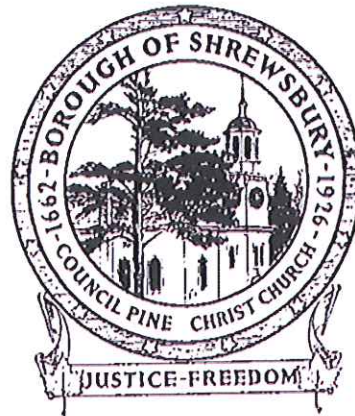


MASTER PLAN  
SUSTAINABILITY ELEMENT



Prepared Under the Guidance of

**The Borough of Shrewsbury Environmental Commission**



FINAL DRAFT

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*Funded Through a Grant From ANJEC*



## **MASTER PLAN SUSTAINABILITY ELEMENT**

Borough of Shrewsbury, Monmouth County, New Jersey

### **TABLE OF CONTENTS**

<b>Statement of Purpose</b>	1-2
<b>Vision Statement</b>	3-4
<b>Sustainable Action Plan</b>	
I. Sustainable Land Use	4-6
II. Sustainable Circulation	7-9
III. Public Education & Outreach on Sustainability	9-10
IV. Natural Resource Conservation	10-16
V. Sustainability in Government	16-19



## STATEMENT OF PURPOSE

The purpose of the Sustainability Element of the Master Plan shall be to establish a framework to guide the transformation of Shrewsbury Borough into a ‘*Sustainable Community*’, or one that enacts governmental policies to ensure the preservation of a healthy natural environment and prosperous local economy for future generations.

A sustainable community is defined by the New Jersey Department of Environmental Protection as one that:

- **Acknowledges** that economic, environmental and social issues are interrelated and that these issues should be addressed “holistically.”
- **Recognizes** the sensitive interface between the natural and built environments.
- **Understands** and begins to shift away from polluting and wasteful practices.
- **Considers** the full environmental, economic and social impacts and costs of development and community operations.
- **Understands** its natural, cultural, historical and human assets and resources and acts to protect and enhance them.
- **Fosters** multi-stakeholder collaboration and citizen participation.
- **Promotes** resource conservation and pollution prevention.
- **Focuses** on improving community health and quality of life.
- **Acts** to create value-added products and services in the local economy.

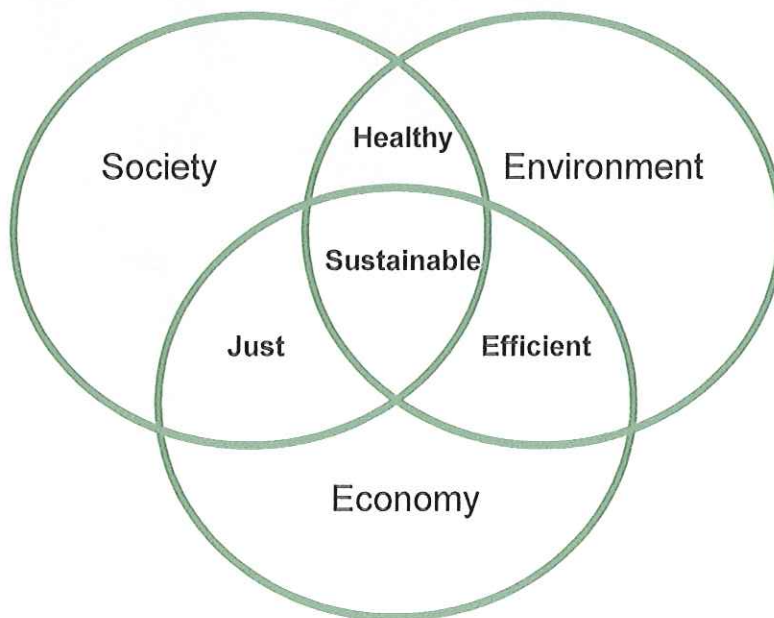
Sustainable community planning entails the use of civic design standards that will meet the needs of the present in an equitable manner, without compromising the ability of future generations to meet their own needs. Although it is common to plan for the present and near future, the New Jersey State Development and Redevelopment Plan’s (SDRP) vision for New Jersey describes smart growth as *sustainable growth that creates communities of enduring value*. The sustainability element of the Shrewsbury Master Plan exacts the SDRP vision of sustainability on the local level.



