

# James M. Rutala Associates, LLC

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January 19, 2015

Diana C. Butcavage  
New Jersey Economic Development Authority  
36 West State Street, PO Box 990  
Trenton New Jersey 08625

**Re: NJEDA Streetscape Revitalization Program  
Main Street Streetscape Project  
City of Pleasantville, New Jersey**

Dear Ms. Butcavage:

This letter is in response to your email dated January 9, 2015 regarding the above referenced New Jersey Economic Development Authority (NJEDA) grant for the Main Street Streetscape Project. The follow documents are attached:

- NJDEP Environmental and Historic Review Application
- Right to Entry Permit and Release of Information
- Duplication of Benefits Affidavit
- Uniform Relocation Act Letter – this is not required since no privately owned properties are impacted.

We are also providing the following additional information:

Authorization to Act on the City's Behalf

Attached is a letter dated January 12, 2015 and signed by Mayor Jesse Tweedle, Sr. authorizing Rutala Associates to act of the City's behalf to expedite this approval process.

Project Development

The City confirms that no construction work related to the proposed Streetscape project has commenced, occurred or been completed since April 17, 2014.

Project Timeline

The Main Street Streetscape Project can be completed by within twelve months of receipt of a fully executed grant agreement. Based on your latest correspondence, the City is assuming that a fully executed grant agreement will be provided by May 2015.

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New Jersey Economic Development Authority  
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Narrative and Direct Tie-to-the Storm Documents

The City's NJEDA Streetscape grant application includes narrative that clearly demonstrates that the City of Pleasantville and its Central Business District were directly impacted by Superstorm Sandy.

Atlantic County is one of the nine "most impacted" counties and the City of Pleasantville witnessed significant damage and lost over \$1.5 million in ratables as of March 1, 2013 due to Superstorm Sandy. The Main Street Streetscape Improvement Project will contribute to the revitalization of a community damaged by Superstorm Sandy.

Pleasantville is a Bayfront mainland community located in Atlantic County. The Lakes Bay section of the City along with the Downtown area were flooded by Superstorm Sandy. A total of 715 insurance claims were filed in the City of Pleasantville and \$4,210,000 in losses have been paid as of September 1, 2013.

This project is part of a comprehensive revitalization plan for an area impacted by Superstorm Sandy. The City received a Post Sandy Planning Grant from the NJDCA to complete the *Pleasantville Strategy Recovery Planning Report*. This Report clearly documents the devastation that resulted from Superstorm Sandy and the plan for recovery. The revitalization of the City's business district is a key recommendation of this report. The Main Street Streetscape Project is also supported by other planning documents:

The NJDOT recently retained Parsons Brinkerhoff to complete the *Pleasantville Bicycle and Pedestrian Plan* dated July 2013. This Plan included numerous public meetings that was guided by a steering committee that consisted on City officials, business leaders, and regional transportation experts. The Plan recognizes the importance of the Bus Terminal and the City's efforts to attract transit friendly development. The Plan notes the need to continue to provide for improved bike and pedestrian access to the Bus Terminal. This grant application is designed to address this safety issue to enhance crosswalks and other improvements that have been completed by the City.

Other Funding

The City of Pleasantville has not received any additional federal Sandy recovery funds or private insurance funds for this project.

Diana C. Butcavage  
New Jersey Economic Development Authority  
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### Unmet Need Documentation

Clearly, the City of Pleasantville would not be able to fund this project without the outside assistance of the New Jersey Economic Development Authority. Pleasantville and all of Atlantic County is facing economic difficulty due to the recent closing of four casino hotels and the elimination of over 8,000 jobs.

### **Atlantic County Demographics Information**

	Atlantic City	Atlantic Co.	NJ	United States
Population:	39,558	274,549	8,791,894	308,745,538 <sup>1</sup>
Unemployment:	11.3percent	11.3percent	9.2percent	9.6percent <sup>2</sup>
Poverty Rate:	23.8percent	10.6percent	9.4percent	14.3percent <sup>3</sup>
Percent Minority:	73.3percent	33.6percent	29.8percent	26.7percent <sup>1</sup>
Per Capita Income:	\$20,760	\$27,634	\$34,566	\$ 26,530 <sup>3</sup>
Median Hhld Income	\$30,237	\$54,766	\$69,811	\$51,914
Persons Below Poverty	25.3percent	11.8percent	9.1percent	13.8percent
Renter Occupied:	67.7percent	30.4percent	32.9percent	33.1percent
High School Grads	74.3percent	84.7percent	87.3percent	85.0percent
Bachelor's Degrees	16.6percent	23.6percent	34.6percent	27.9percent

