.
- Price is more important than brand names or style to these consumers.
- With limited incomes, these are not adventurous shoppers.
- They would rather cook a meal at home than dine out.
- They seek adventure and strive to have fun.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by CAC MBI.



LifeMode Group: Next Wave

Fresh Ambitions

13D

Households: 775,000

Average Household Size: 3.13

Median Age: 28.0

Median Household Income: \$26,000

WHO ARE WE?

These young families, many of whom are recent immigrants, focus their life and work around their children. *Fresh Ambitions* residents are not highly educated, but many have overcome the language barrier and earned a high school diploma. They work overtime in service, in skilled and unskilled occupations, and spend what little they can save on their children. Multigenerational families and close ties to their culture support many families living in poverty; income is often supplemented with public assistance and Social Security. Residents spend more than one-third of their income on rent, though they can only afford to live in older row houses or multiunit buildings. They budget wisely not only to make ends meet but also to save for a trip back home.



TAPESTRY
SEGMENTATION
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OUR NEIGHBORHOOD

- Resides in mostly row houses or 2-4 unit buildings; many were built before 1950, located in major urban cities.
- They predominantly rent; average gross rent is a little below the US average.
- Most households have at least one vehicle, and commuters drive alone to work. Walking to work or taking public transportation is common too.
- Half of the households have children of all ages and are comprised of more single-parent than married-couple families. There are more than three persons per household; the proportion of multigenerational families is twice that of the US.

SOCIOECONOMIC TRAITS

- One in four is foreign-born, supporting a large family on little income. *Fresh Ambitions* residents live on the edge of poverty but are an ambitious community. They will take on overtime work when they can.
- Unemployment is high for these recent immigrants.
- One in three has overcome the language barrier and earned a high school diploma.
- Price-conscious consumers, they budget for fashion, not branding. However, parents are happy to spoil their brand savvy children.
- These residents maintain close ties to their culture; they save money to visit family, but seek out discount fares over convenience.

Note: This index represents the ratio of this segment rate to the US rate multiplied by 100. Consumer preferences are interpolated from data by GFK MRI.



LifeMode Group: Ethnic Enclaves

American Dreamers

7C

Households: 1,747,000

Average Household Size: 3.16

Median Age: 31.8

Median Household Income: \$48,000

WHO ARE WE?

Located throughout the South and West, most *American Dreamers* residents own their own homes, primarily single-family housing—farther out of the city, where housing is more affordable. Median household income is slightly below average (Index 94). The majority of households include younger married-couple families with children and, frequently, grandparents. Diversity is high; many residents are foreign born, of Hispanic origin. Hard work and sacrifice have improved their economic circumstance as they pursue a better life for themselves and their family. Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals, and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the Internet.



OUR NEIGHBORHOOD

- *American Dreamers* residents are family-centric and diverse. Most are married couples with children of all ages or single parents; multigenerational homes are common (Index 201).
- Average household size is higher at 3.16 (Index 122).
- Residents tend to live further out from urban centers—more affordable single-family homes and more elbow room.
- Tenure is slightly above average with 65% owner occupancy; primarily single-family homes with more mortgages (Index 122) and slightly higher monthly costs (Index 122).
- Three quarters of all housing were built since 1970.
- Many neighborhoods are located in the urban periphery of the largest metropolitan areas across the South and West.
- Most households have one or two vehicles available and a longer commute to work.

SOCIOECONOMIC TRAITS

- While nearly 16% have earned a college degree, the majority, or 63%, hold a high school diploma only or spent some time at a college or university.
- Unemployment is higher at 10.7% (Index 124); labor force participation is also higher at 67%.
- Most *American Dreamers* residents derive income from wages or salaries, but the rate of poverty is a bit higher in this market (Index 126).
- They tend to spend money carefully and focus more on necessities.
- They are captivated by new technology, particularly feature-rich smartphones.
- Connected: They use the Internet primarily for socializing but also for convenience, like paying bills online.

Note: The index represents the ratio of this segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by CMC M&S.



LifeMode Group: Upscale Avenues Pleasantville

2B

Households: 2,674,000

Average Household Size: 2.86

Median Age: 41.9

Median Household Income: \$85,000

WHO ARE WE?

Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth (Index 400). Older homes require upkeep; home improvement and remodeling projects are a priority—preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the Internet largely for financial purposes.



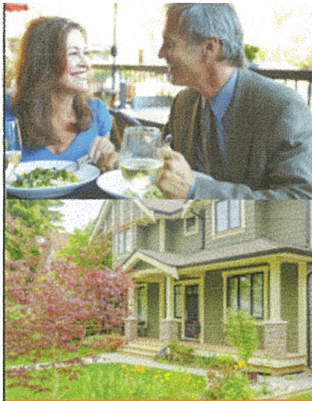
OUR NEIGHBORHOOD

- Suburban periphery of large metropolitan areas, primarily in Middle Atlantic or Pacific states.
- Most homes owned (and mortgaged) (Index 141).
- Households composed of older married-couple families, more without children under 18, but many with children over 18 years (Index 141).
- Older, single-family homes: two-thirds built before 1970, close to half from 1950 to 1969.
- One of the lowest percentages of vacant housing units at 4.7% (Index 42).
- Suburban households with 1 or 2 vehicles and a longer travel time to work (Index 119).

SOCIOECONOMIC TRAITS

- Education: 64% college educated, 34% with a bachelor's degree or higher.
- Low unemployment at 7.8%; higher labor force participation rate at 67% (Index 107); higher proportion of HHs with 2 or more workers (Index 116).
- Many professionals in finance, information/technology, or management.
- Median household income denotes affluence, with income primarily from salaries, but also from investments (Index 131) or Social Security (Index 108) and retirement income (Index 124).
- Not cost-conscious, these consumers willing to spend more for quality and brands they like.
- Prefer fashion that is classic and timeless as opposed to trendy.
- Use all types of media equally (newspapers, magazines, radio, Internet, TV).

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by CNA, LLC.



LifeMode Group: Affluent Estates

Savvy Suburbanites

1D

Households: 3,543,000

Average Household Size: 2.83

Median Age: 44.1

Median Household Income: \$104,000

WHO ARE WE?

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

OUR NEIGHBORHOOD

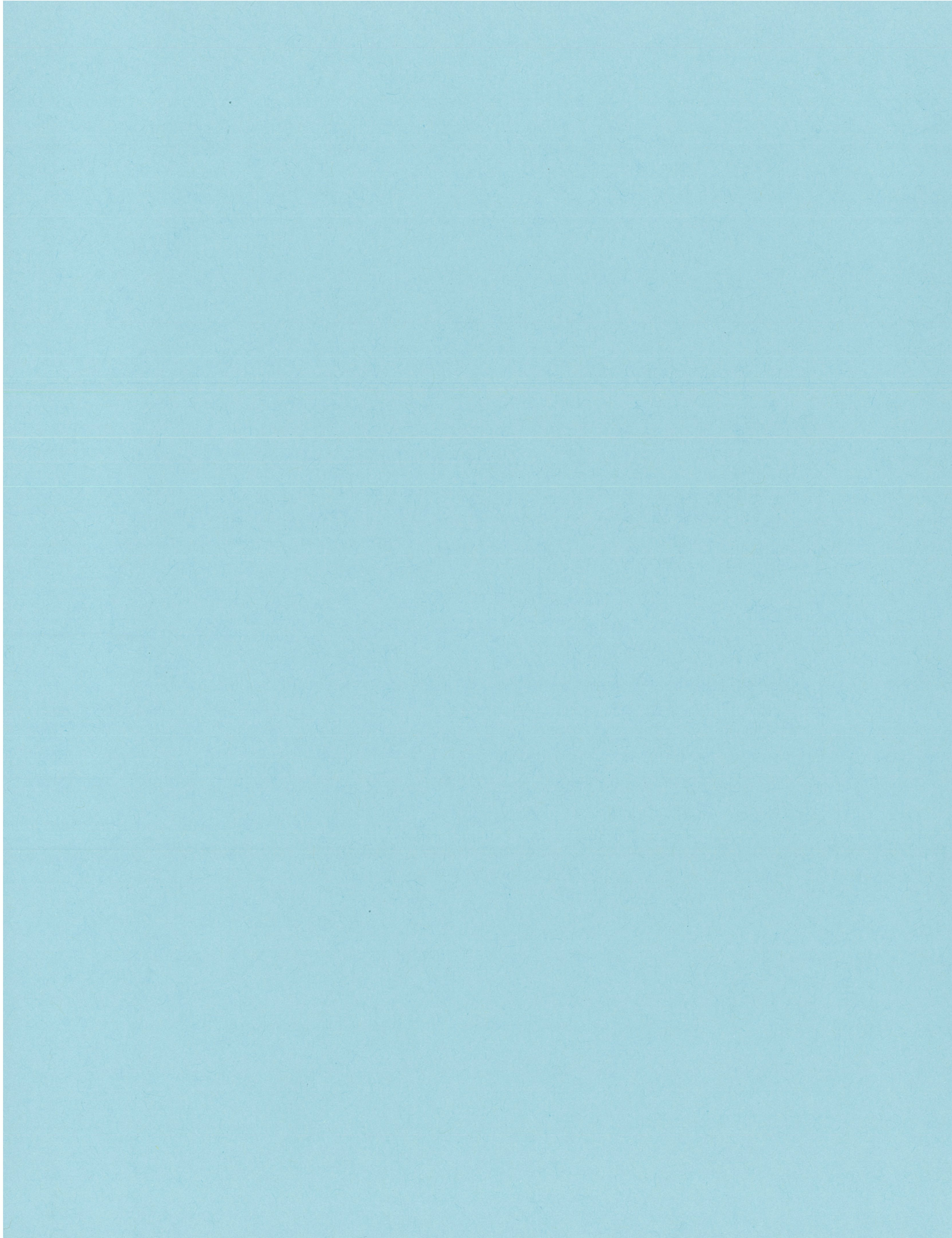
- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.83.
- 91% owner occupied; 71% mortgaged (Index 156).
- Primarily single-family homes, with a median value of \$311,000 (Index 175).
- Low vacancy rate at 4.5%.