The Sustainability Element of the Shrewsbury Master Plan has been prepared in accordance with the Municipal Land Use Law (MLUL) found at N.J.S.A. 40:55D-28.a, which grants the planning board jurisdiction to “prepare, and after public hearing, adopt or amend a master plan or components thereof, to guide the use of the lands within a municipality in a manner which protects public health and safety and promotes the general welfare.” The intended function of the Sustainability Element of the Master plan is to establish goals, policies and strategies to protect natural resources, and create a healthy and sustainable economy and community.

This element of the Shrewsbury Master Plan outlines how the sustainability objectives underlie, relate to, and provide additional direction to the elements of their Master Plan. This document will serve as a foundation and blueprint for incorporating sustainability into all aspects of local governance.

The focus of the Sustainability Element shall include energy management, greenhouse gas reduction, ‘green’ land use and building design, water conservation, solid waste management, pollution reduction, sustainable economic development, mobility and access, and environmental education.





## VISION STATEMENT

The Borough of Shrewsbury is situated in the eastern portion of Monmouth County, within the Parker's Creek watershed, thus preservation of a healthy natural environment is highlighted due to the regional impacts on the coastal ecosystem.

As a result, the local vision established for the borough incorporates development and redevelopment strategies to strengthen the character of natural greenways and bio-systems, and integrate 'green living' initiatives into the community best practices.

On a global scale, the vision for the borough embraces green initiatives to conserve energy through the use of renewable energy sources, implementation of energy efficient building design and renovation, and implementation of a community strategy to reduce the reliance on motor vehicles as a primary means of transportation within the community.

These steps will ultimately lead to the reduction in the carbon footprint of the borough, and strengthen the vibrant sense of community already embraced by the residents of Shrewsbury. The action plans to be formulated as a result of sustainable planning may include some or all of the following steps to be undertaken by municipal government and citizens within the Borough of Shrewsbury:

- Performing greenhouse gas and energy audits of municipal and private facilities
- Create greenhouse gas reduction action plan
- Maximizing energy conservation and efficiency
- Using alternative and renewable energy uses
- Requiring and promoting water conservation and use efficiency
- Reducing automobile-dependency
- Providing programs and incentives for sustainable business and business practices
- Requiring or encouraging "green building" standards for municipal facilities and redevelopment areas, and encouraging green design for other private development projects.
- Adopting green purchasing policies for municipal government
- Improving local materials reduction, and enhancing current recycling programs.
- Providing public education and outreach to help residents incorporate sustainable practices into their homes and lifestyles.



The actions to be undertaken by the Borough of Shrewsbury shall be guided by sound planning principles and efficient government policy to implement a rational strategy to create a sustainable community.

## **SUSTAINABILITY ACTION PLAN**

The guiding principle of 'Sustainability' may be broadly applied to established policies and practices borough-wide, through community planning, government policy, public education and regulation enactment.

The implementation of an action plan is readily accomplished by establishing goals and objectives to be accomplished, and formulating a rational nexus to evaluate the effectiveness of strategies. The suggested actions to be undertaken are outlined below and categorized by mechanism of implementation strategy.

### **I. Sustainable Land Use**

Land use policy and decision making is implemented locally at the land use board level, thus incorporating sustainable land use practices and ideas in the early stages of the overall process is elemental to the success of this plan. It shall be the intent herein to present an array of guiding principles to enable the borough land use boards to formulate sustainable development through policy changes and technical guidance during the approval process.

Specific recommendations are presented below, along with strategies for implementation and measurable goals to gauge effectiveness.

#### **A. Develop and implement smart growth strategies that foster pedestrian accessibility, employ green civic design standards, and mixed-use re-development for under-developed parcels in the borough, or those which revitalization is reasonably expected to occur.**

- i. Establish reasonable design standards consistent with smart growth principles to provide for pedestrian accessible site design, reduction in the amount of off-street parking inventory required to only that which is necessarily required, and use of 'green' site design techniques which preserve natural environs.
- ii. Establish reasonable design standards that set forth incentives and regulations for new developments to include bicycle facilities such as bike racks.