<sup>1</sup>Data is from the 2010 U.S. Census data and is available at <http://www.census.gov/>

<sup>2</sup>Data is from the Bureau of Labor Statistics and is available at [www.bls.gov](http://www.bls.gov)

<sup>3</sup>Data is from the 2009 American Community Survey and is available at

[http://www.census.gov/newsroom/releases/archives/income\\_wealth/cb10-144.html](http://www.census.gov/newsroom/releases/archives/income_wealth/cb10-144.html)

Please do not hesitate to contact me directly at 609.743.0354 if you need additional information regarding this Project.

Kind regards,  
**Rutala Associates**



James M. Rutala, PP, AICP, MBA

cc: Mayor Jesse Tweedle, Sr.  
Linda Peyton, City Administrator  
Jacqueline Amado-Belton, Director, Economic & Industrial Development  
Bonny Serratelli, NJEDA  
Stephen Martorana, NJEDA

**NJDEP Environmental and Historic Review**  
**Application for EDA and DCA-NEP Programs**

1. **Agency Name:** \_\_\_\_\_ City of Pleasantville \_\_\_\_\_
2. **Date of Application Submittal to DEP:** \_\_\_\_\_
3. **CDBG-DR Program:** \_\_\_\_\_
4. **Application ID Number:** \_\_\_\_\_
5. **National Objective Description/Number:** \_\_\_\_\_
6. **Grant Number:** B-13-DS-34-0001
7. **Applicant Name:** Main Street Streetscape Improvement Plan \_\_\_\_\_
8. **Project Location:** Main Street from Ansley Boulevard to US Route 40/322, Pleasantville, NJ 08232 Atlantic County \_\_\_\_\_ (County)  
\_\_\_\_\_ public right of way \_\_\_\_\_ (Block) \_\_\_\_\_ (Lot)

*(A separate form with a unique Application ID number is required for each location.)*

**9. Detailed Project Description**

Provide a thorough description of the existing conditions at the site, work that will occur at the site, and the final project outcome. See Appendix A for directions.

**10. Change in Use**

Will the project result in a change in use for the land or structure? If YES, please describe and document. No

Examples:

- a. Residential use → Non-residential (commercial, industrial, or mixed use)
- b. Non-residential (commercial, industrial, or mixed use) → Residential

**11. Change in Size or Capacity**

Will the project result in a change in size or capacity of any kind? No

If YES, describe the percentage increase in size, footprint, number or capacity. Include any increase to main building(s), ancillary structure(s), parking areas, landscaping, paving, discharges such as sewage (wastewater), solid waste (trash), or process discharges, etc.

Examples:

- a. Increase in retail space, restaurant or theater seating capacity with 30% larger footprint and additional parking spaces.
- b. Increase in production capacity of manufacturing facility by 15%
- c. Change in landscaping resulting in 25% more impervious surface/paving.

**12. Market Value (for residential rehabilitation projects only)**

What is the estimated cost of the rehabilitation as a percentage of the estimated post-rehab value of the building? Attach documentation such as comparable housing prices.

Example:

The cost of the rehabilitation is currently projected at \$1,212,412. The estimated value of the property's 7 units of affordable housing is expected to be \$2,000,425. (Rehabilitation costs are 61% of the projected value at completion.)

**13. Right of Entry Form signed by property owner**

Initial Determination of Level of Review \_\_\_\_\_ SCM Initials \_\_\_\_\_

Reason for Initial Determination \_\_\_\_\_

*This section is for DEP use.*

## Appendix A

### NJDEP Environmental and Historic Preservation Application

### #9) Detailed Project Description - Required Information

#### **1. Contact Information**

Property Owner:	Mayor Jesse Tweedle City of Pleasantville 1 N. First Street Pleasantville, NJ 08232
Project Representative:	James M. Rutala Rutala Associates 717 River Drive Linwood, NJ 08221 609.743.0354 <a href="mailto:Jmrutala@comcast.net">Jmrutala@comcast.net</a>

#### **2. Project Description**

Pleasantville is a Bayfront mainland community located in Atlantic County. The Lakes Bay section of the City along with the Downtown area was flooded by Superstorm Sandy. A total of 715 insurance claims were filed in the City of Pleasantville and \$4,210,000 in losses have been paid as of September 1, 2013.