SOCIOECONOMIC TRAITS

- Education: 48.1% college graduates; 76.1% with some college education.
- Low unemployment at 5.8% (Index 67); higher labor force participation rate at 68.5% (Index 109) with proportionately more 2-worker households at 65.4% (Index 122).
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer performance is estimated from data by GMR.



APPENDIX 3

ESRI Tapestry Report





Tapestry Segmentation Area Profile

Connecting Pleasantville
N. First St. N. Main St., Pleasantville, New Jersey, 08232
Ring: 1 mile radius

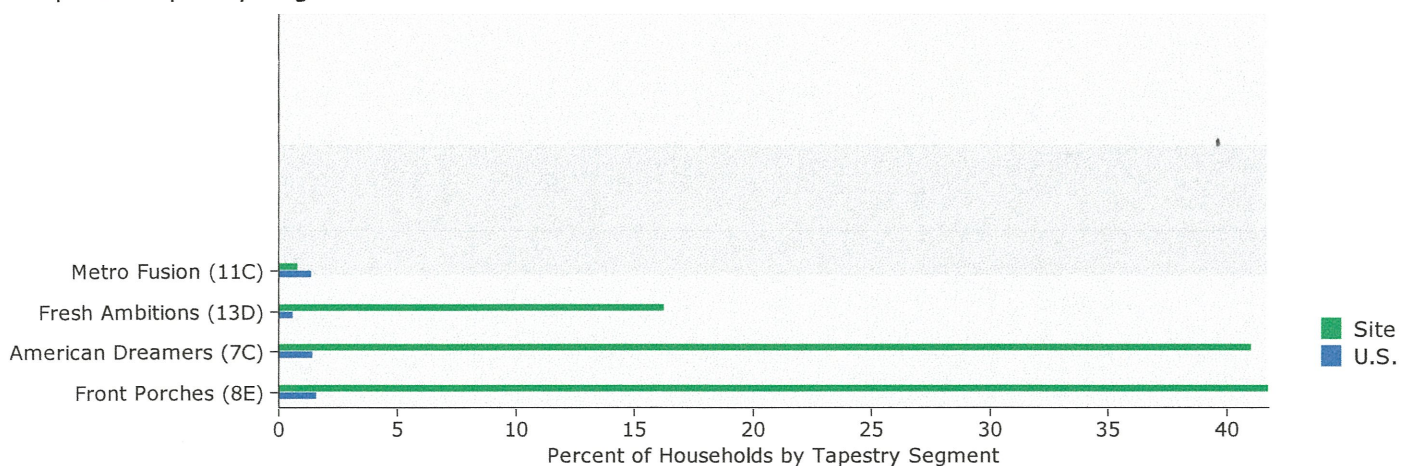
Latitude: 39.39526
Longitude: -74.52225

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Front Porches (8E)	41.8%	41.8%	1.6%	1.6%	2615
2	American Dreamers (7C)	41.1%	82.9%	1.5%	3.1%	2,800
3	Fresh Ambitions (13D)	16.3%	99.2%	0.6%	3.7%	2,510
4	Metro Fusion (11C)	0.8%	100.0%	1.4%	5.1%	60
Subtotal		100.0%		5.1%		

Total 100.0% 5.1% 1956

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

July 04, 2015



Tapestry Segmentation Area Profile

Connecting Pleasantville

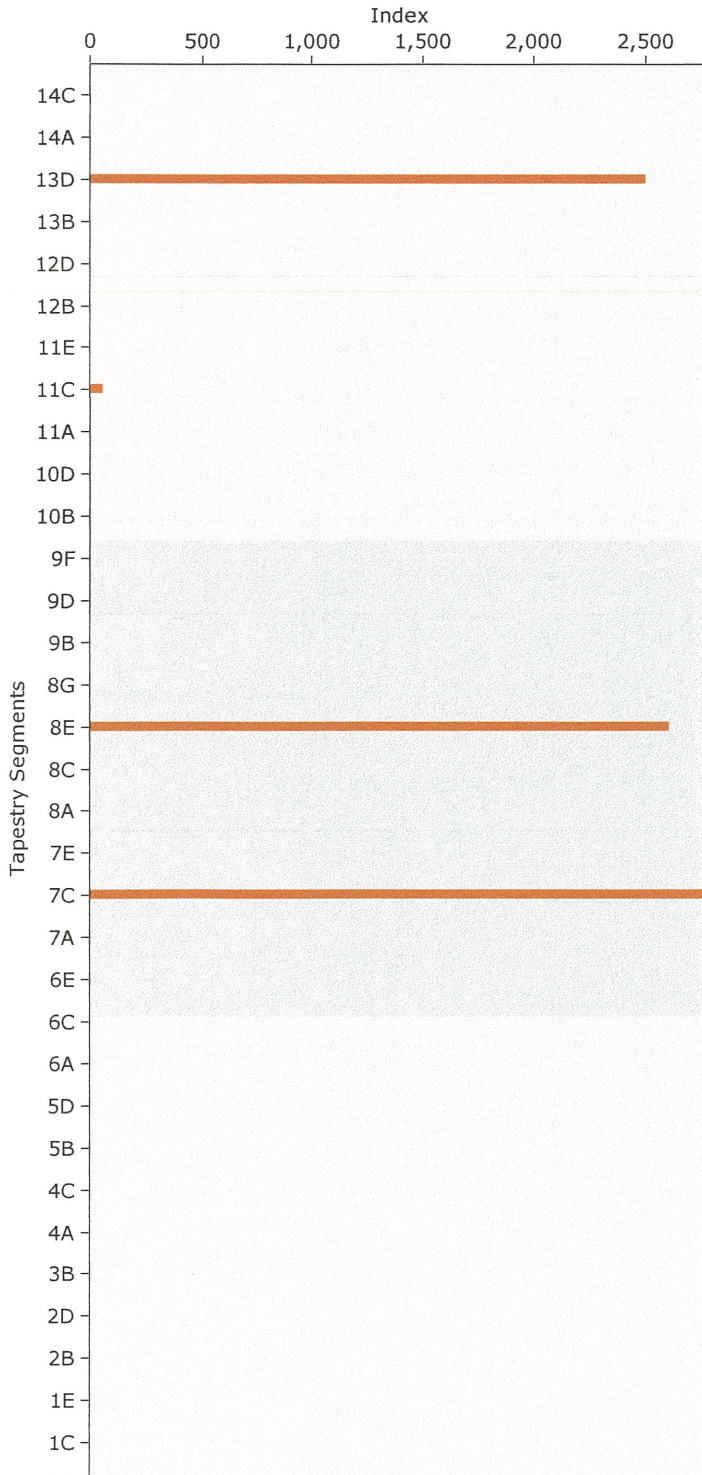
N. First St. N. Main St., Pleasantville, New Jersey, 08232