- iii. Establish a trust account for developers to contribute to a shared biking facility in exchange for reduced parking requirements where such practice is reasonable and warranted.
- iv. Identify technical and financial assistance available to support Smart Growth initiatives in the borough.
- v. Enact zoning standards to minimize street length by concentrating development in the least environmentally sensitive areas of a development site.
- vi. Enact zoning or design standards which will permit a developer to reduce parking lot size by encouraging shared parking among adjacent businesses.

**B. Develop and maintain a sufficient open space system that balances efforts to enhance biodiversity, natural preservation, and both passive and active recreation opportunities with commercial and residential development and redevelopment throughout the community.**

- i. Conduct consistent open spaces review during the permitting process for development projects to incorporate public open space into project design.
- ii. Provide incentives for planting trees above and beyond stated design requirements and creating additional green space open to the public as part of new development and major renovation projects.
- iii. Provide a means for the creation of appealing small-scale public gathering spaces with well-adapted vegetation as part of development and redevelopment projects.
- iv. Create vibrant, well-used public places and public gathering spaces that serve as the framework around which housing, retail and commercial buildings are planned and designed.
- v. As part of a municipal capital improvement program, establish a policy by which unnecessary pavement is removed and replaced with vegetative surfaces or landscaping.



- vi. Prepare a cluster development ordinance that allows developers to increase the construction density on a portion of the buildable property in exchange for preserving open space on another portion of the tract.
  - vii. Continue to enforce the landscape ordinance requirements, and establish a trust fund for the creation of off-site landscaped areas whenever a developer requests a waiver from landscape requirements due to limited site area.
- C. Consider the adoption of “green” building and development practices in development projects, including appropriate consideration of aesthetics, design opportunities and community standards. Promote awareness, disseminate information and provide incentives to encourage green building in all development and re-development projects.**
- i. Adopt LEED green building standards and green building criteria for evaluating new development projects and major renovations of commercial or residential structures.
  - ii. Promote LEED certification and through zoning incentives, expedited permit reviews, and local education.
  - iii. Develop and disseminate information on green building and remodeling practices on Borough website.
  - iv. Encourage or require essential services and facilities, such as gas stations, public safety facilities, shelters, and government offices to be outfitted with alternative energy components such as photovoltaic arrays to provide a means to maintain electrical power in the event of cataclysmic natural phenomenon and consequential utility infrastructure collapse.
  - v. Encourage the use of shade canopies with solar panels at parking lots where this practice is feasible and may be incorporated into a sound civic design.
  - vi. Provide streamlined permitting processes to encourage solar photovoltaic installations in the community.
  - vii. Consider a requirement that electric vehicle recharging facilities be provided as part of any new development that will contain large parking facilities, such as shopping centers or multi-family residential developments.





## **II. Sustainable Circulation**

The overall character of the Borough of Shrewsbury is shaped by the transportation infrastructure in and around it. The majority of the Borough dwelling units are post-war era homes constructed in developments utilizing interconnectivity within the local roadway network amassed around county and state highways.

The geographic location and commercial element of the borough results in a convergence of arterial county and state highways, thus warranting a highlighted focus on strategies reduce the borough's carbon footprint by improving the sustainability of the transportation network.

Outlined below are specific strategies to accomplish the stated goal of transforming the borough into a more sustainable community.

### **A. Reduce dependence on the automobile and increase Sustainable Transportation Options and Mass Transit Ridership. Create parking incentives, improve transportation services and accessibility, and provide education and outreach.**

- i. Encourage the installation of aesthetically pleasing shelters or benches at transit stop locations where same has a reasonable expectation of increasing ridership.
- ii. Promote the use of staggered working hours to modify traffic peak hours and reduce traffic congestion on Broad Street (NJSH Route 35).
- iii. Consider sustainability criteria when determining parking standards for new developments or significant re-development projects.
- iv. Publicize proximity to transit as a reason to shop in local stores, and encourage local businesses such as 'The Grove' to offer incentives to shoppers who choose public, or alternative modes of transportation.
- v. Encourage local businesses to develop an alternative transportation program that encourages to employees utilize alternatives to the automobile for commuting. This may include altering work schedules to match drop-off and pickup times, subsidizing of transportation costs, and may also be considered for government employees.