To assist this community to recover from Superstorm Sandy funding this project includes complete streetscape improvements along Main Street, from US Route 40/322 and Ansley Boulevard. This section of the Pleasantville Central Business District (CBD) has witnessed a renaissance with the reconstruction of a Dunkin' Donuts at the southwest corner of US Route 40/322 and Main Street; a new supermarket (La Cosecha) at the southeast corner of Decatur Avenue and Main Street; and a new restaurant (Mambo Café) at the northeast corner of Decatur Avenue and Main Street. Other developments are planned for this area and the City wishes to stimulate more activity constructing various streetscape improvements.

This NJEDA grant will fund curb replacement and new decorative sidewalks that complement the streetscape improvements that exist north of US Route 40/322. The new sidewalk cross-section will include an amenity zone for landscaping, lighting and street furniture and a sidewalk section. This project also includes all streetscape aspects including trees, benches, bike racks, trash & recycling containers, and signage. Wayfinding signage will be provided to promote the presence of the nearby Bus Terminal.

Brick crosswalks and ADA compliant ramps will be provided as well. These improvements will not only provide for a safe pedestrian connection to the Bus Station but also to the Downtown Shopping, Washington Street School, City Hall, Police Station, Fire Station, and neighborhoods to the north of US Route 40/322.

Main Street is a County road (CR 585). The current sidewalks on Main Street are ten feet wide and are in need of replacement or in some areas are non-existent. As a result of this grant these sidewalks will be completely replaced and will provide improved access for residents of all ages and abilities. ADA compliant ramps will be installed along with clearly designated crosswalks. The planned walkway connects areas of the downtown, Main Street Elementary School and neighborhoods to the south, with the Bus Terminal.

The NJDOT funded *Pleasantville Bike & Pedestrian Plan* was completed by Parsons Brinkerhoff Engineers. The Plan recognizes the importance of the Bus Terminal and the City's efforts to attract transit friendly development. The Plan notes the need to continue to provide for improved bike and pedestrian access to the Bus Terminal.

The **Main Street Streetscape Improvement Project** is designed to effectively invest New Jersey Economic Development Authority (NJEDA) Streetscape Revitalization Program Grant funds to enhance the Pleasantville Central Business District. The entire project area included in this grant application was flooded by Superstorm Sandy. The total grant request is \$474,214.

The proposed improvements will provide a significant benefit to the residents, visitors and business owners of the City of Pleasantville. The streetscaping will complement those blocks to the north of US Route 40/322 where improvements have already occurred. Safety will be enhanced for pedestrians due to the elimination of clutter and the improvement ADA ramps.

### **3. Project Budget**

Engineer's Cost Breakdown Attached

**Uses:** Streetscape Improvements \$474,214

**Sources:** NJEDA Grant \$474,214

### **4. Site Plan - Site Location Map, Concept Drawings Attached**

### **5. Previous Environmental Studies - NA**

### **6. Miscellaneous – Site Photographs Attached**

**IMPROVEMENTS TO MAIN STREET**  
**PRELIMINARY CONSTRUCTION COST ESTIMATE**  
**NJDOT LOCAL AID PROGRAM - FY 2014**  
**CITY OF PLEASANTVILLE, NEW JERSEY**