Ring: 1 mile radius

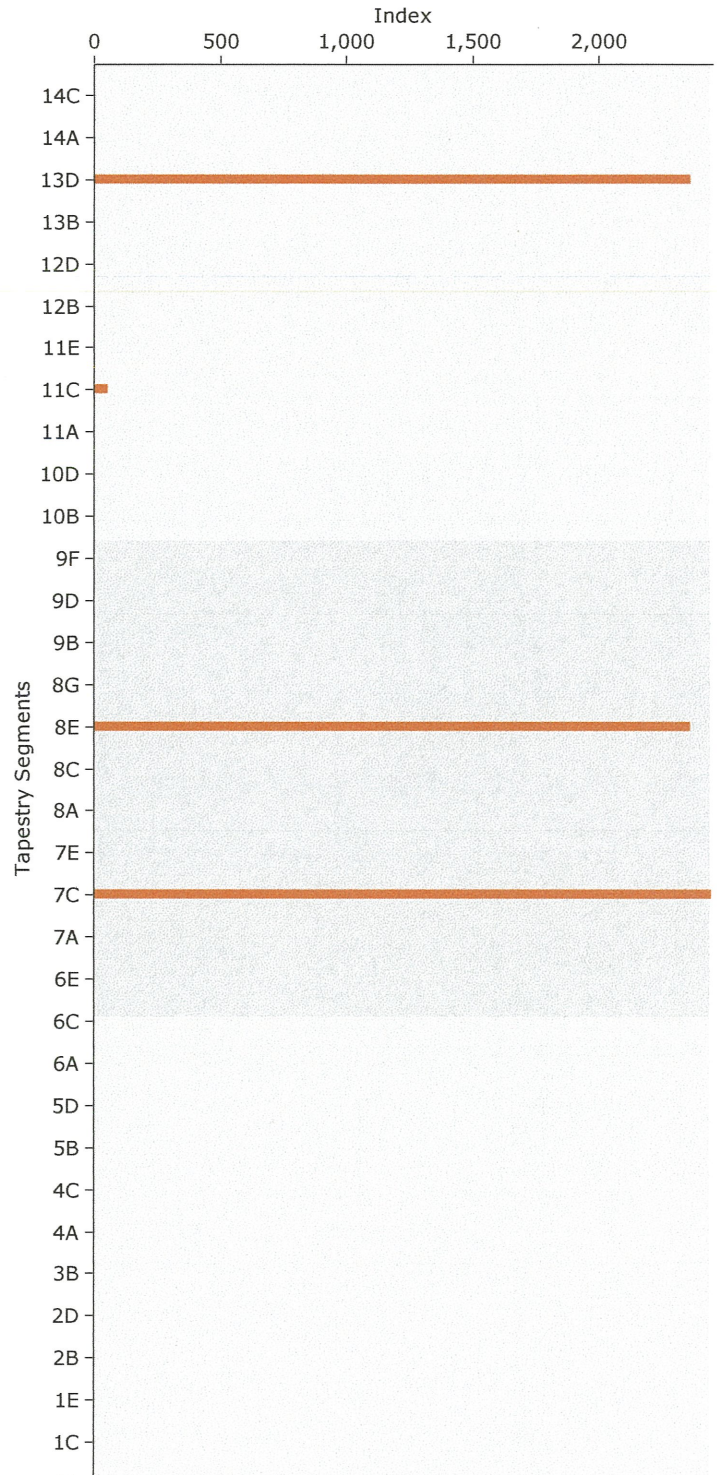
Latitude: 39.39526

Longitude: -74.52225

2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

July 04, 2015



Tapestry Segmentation Area Profile

Connecting Pleasantville

N. First St. N. Main St., Pleasantville, New Jersey, 08232

Ring: 1 mile radius

Latitude: 39.39526

Longitude: -74.52225

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,934	100.0%		12,305	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	1,616	41.1%	598	5,347	43.5%	496
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	1,616	41.1%	2,800	5,347	43.5%	2,453
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

July 04, 2015



Tapestry Segmentation Area Profile

Connecting Pleasantville

N. First St. N. Main St., Pleasantville, New Jersey, 08232

Ring: 1 mile radius

Latitude: 39.39526

Longitude: -74.52225

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,934	100.0%		12,305	100.0%	
8. Middle Ground	1,644	41.8%	383	4,567	37.1%	368
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,644	41.8%	2,615	4,567	37.1%	2,368
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	33	0.8%	14	102	0.8%	15
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	33	0.8%	60	102	0.8%	59
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	641	16.3%	419	2,289	18.6%	380
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	641	16.3%	2,510	2,289	18.6%	2,367
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

July 04, 2015



Tapestry Segmentation Area Profile

Connecting Pleasantville
N. First St. N. Main St., Pleasantville, New Jersey, 08232
Ring: 1 mile radius

Latitude: 39.39526
Longitude: -74.52225

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,934	100.0%		12,305	100.0%	
1. Principal Urban Center	641	16.3%	234	2,289	18.6%	287
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	641	16.3%	2,510	2,289	18.6%	2,367
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	1,649	41.9%	248	5,449	44.3%	237
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	1,616	41.1%	2,800	5,347	43.5%	2,453
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	33	0.8%	60	102	0.8%	59
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	1,644	41.8%	229	4,567	37.1%	238
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,644	41.8%	2,615	4,567	37.1%	2,368
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

July 04, 2015



Tapestry Segmentation Area Profile

Connecting Pleasantville
N. First St. N. Main St., Pleasantville, New Jersey, 08232
Ring: 1 mile radius

Latitude: 39.39526
Longitude: -74.52225

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,934	100.0%		12,305	100.0%	
4. Suburban Periphery	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

July 04, 2015



Tapestry Segmentation Area Profile

Connecting Pleasantville

N. First St. N. Main St., Pleasantville, New Jersey, 08232

Ring: 3 mile radius

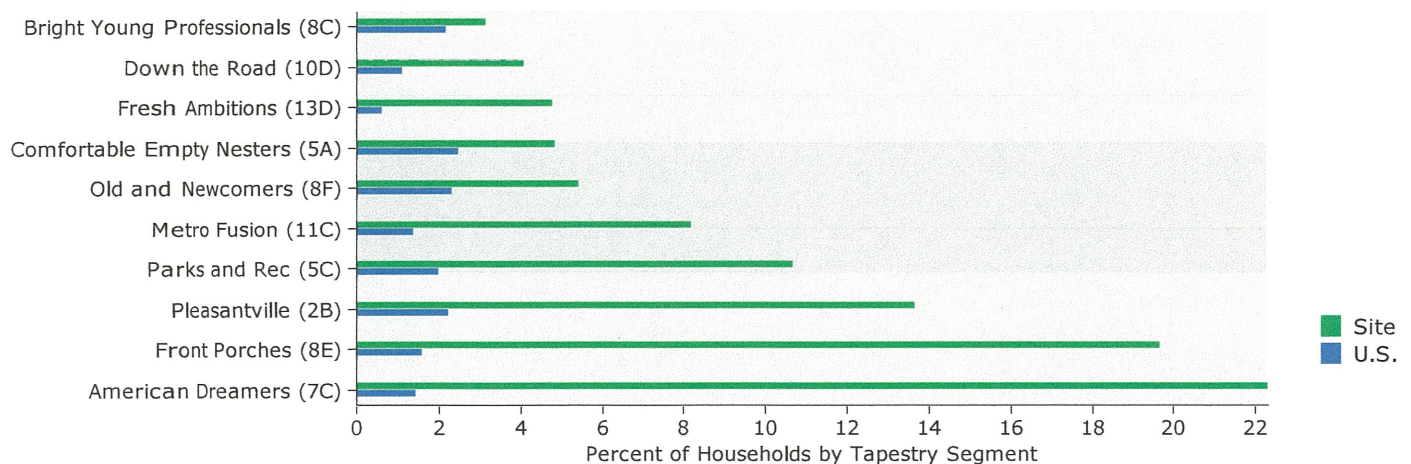
Latitude: 39.39526

Longitude: -74.52225

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	American Dreamers (7C)	22.3%	22.3%	1.5%	1.5%	1522
2	Front Porches (8E)	19.7%	42.0%	1.6%	3.1%	1,231
3	Pleasantville (2B)	13.7%	55.7%	2.2%	5.3%	610
4	Parks and Rec (5C)	10.7%	66.4%	2.0%	7.3%	529
5	Metro Fusion (11C)	8.2%	74.6%	1.4%	8.7%	588
	Subtotal	74.6%		8.7%		
6	Old and Newcomers (8F)	5.4%	80.0%	2.3%	11.0%	234
7	Comfortable Empty Nesters (5A)	4.9%	84.9%	2.5%	13.5%	196
8	Fresh Ambitions (13D)	4.8%	89.7%	0.6%	14.1%	738
9	Down the Road (10D)	4.1%	93.8%	1.1%	15.2%	360
10	Bright Young Professionals (8C)	3.2%	97.0%	2.2%	17.4%	144
	Subtotal	22.4%		8.7%		
11	Savvy Suburbanites (1D)	3.1%	100.1%	3.0%	20.4%	102
12	Exurbanites (1E)	0.0%	100.1%	2.0%	22.4%	1
	Subtotal	3.1%		5.0%		
Total		100.0%		22.5%		445

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

July 04, 2015



Tapestry Segmentation Area Profile

Connecting Pleasantville

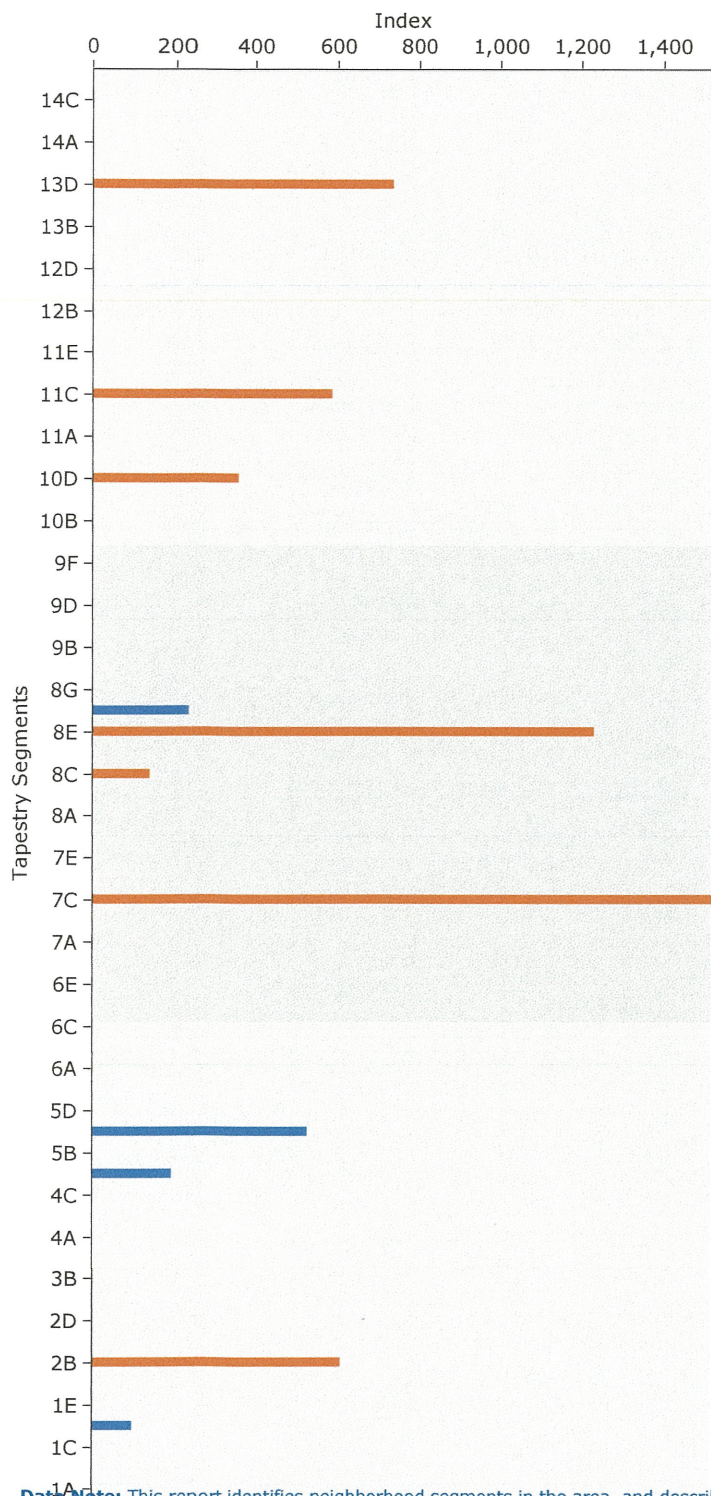
N. First St. N. Main St., Pleasantville, New Jersey, 08232