Prepared: 13-09-04

ITEM	DESCRIPTION	QUANTITY	UNIT	UNIT PRICE	TOTAL
1	Mobilization, Site Preparation & Site Clearing	1	LS	\$10,000.00	\$10,000.00
2	Maintenance and Protection of Traffic	1	LS	\$20,000.00	\$20,000.00
3	Remove Existing Curb or Rolled Curb and Gutter	1,600	LF	\$3.00	\$4,800.00
4	Remove Existing Walks	1,350	SY	\$20.00	\$27,000.00
5	HMA Pavement Milling up to 2" thick	2,400	SY	\$5.00	\$12,000.00
6	Roadway Excavation	120	CY	\$15.00	\$1,800.00
7	Dense-Graded Aggregate Base Course, 6" thick	60	CY	\$30.00	\$1,800.00
8	Hot Mix Asphalt, 19M64, Base Course, 4" Thick	85	TN	\$100.00	\$8,500.00
9	Hot Mix Asphalt, 9.5M64, Surface Course, 2" Thick	265	TN	\$100.00	\$26,500.00
10	Miscellaneous Stormsewer Improvements	1	LS	\$20,000.00	\$20,000.00
11	Reconstruct Inlet, Type B	6	UN	\$2,500.00	\$15,000.00
12	Reset Manhole	6	UN	\$500.00	\$3,000.00
13	Reset Water Valve	3	UN	\$200.00	\$600.00
14	Traffic Stripes, 4" Wide	1,260	LF	\$2.00	\$2,520.00
15	Traffic Markings	250	SF	\$3.00	\$750.00
16	Reset RPM	14	UN	\$100.00	\$1,400.00
17	Concrete Sidewalk, 4" Thick	675	SY	\$54.00	\$36,450.00
18	Decorative Sidewalk	675	SY	\$108.00	\$72,900.00
19	Brick Crosswalk	135	SY	\$108.00	\$14,580.00
20	Detectable Warning Surface	14	UN	\$270.00	\$3,780.00
21	8" x 18" Concrete Vertical Curb	1,600	LF	\$21.50	\$34,400.00
22	Regulatory and Warning Sign	40	SF	\$50.00	\$2,000.00
23	Bicycle Rack	10	UN	\$1,500.00	\$15,000.00
24	Decorative Lighting	1	LS	\$15,000.00	\$15,000.00
25	Landscape Improvements	1	LS	\$15,000.00	\$15,000.00

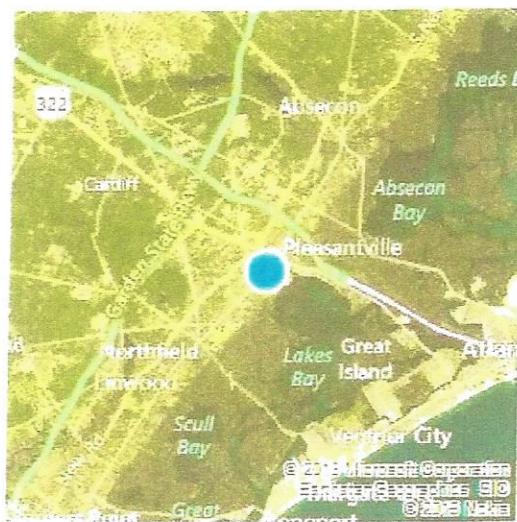
TOTAL RAW CONSTRUCTION COST:	\$364,780.00
15% CONSTRUCTION CONTINGENCY:	\$54,717.00
15% CONSTRUCTION INSPECTION AND MATERIALS TESTING:	\$54,717.00
ESTIMATED TOTAL PROJECT COST:	\$474,214.00

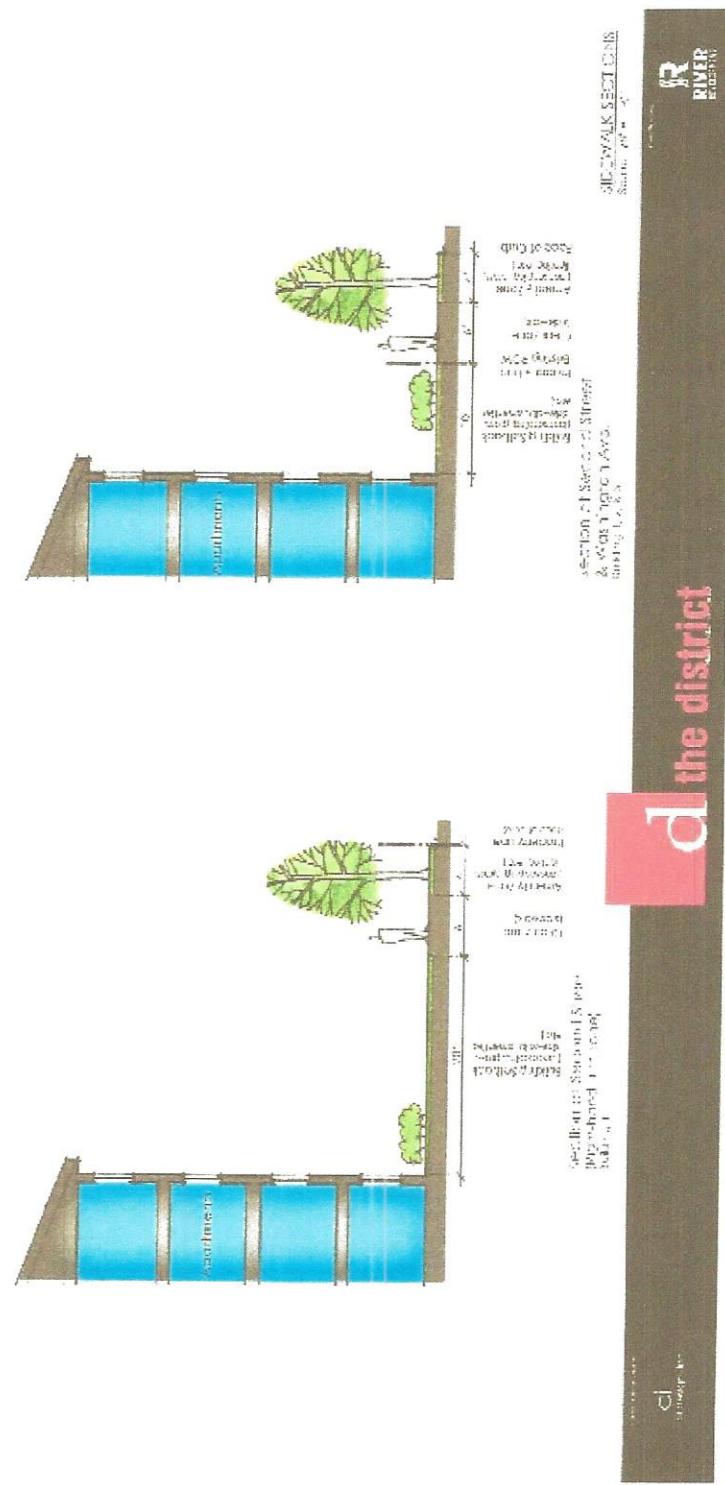


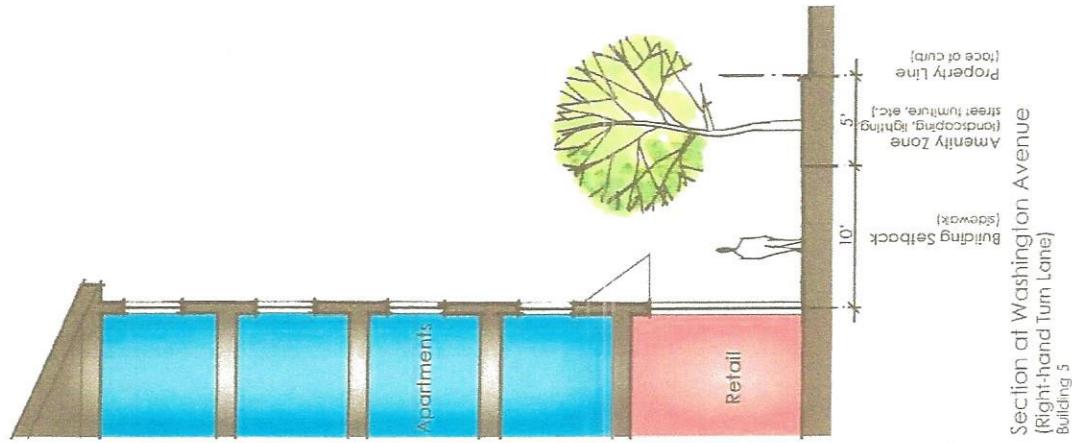