Ring: 3 mile radius

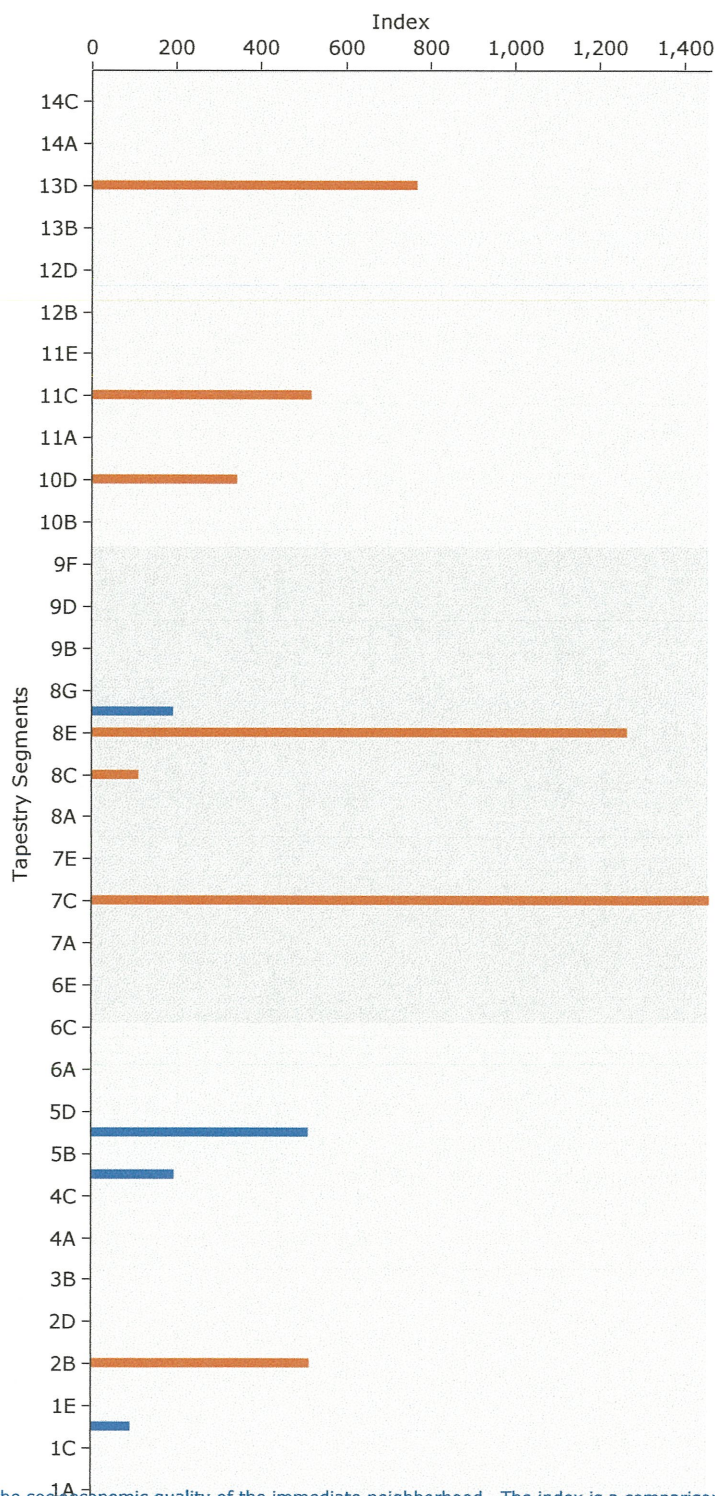
Latitude: 39.39526

Longitude: -74.52225

2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

Connecting Pleasantville

N. First St. N. Main St., Pleasantville, New Jersey, 08232

Ring: 3 mile radius

Latitude: 39.39526

Longitude: -74.52225

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	13,375	100.0%		37,756	100.0%	
1. Affluent Estates	410	3.1%	32	1,170	3.1%	29
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	408	3.1%	102	1,166	3.1%	96
Exurbanites (1E)	2	0.0%	1	4	0.0%	1
2. Upscale Avenues	1,828	13.7%	241	4,802	12.7%	218
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	1,828	13.7%	610	4,802	12.7%	518
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	2,081	15.6%	135	5,541	14.7%	137
Comfortable Empty Nesters (5A)	652	4.9%	196	1,784	4.7%	198
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	1,429	10.7%	529	3,757	10.0%	517
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	2,986	22.3%	325	9,787	25.9%	296
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	2,986	22.3%	1,522	9,787	25.9%	1,463
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri

July 04, 2015



Tapestry Segmentation Area Profile

Connecting Pleasantville

N. First St. N. Main St., Pleasantville, New Jersey, 08232

Ring: 3 mile radius

Latitude: 39.39526

Longitude: -74.52225

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	13,375	100.0%		37,756	100.0%	
8. Middle Ground	3,783	28.3%	259	9,809	26.0%	258
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	424	3.2%	144	872	2.3%	115
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	2,631	19.7%	1,231	7,516	19.9%	1,270
Old and Newcomers (8F)	728	5.4%	234	1,421	3.8%	197
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	548	4.1%	49	1,575	4.2%	49
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	548	4.1%	360	1,575	4.2%	347
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	1,098	8.2%	133	2,783	7.4%	131
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	1,098	8.2%	588	2,783	7.4%	523
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	641	4.8%	123	2,289	6.1%	124
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	641	4.8%	738	2,289	6.1%	771
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

July 04, 2015



Tapestry Segmentation Area Profile

Connecting Pleasantville

N. First St. N. Main St., Pleasantville, New Jersey, 08232

Ring: 3 mile radius

Latitude: 39.39526

Longitude: -74.52225

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	13,375	100.0%		37,756	100.0%	
1. Principal Urban Center	641	4.8%	69	2,289	6.1%	94
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	641	4.8%	738	2,289	6.1%	771
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	4,508	33.7%	200	13,442	35.6%	190
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	2,986	22.3%	1,522	9,787	25.9%	1,463
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	424	3.2%	144	872	2.3%	115
Metro Fusion (11C)	1,098	8.2%	588	2,783	7.4%	523
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	3,359	25.1%	138	8,937	23.7%	152
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	2,631	19.7%	1,231	7,516	19.9%	1,270
Old and Newcomers (8F)	728	5.4%	234	1,421	3.8%	197
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Source: Esri

July 04, 2015

Connecting Pleasantville

N. First St. N. Main St., Pleasantville, New Jersey, 08232

Ring: 3 mile radius

Latitude: 39.39526

Longitude: -74.52225

Tapestry Urbanization Groups

2015 Households

2015 Population

	Number	Percent	Index	Number	Percent	Index
Total:	13,375	100.0%		37,756	100.0%	
4. Suburban Periphery	4,319	32.3%	103	11,513	30.5%	95
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	408	3.1%	102	1,166	3.1%	96
Exurbanites (1E)	2	0.0%	1	4	0.0%	1
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	1,828	13.7%	610	4,802	12.7%	518
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	652	4.9%	196	1,784	4.7%	198
Parks and Rec (5C)	1,429	10.7%	529	3,757	10.0%	517
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	548	4.1%	44	1,575	4.2%	45
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	548	4.1%	360	1,575	4.2%	347
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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July 04, 2015



Tapestry Segmentation Area Profile

Connecting Pleasantville

N. First St. N. Main St., Pleasantville, New Jersey, 08232

Ring: 5 mile radius

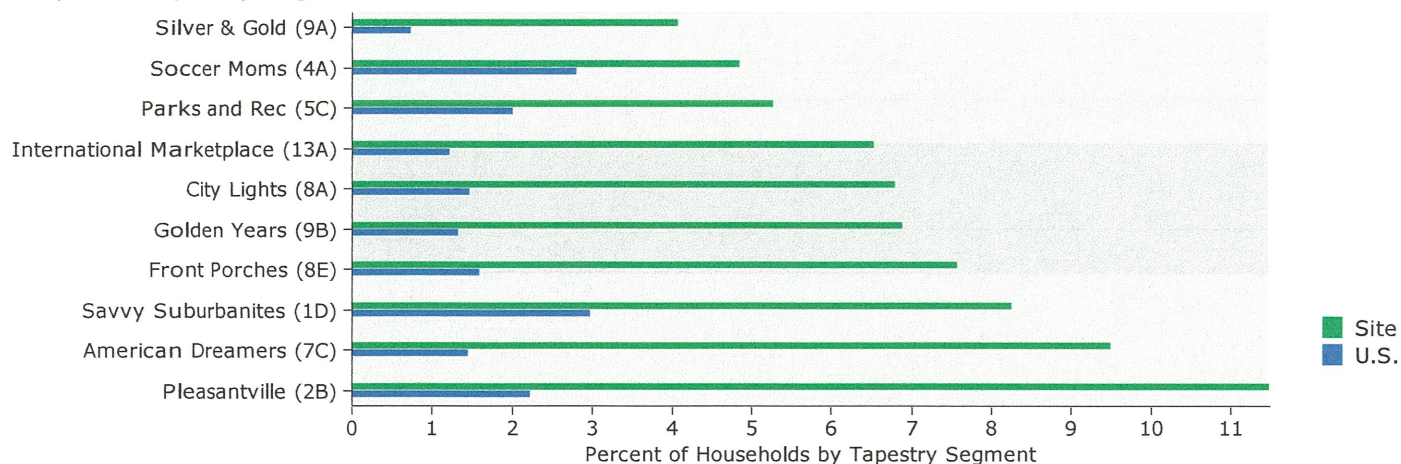
Latitude: 39.39526

Longitude: -74.52225

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Pleasantville (2B)	11.5%	11.5%	2.2%	2.2%	513
2	American Dreamers (7C)	9.5%	21.0%	1.5%	3.7%	647
3	Savvy Suburbanites (1D)	8.3%	29.3%	3.0%	6.7%	278
4	Front Porches (8E)	7.6%	36.9%	1.6%	8.3%	475
5	Golden Years (9B)	6.9%	43.8%	1.3%	9.6%	513
	Subtotal	43.8%		9.6%		
6	City Lights (8A)	6.8%	50.6%	1.5%	11.1%	460
7	International Marketplace (13A)	6.5%	57.1%	1.2%	12.3%	532
8	Parks and Rec (5C)	5.3%	62.4%	2.0%	14.3%	262
9	Soccer Moms (4A)	4.9%	67.3%	2.8%	17.1%	173
10	Silver & Gold (9A)	4.1%	71.4%	0.8%	17.9%	544
	Subtotal	27.6%		8.3%		
11	Comfortable Empty Nesters (5A)	3.8%	75.2%	2.5%	20.4%	153
12	City Strivers (11A)	3.4%	78.6%	0.8%	21.2%	429
13	Home Improvement (4B)	3.3%	81.9%	1.7%	22.9%	190
14	Metro Fusion (11C)	2.7%	84.6%	1.4%	24.3%	195
15	Fresh Ambitions (13D)	2.7%	87.3%	0.6%	24.9%	409
	Subtotal	15.9%		7.0%		
16	Down the Road (10D)	2.3%	89.6%	1.1%	26.0%	205
17	Exurbanites (1E)	2.1%	91.7%	2.0%	28.0%	107
18	Old and Newcomers (8F)	1.8%	93.5%	2.3%	30.3%	78
19	NeWest Residents (13C)	1.4%	94.9%	0.8%	31.1%	183
20	Bright Young Professionals (8C)	1.2%	96.1%	2.2%	33.3%	56
	Subtotal	8.8%		8.4%		
Total		96.0%		33.3%		288

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

July 04, 2015



Tapestry Segmentation Area Profile

Connecting Pleasantville

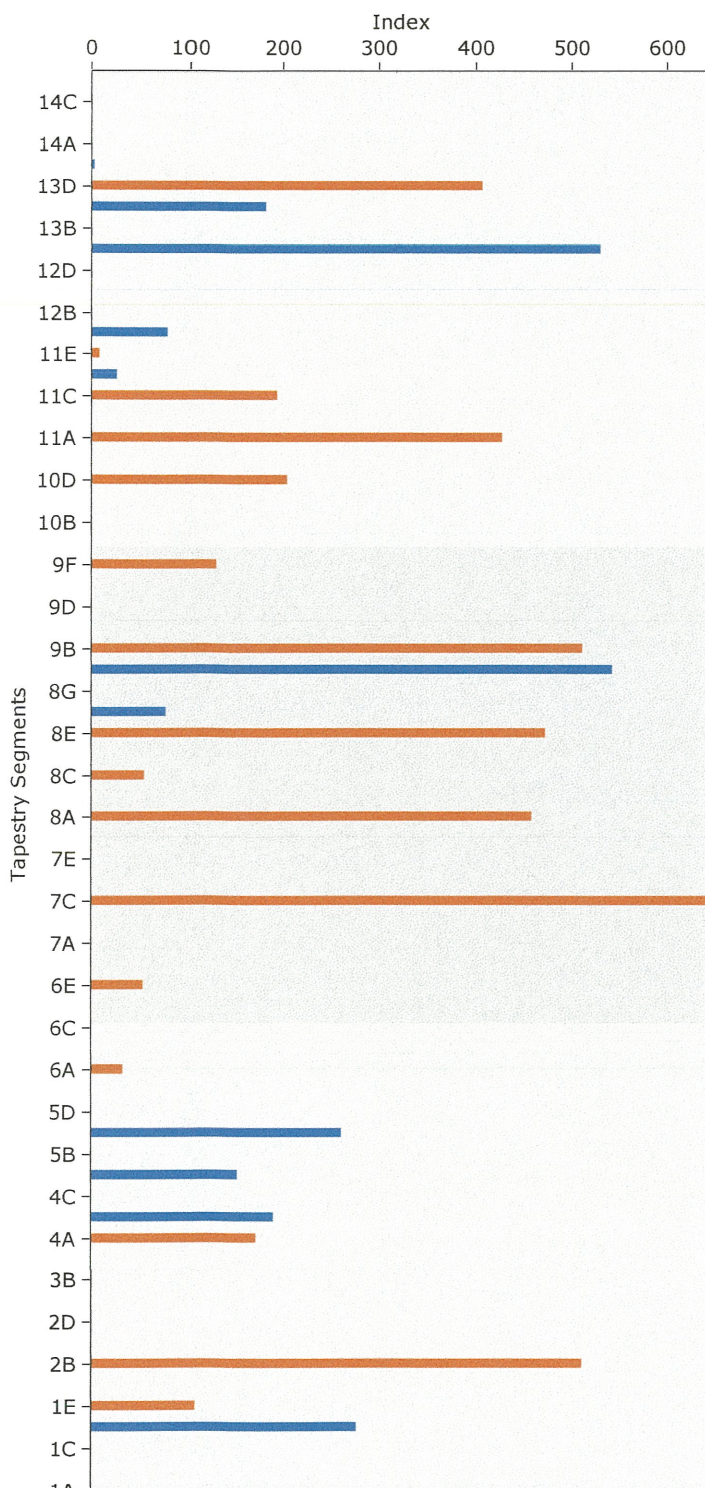
N. First St. N. Main St., Pleasantville, New Jersey, 08232