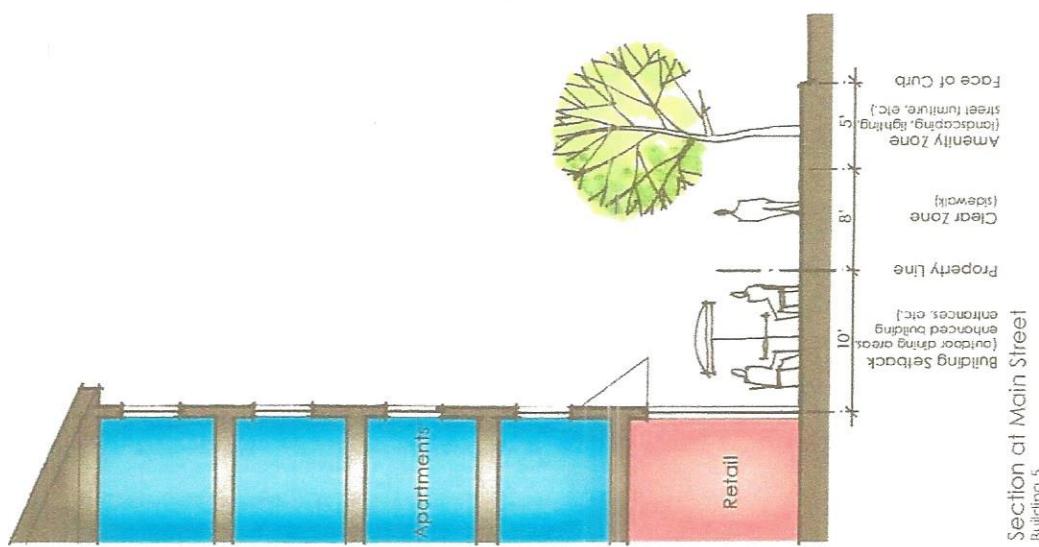
S Main St, Pleasantville, NJ 08232

Pleasantville Transit Village  
Enhancement Project - Phase II

[m.bing.com](http://m.bing.com)







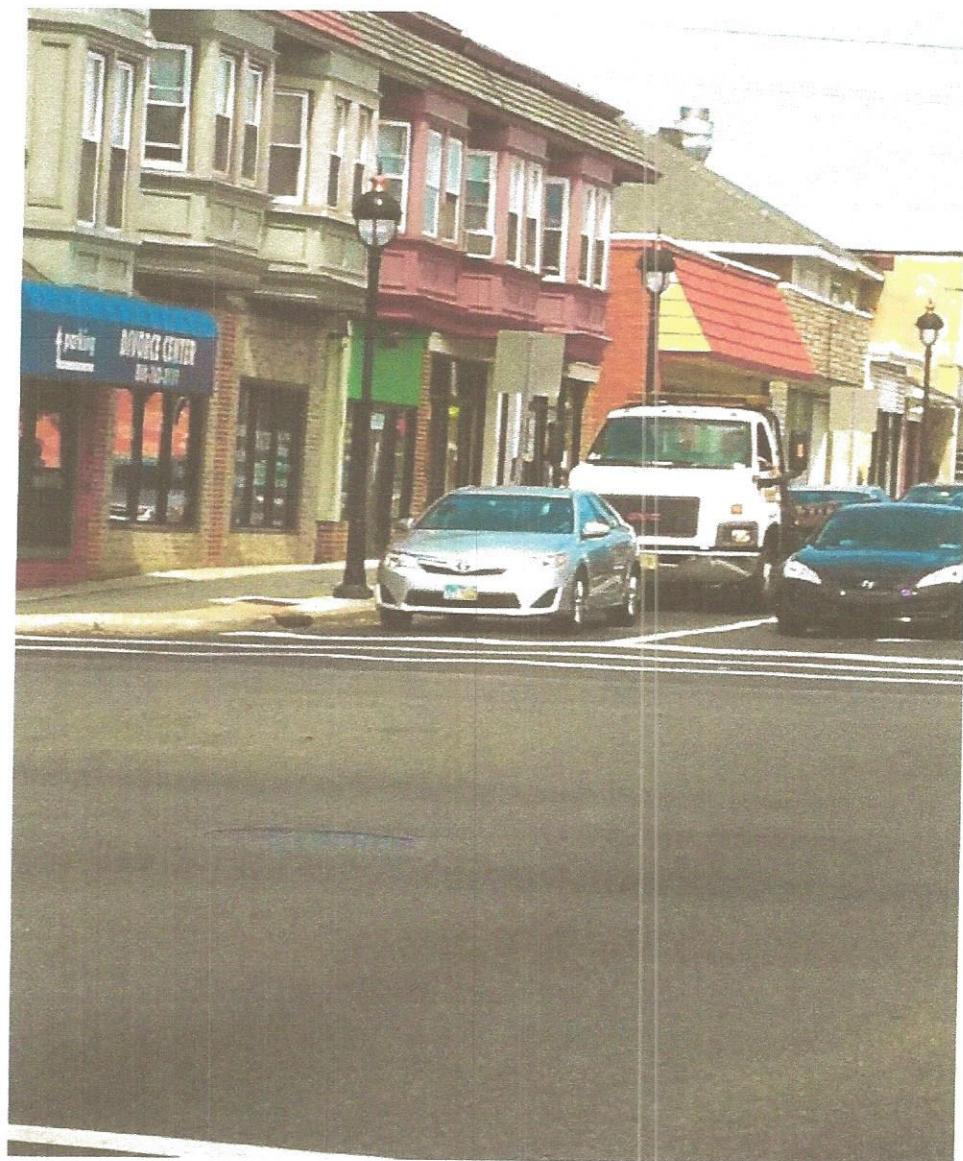
the district

Cl  
C design, inc.

SIDEWALK SECTIONS  
Scale: 1/8" = 1'-0"

 RIVER  
DEVELOPMENT

















**RIGHT-OF-ENTRY PERMIT and RELEASE OF INFORMATION**

**NJEDA Stronger NJ Business Grant and/or Loan, and  
Neighborhood and Community Revitalization Programs**

Applicant Name:	CITY OF PLEASANTVILLE	
Address:	18 N. FIRST STREET	
City:	PLEASANTVILLE	County: ATLANTIC
Phone:	609.484.3600	
Email:	mayor@pleasantville.nj.us	
Project Location:	MAIN STREET, US ROUTE 322/40 TO ANSLEY BOULEVARD	

**RIGHT OF ENTRY ("ROE"):** The undersigned Applicant hereby unconditionally authorizes New Jersey Economic Development Authority ("NJEDA"), the New Jersey Department of Environmental Protection ("NJDEP"), and their respective assigns, employees, agents, contractors, program managers, inspectors and subcontractors (collectively, the "Permitted Parties") to have the right of access and to enter in and onto the property described above (the "Property") for the purpose of performing any of the following activities in connection with determining eligibility for and/or receiving assistance under the Stronger NJ Business Grant and/or Loan Program or the Neighborhood and Community Revitalization Program (collectively, the "Program"): environmental review and inspections, historic preservation review and inspections, the taking of samples for specialized testing, on-site inspections and regulation compliance inspections.

**Applicant understands and agrees:**

1. This Right of Entry does not create any obligation on the part of the Permitted Parties to perform any of the foregoing activities on the Property.
2. Environmental inspections and historic preservation reviews are a requirement of CDBG-DR funding. Compliance with that funding requirement requires that the Permitted Parties be granted full access for the purpose of environmental and historic preservation inspection activities. Inspection activities will primarily consist of external inspections of the property.
3. No inspections will be performed until this ROE is completed in full.
4. Applicant authorizes the Permitted Parties to collect samples of materials, including but not limited to, drywall compound, floor tile, piping insulation, paint, ceiling tile, soil, potable water and groundwater for purposes of testing for potentially hazardous materials (including lead paint, asbestos, mold, etc.) in accordance with the requirements of local, State, and federal authorities. Applicant understands that this sampling may result in minor damages to the Property, which damages may be repaired if the Applicant receives assistance from the Program, but will not be repaired if the Applicant does not receive assistance from the Program.
5. Applicant shall indemnify and hold harmless the NJEDA, NJDEP, and the other Permitted Parties for any and all liability, loss, damage, or destruction of any type whatsoever to the Property and to personal property and fixtures situated thereon, and for bodily injury or death to persons on the

Property, and hereby releases, discharges and waives any and all liability, claims, demands, damages, injuries, losses, penalties, fines, costs, causes of action, judgments, expenses, as well as any and all actions, either legal or equitable, which the undersigned has, or may have, or that might arise, of any nature whatsoever and by whomever made, by reason of or incident to any action of aforesaid NJEDA, NJDEP or the other Permitted Parties taken to accomplish the purpose of this ROE.