Ring: 5 mile radius

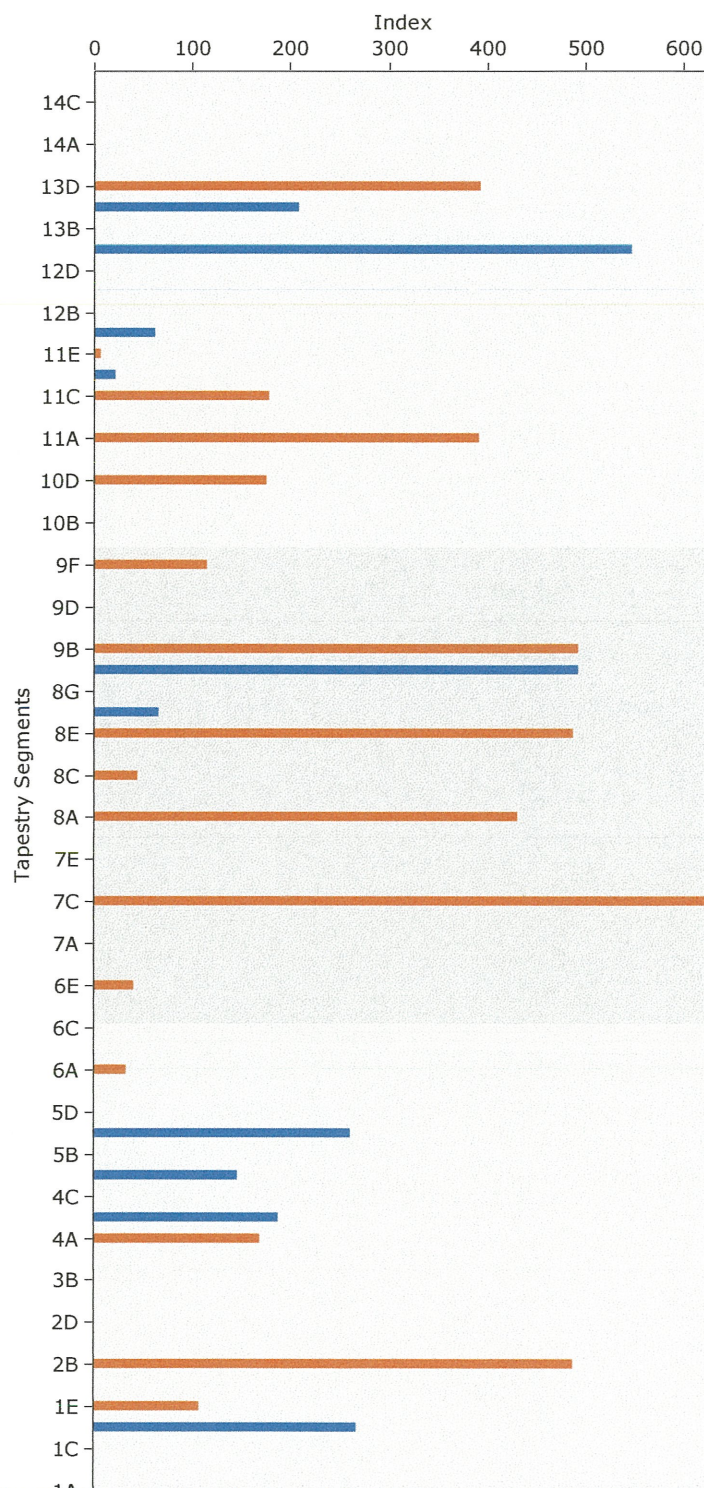
Latitude: 39.39526

Longitude: -74.52225

2015 Tapestry Indexes by Households



2015 Tapestry Indexes by Population



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July 04, 2015



Tapestry Segmentation Area Profile

Connecting Pleasantville

N. First St. N. Main St., Pleasantville, New Jersey, 08232

Ring: 5 mile radius

Latitude: 39.39526

Longitude: -74.52225

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	40,279	100.0%		110,666	100.0%	
1. Affluent Estates	4,170	10.4%	107	11,785	10.6%	100
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	3,331	8.3%	278	9,542	8.6%	269
Exurbanites (1E)	839	2.1%	107	2,243	2.0%	109
2. Upscale Avenues	4,630	11.5%	203	13,261	12.0%	205
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	4,630	11.5%	513	13,261	12.0%	488
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	3,279	8.1%	111	9,935	9.0%	113
Soccer Moms (4A)	1,958	4.9%	173	5,994	5.4%	171
Home Improvement (4B)	1,321	3.3%	190	3,941	3.6%	190
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	3,666	9.1%	79	9,509	8.6%	80
Comfortable Empty Nesters (5A)	1,538	3.8%	153	3,913	3.5%	148
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	2,128	5.3%	262	5,596	5.1%	263
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	654	1.6%	13	1,622	1.5%	12
Green Acres (6A)	431	1.1%	34	1,217	1.1%	34
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	223	0.6%	54	405	0.4%	42
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	3,826	9.5%	138	12,350	11.2%	127
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	3,826	9.5%	647	12,350	11.2%	630
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri

July 04, 2015



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Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	40,279	100.0%		110,666	100.0%	
8. Middle Ground	7,018	17.4%	160	17,903	16.2%	161
City Lights (8A)	2,738	6.8%	460	6,981	6.3%	432
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	497	1.2%	56	1,032	0.9%	46
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	3,055	7.6%	475	8,469	7.7%	488
Old and Newcomers (8F)	728	1.8%	78	1,421	1.3%	67
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	4,841	12.0%	209	9,984	9.0%	204
Silver & Gold (9A)	1,646	4.1%	544	3,311	3.0%	515
Golden Years (9B)	2,777	6.9%	513	5,907	5.3%	494
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	418	1.0%	129	766	0.7%	116
10. Rustic Outposts	940	2.3%	28	2,358	2.1%	25
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	940	2.3%	205	2,358	2.1%	177
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	2,635	6.5%	106	6,752	6.1%	108
City Strivers (11A)	1,353	3.4%	429	3,606	3.3%	393
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	1,098	2.7%	195	2,783	2.5%	179
Set to Impress (11D)	153	0.4%	27	289	0.3%	23
City Commons (11E)	31	0.1%	9	74	0.1%	7
12. Hometown	341	0.8%	13	773	0.7%	13
Family Foundations (12A)	341	0.8%	79	773	0.7%	63
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	4,279	10.6%	273	14,434	13.0%	266
International Marketplace (13A)	2,637	6.5%	532	8,717	7.9%	548
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	564	1.4%	183	2,271	2.1%	210
Fresh Ambitions (13D)	1,070	2.7%	409	3,431	3.1%	394
High Rise Renters (13E)	8	0.0%	4	15	0.0%	3
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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July 04, 2015



Tapestry Segmentation Area Profile

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Ring: 5 mile radius

Latitude: 39.39526

Longitude: -74.52225

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	40,279	100.0%		110,666	100.0%	
1. Principal Urban Center	2,995	7.4%	107	9,323	8.4%	130
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	1,353	3.4%	429	3,606	3.3%	393
NeWest Residents (13C)	564	1.4%	183	2,271	2.1%	210
Fresh Ambitions (13D)	1,070	2.7%	409	3,431	3.1%	394
High Rise Renters (13E)	8	0.0%	4	15	0.0%	3
2. Urban Periphery	11,137	27.6%	164	32,636	29.5%	158
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	3,826	9.5%	647	12,350	11.2%	630
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	2,738	6.8%	460	6,981	6.3%	432
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Family Foundations (12A)	341	0.8%	79	773	0.7%	63
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	2,637	6.5%	532	8,717	7.9%	548
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	4,385	10.9%	60	11,019	10.0%	64
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	3,055	7.6%	475	8,469	7.7%	488
Old and Newcomers (8F)	728	1.8%	78	1,421	1.3%	67
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	418	1.0%	129	766	0.7%	116
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	153	0.4%	27	289	0.3%	23
City Commons (11E)	31	0.1%	9	74	0.1%	7
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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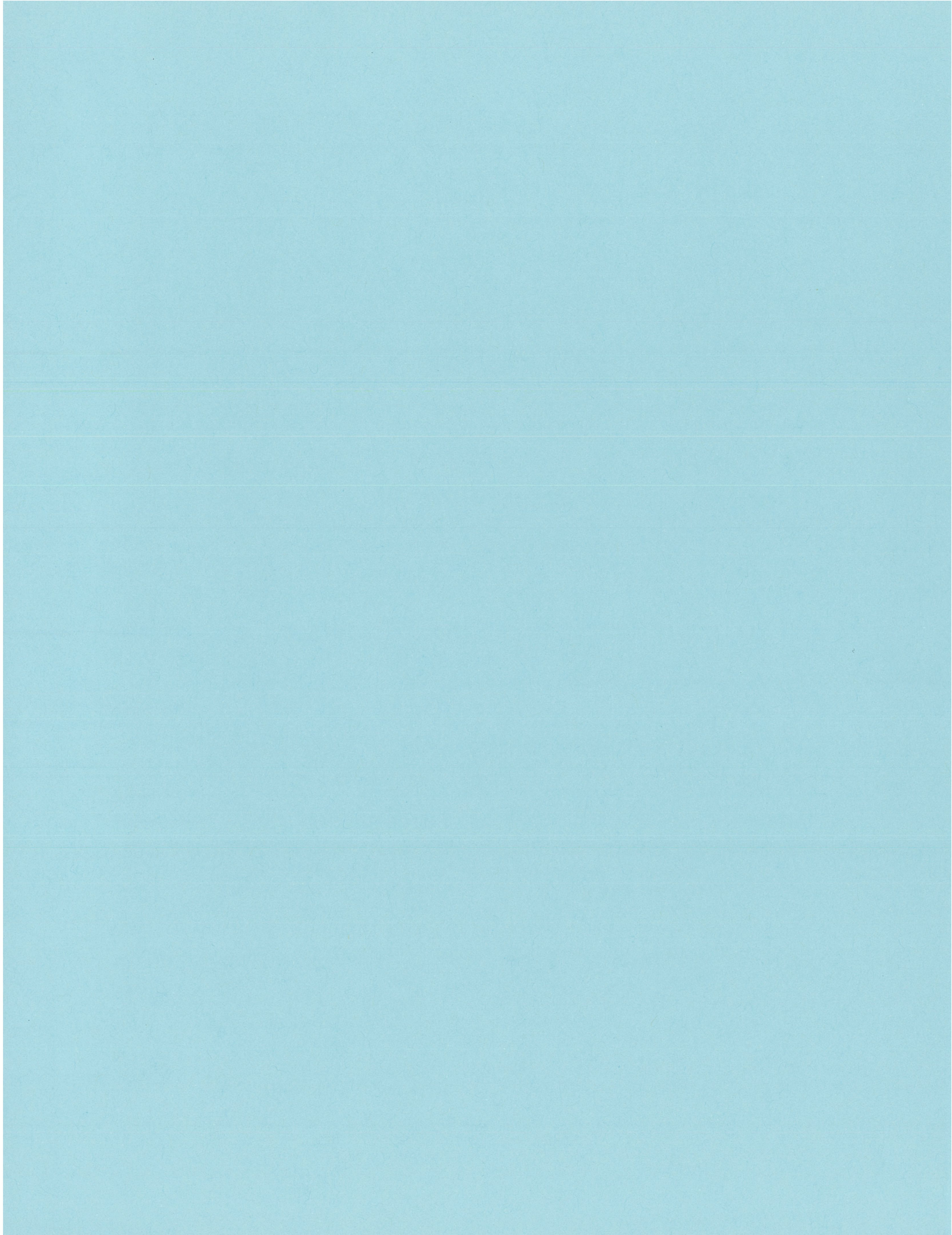
Longitude: -74.52225

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	40,279	100.0%		110,666	100.0%	
4. Suburban Periphery	20,168	50.1%	159	53,708	48.5%	151
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	3,331	8.3%	278	9,542	8.6%	269
Exurbanites (1E)	839	2.1%	107	2,243	2.0%	109
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	4,630	11.5%	513	13,261	12.0%	488
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	1,958	4.9%	173	5,994	5.4%	171
Home Improvement (4B)	1,321	3.3%	190	3,941	3.6%	190
Comfortable Empty Nesters (5A)	1,538	3.8%	153	3,913	3.5%	148
Parks and Rec (5C)	2,128	5.3%	262	5,596	5.1%	263
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	1,646	4.1%	544	3,311	3.0%	515
Golden Years (9B)	2,777	6.9%	513	5,907	5.3%	494
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	940	2.3%	25	2,358	2.1%	23
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	940	2.3%	205	2,358	2.1%	177
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	654	1.6%	9	1,622	1.5%	9
Green Acres (6A)	431	1.1%	34	1,217	1.1%	34
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	223	0.6%	54	405	0.4%	42
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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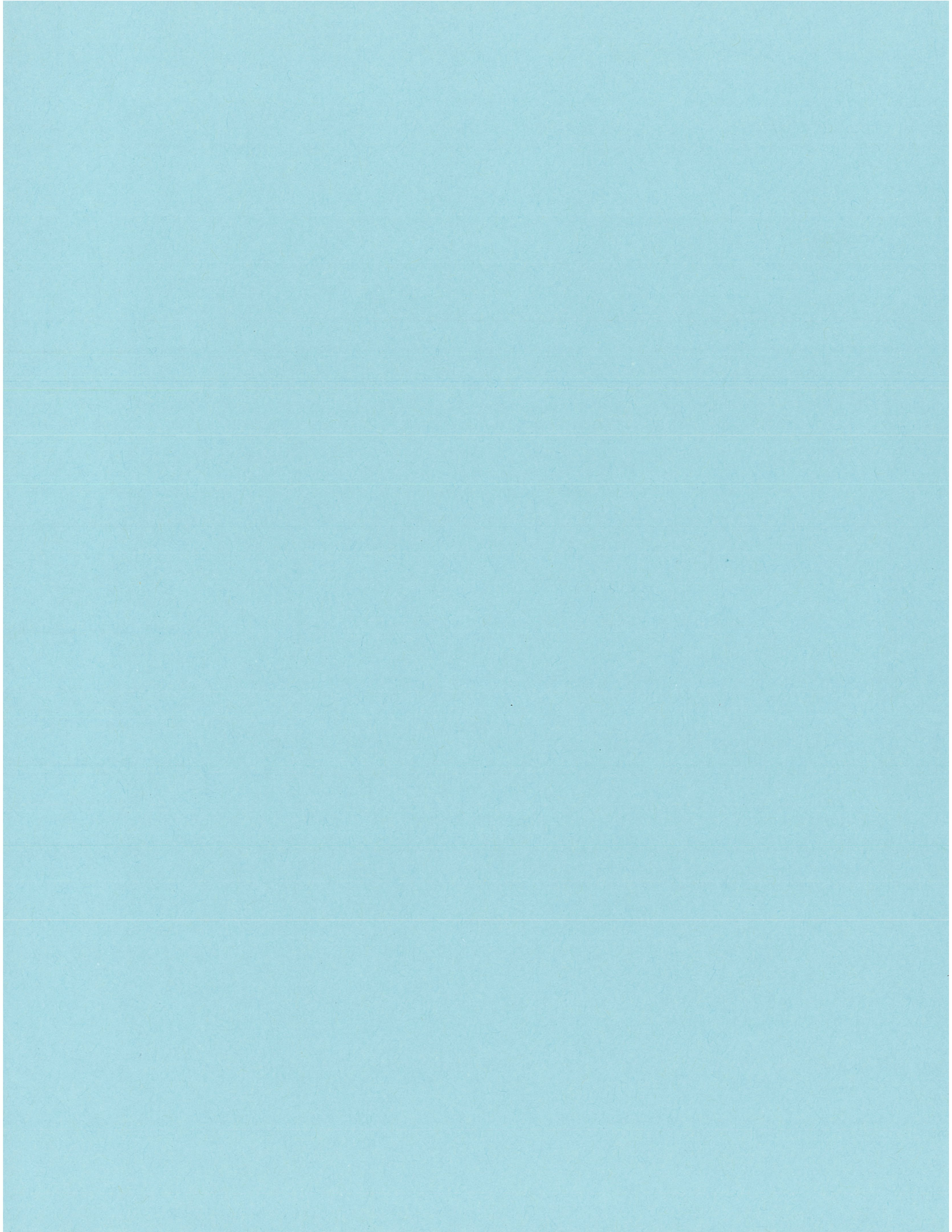
Source: Esri

July 04, 2015



APPENDIX 4

South Main Street Streetscape Plan





City of Pleasantville

South Main Street Streetscape Improvements

October 27, 2015

Public Service Committee Meeting

NEIGHBORHOOD GATEWAY

- High visibility crosswalks
- Corner bump outs with decorative pavement
- Pedestrian refuge island
- Cobble gutters at the corners
- ADA curb ramps
- Bike lanes

Project Area

INTERSECTION TREATMENT

- High visibility crosswalks
- Corner bump outs with decorative pavement
- Cobble gutters at the corners
- ADA curb ramps

ANSLEY BLVD

W DECATUR AVE

E DECATUR AVE

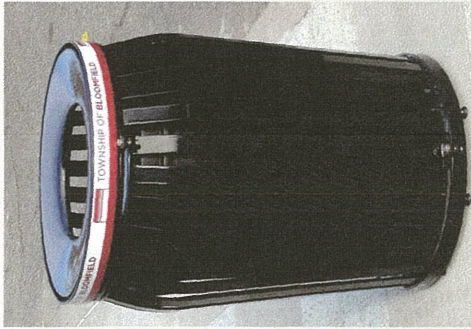
Project Area

GATEWAY TREATMENT

- Revise crosswalks through the median across E Black Horse Pike
- Gateway entry wall
- Decorative pavement at the corners
- Cobble gutters at the corners
- Reduced corner radii
- ADA curb ramps

E BLACK HORSE PIKE

Overall Plan



Trash Receptacle



Continental Crosswalks



Blue Cobblestone



Blue Tactile Pavers



String Lights



King Luminaire (JCP&L)