6. Applicant represents and warrants that Applicant has full power and authority to execute and fully perform Applicant's obligations under this ROE. If Applicant is an entity, Applicant also represents and warrants that Applicant has such power and authority pursuant to its governing instruments, without the need for any further action, and that the person(s) executing this ROE on behalf of Applicant are the duly designated agents of Applicant and are authorized to do so. Applicant expressly represents and warrants that fee simple title to the Premises is vested solely in Applicant.
7. This Right of Entry shall expire on *December 31, 2015* unless otherwise extended in writing by Applicant.

Applicant Name JESSE L. TWEEDLE Date 1/12/2015

Authorized Signatory x Jesse L. Tweedle Date 1/12/2015

Witness Signature \_\_\_\_\_ Date \_\_\_\_\_

### DUPLICATION OF BENEFITS AFFIDAVIT (for Subrecipient)

Please identify all insurance coverage on the damaged property. If there was no insurance on the property please enter "none" in the space below. If there was insurance on the entity please include the name of the insurance company, policy number, claim number, and settled amount, if any. This includes insurance providers from which you did not receive insurance monies as compensation for Superstorm Sandy. Copies of the insurance policies in place at the time of Superstorm Sandy and any correspondence with the insurance companies on or after October 29, 2012, must be attached to the application.

Insurance Company	Policy Number	Coverage Type	Claim Number	Settled Amount
	<i>NONE</i>			

Please provide below any sources of funds that the entity has been awarded and/or received as a result of Superstorm Sandy other than insurance. Sources of funds include, but are not limited to: Federal, State and local loan/grant programs, private or bank loans, nonprofit donations or loans. Please indicate below the amount allocated to your entity from any and all funding sources.

Source of Funds	Application Number	Amount Received
<i>NONE</i>		

The undersigned, on behalf of and as a duly authorized agent and representative of \_\_\_\_\_ (the "Subrecipient") certifies that it has disclosed to the New Jersey Economic Development Authority ("NJEDA") in this affidavit all FEMA, SBA, insurance proceeds and other funds received, to be received, or any future payments received as compensation for damages resulting from these declared disasters for which assistance may be provided by NJEDA.

The Subrecipient acknowledges that it may be prosecuted by Federal, State, or local authorities and/or that repayment of all disaster recovery funds may be required in the event that it makes or files false, misleading, or incomplete statements or documents.

[Subrecipient]

By: *X* *Janet Deedler*  
Name:  
Title:

Date: 1/12/2015



The City of  
**Pleasantville NJ**

*Feel the Energy.*



Jesse L. Tweedle, Sr.  
*Office of the Mayor*

mayor@pleasantvillenj.us

phone: 609.484.3610

fax: 609.641.8642

[www.pleasantville-nj.org](http://www.pleasantville-nj.org)

January 12, 2015

Diana Butcavage, Senior Construction Officer  
New Jersey Economic Development Authority  
36 West State Street  
PO Box 990  
Trenton, NJ 08625-0990

**Re: Streetscape Revitalization Program – Round Two**  
**City of Pleasantville**

Dear Ms. Butcavage:

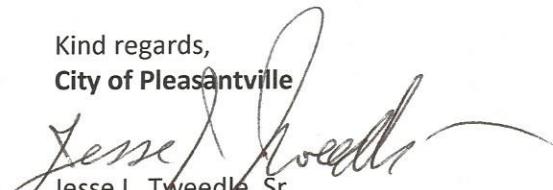
Thank you for your email dated January 9, 2015 that indicated that the City of Pleasantville was selected to advance to the next phase of the approval process for the NJEDA Streetscape Revitalization Program. We are thrilled to have this opportunity to work with NJEDA to enhance the Main Street streetscape.

I am writing this letter to indicate to you that Jim Rutala is authorized to act on the City's behalf for the purpose of expediting this grant application. Mr. Rutala's contact information is:

James M. Rutala, PP, AICP, MBA  
Rutala Associates, LLC  
717 River Drive  
Linwood, NJ 08221  
[jmrutala@comcast.net](mailto:jmrutala@comcast.net)  
609.743.0354

Please forward future correspondence directly to Mr. Rutala.

Kind regards,  
**City of Pleasantville**

  
Jesse L. Tweedle, Sr.  
Mayor