Bollards



Colorful Potted Planters



Colored Concrete Sidewalk



Bike Racks



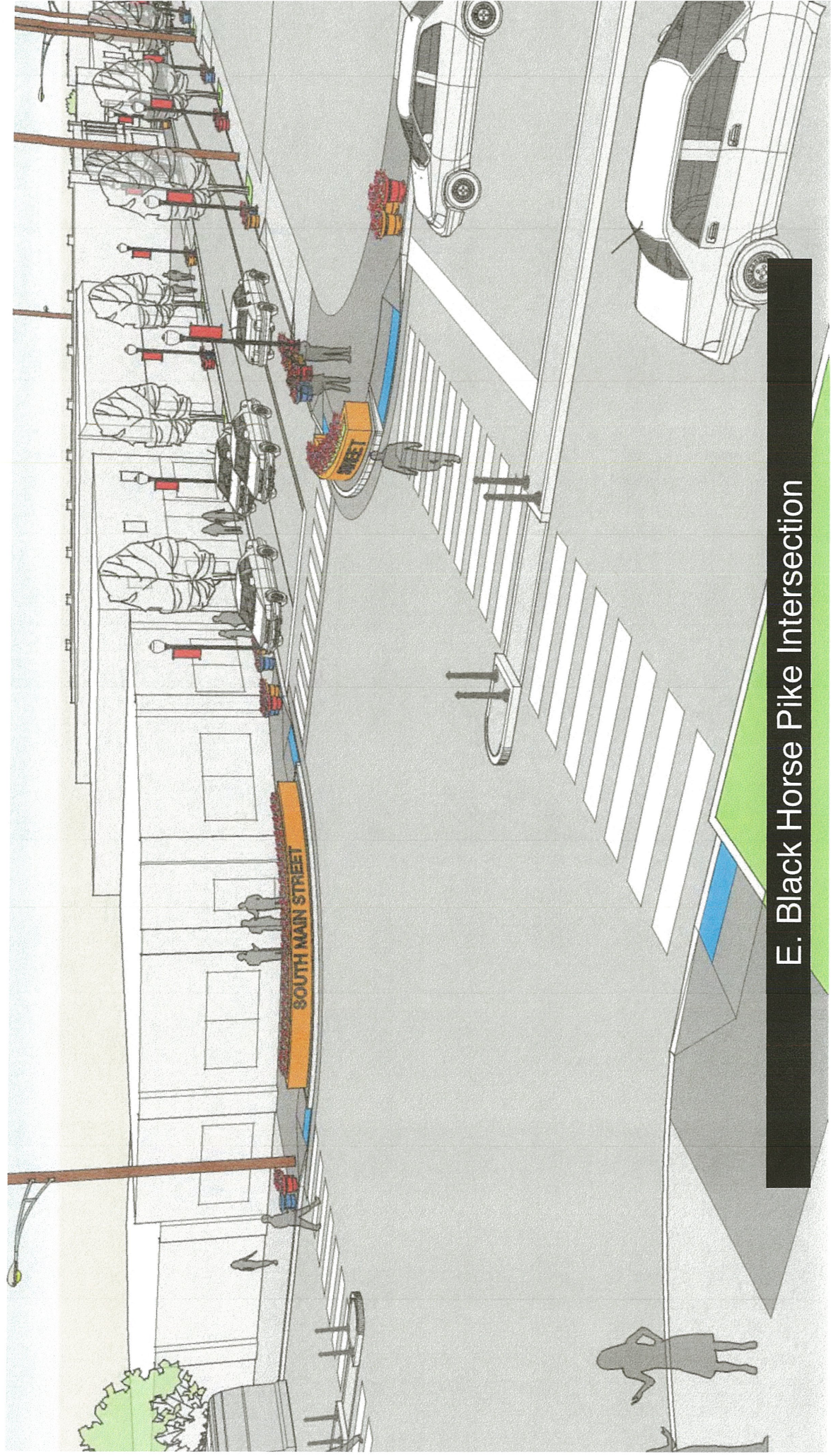
Gateway



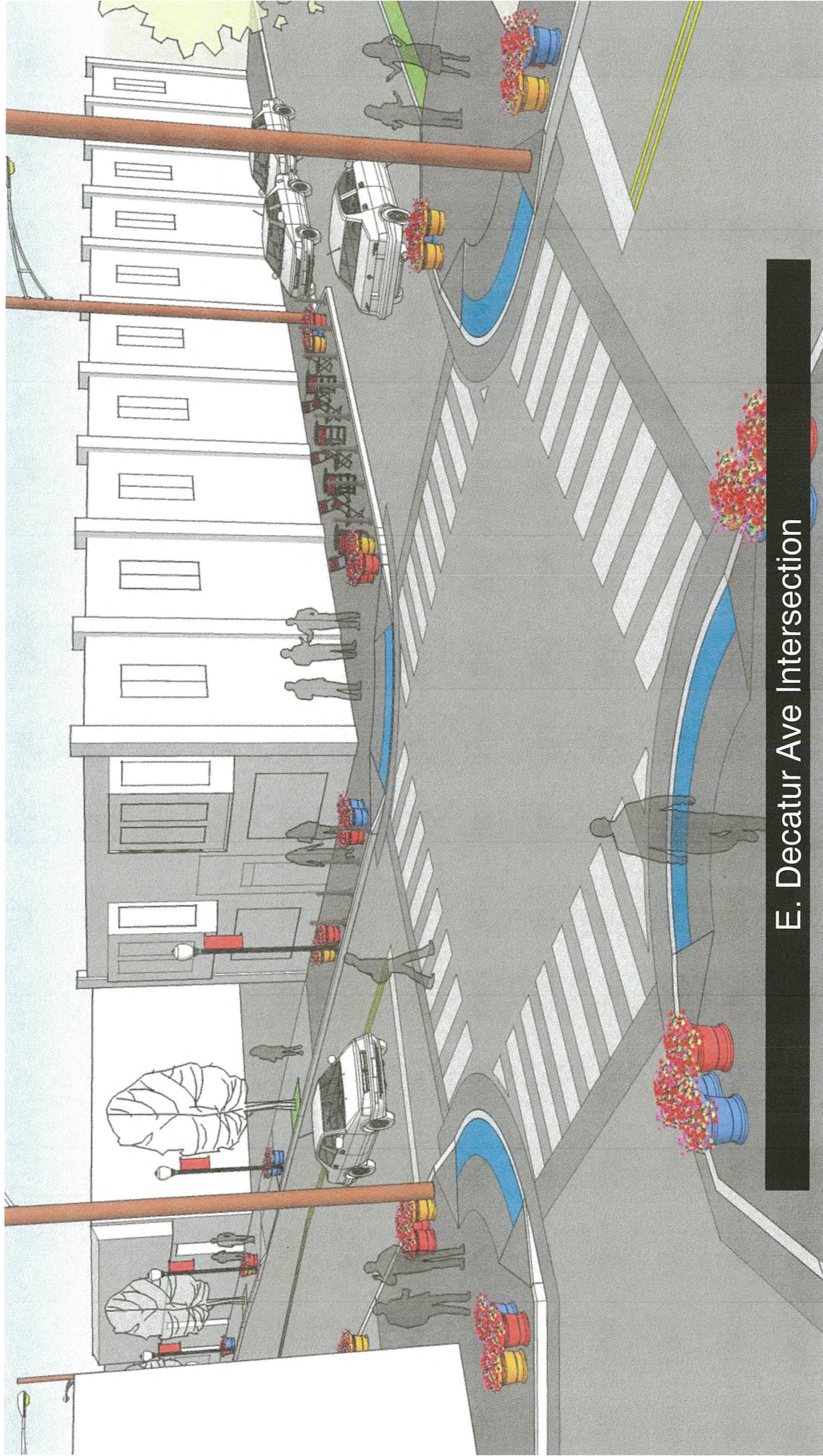
Gateway



Gateway



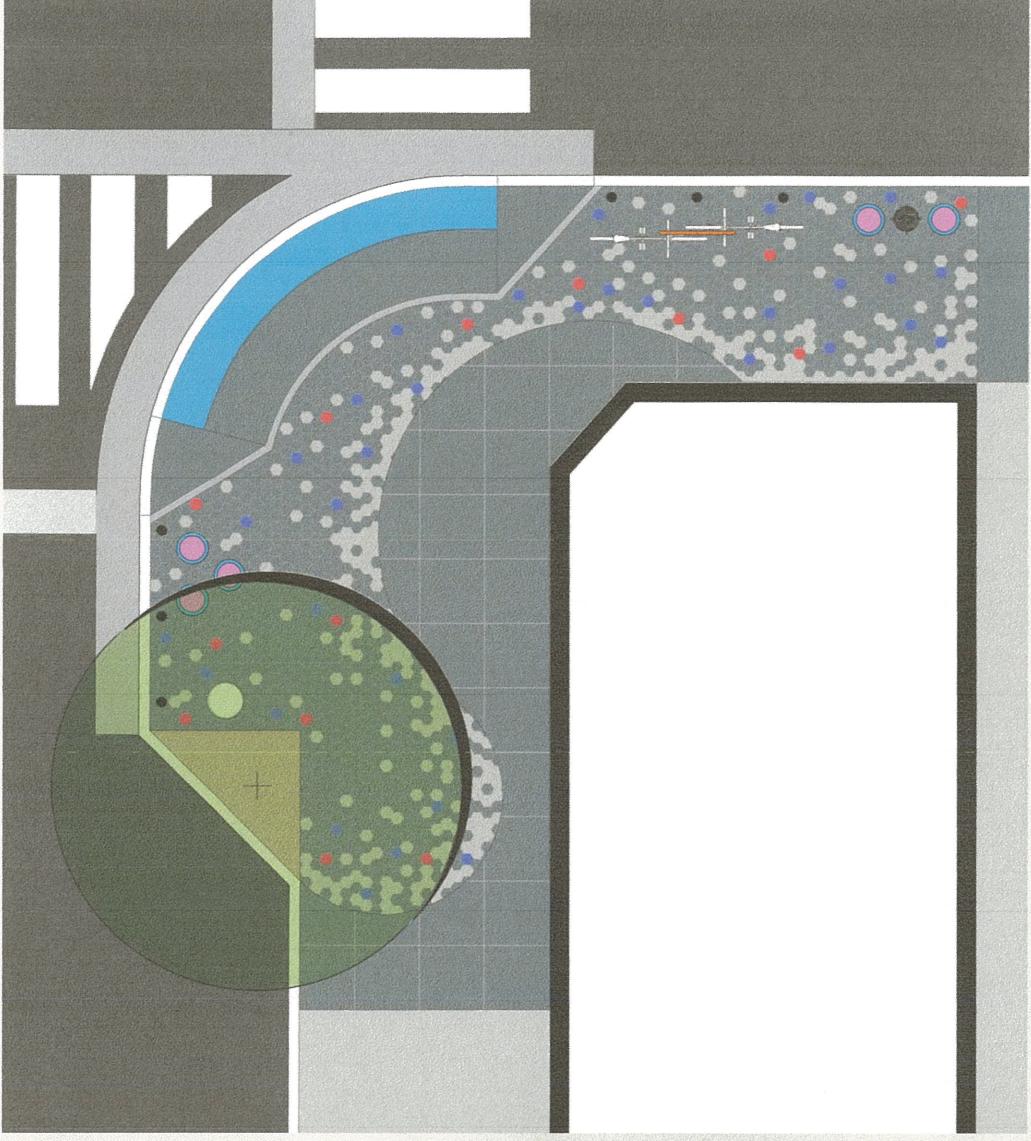
E. Black Horse Pike Intersection



E. Decatur Ave Intersection



Ansley Blvd Intersection



Typical Corner Treatment