**B. Develop and implement initiatives that improve access to and safety for pedestrian and bicycle circulation.**

- i. Encourage community groups and the borough public and private schools to promote walking and biking for health education programs.
- ii. Promote the use of traffic calming features within existing and future roadways, such as widening of sidewalks; installation of curb bulb-out extensions, center islands and plantings; roadway narrowing; and use of high visibility or textured crosswalks at priority locations such as schools, high-density commercial areas and at transit stops to enhance pedestrian safety and encourage the use of alternative transportation modes to reduce automobile dependency.
- iii. Consider bicycle facility planning consistent with the 'Complete Streets' principle when planning upgrades to municipal roadways or developing new streets as part of an overall site development project.
- iv. Formulate a pedestrian program and encourage developers to install benches, and make aesthetic improvements to borough pedestrian routes, such as trees, flowers, and other streetscape treatments.
- v. Create incentives for private/public bicycling facilities to developers and businesses.
- vi. Install additional bicycle parking at commercial areas, parks, and schools and look for new opportunities to install bicycle lanes or guidelines and improve intersections for cyclists.
- vii. Encourage the development of an educational program within the Shrewsbury Elementary School to promote the use of walking and bicycling as an alternative to parent drop-off and pick up.
- viii. Prepare a borough-wide walkability and bikeability assessment geared to improving pedestrian and bicycle access for existing neighborhoods to public facilities, major commercial areas and schools.



**C. Develop programs designed to reduce motor vehicle emissions through use of alternative fuel vehicles (AFVs), incentives for parking and alternative transportation, and public education.**

- i. Undertake an 'anti-idling' campaign and enforce State code on anti-idling of trucks, buses and cars outside of schools and businesses. Provide education about idling through signs, targeted mailings to the borough school, parents, bus companies; and follow up with enforcement.
- ii. Develop an educational program to identify automobile and truck tire pressure for optimum energy efficiency.
- iii. Promote the use of alternative fueled vehicles for police cars, and municipally owned vehicles, if and where practical.
- iv. Establish a trip reduction program with local businesses. Voluntary (and mandatory) programs may be developed with local businesses to establish carpooling incentives.

**III. Public Education and Outreach on Sustainability**

The effectiveness of any public policy or initiative is directly dependent upon the plan's ability to engage the public as a whole. Public outreach efforts should span all age and socioeconomic groups, and be uniquely focused for each targeted audience. Sustainability objectives will be most effective when incorporated into daily living with subtle changes in lifestyle activities.

To achieve this goal several strategies are outlined below.

**A. Formulate public education programs to raise awareness of the importance of sustainability and foster sustainable living.**

- i. Design and administer a comprehensive annual sustainability survey that assesses resident awareness, knowledge and participation in both Borough-wide and individual sustainable activities and that gathers information that is not readily available by other methods of data collection.
- ii. Create educational displays in municipal facilities and promotion of same during community events such as 'Shrewsbury Day'.



- iii. Promote residents or local businesses that have helped raise awareness or taken actions to promote sustainability within Shrewsbury through public recognition.
- iv. Encourage “Local Garden Tours” of area homes, businesses, and organizations that have such sustainable features as organic fruits & vegetables, natural vegetation, wildlife habitat gardens, water efficient landscaping, green roofs, and organic lawn & gardens.
- v. Encourage community groups such as the EC to create demonstration gardens or displays to promote sustainable practices. A rain garden could be developed at the Shrewsbury Community Garden as an example.
- vi. Prepare and distribute environmental guidelines or owner’s manuals for residents which could be distribute to interested residents, or included in Certificate of Occupancy packets for new residents.
- vii. Establish a municipal awareness campaign using messages in local newspapers and borough newsletters about sustainability issues such as local air quality, water quality, and sustainability efforts.
- viii. Create a ‘Sustainable Business’ recognition program that distinguishes sustainable businesses throughout Shrewsbury with identifiable stickers to be placed on storefront/business windows.
- ix. Develop an information kit for distribution to local schools and community groups regarding participation in sustainability efforts in Shrewsbury.
- x. Create and implement a professional development program for school teachers to give them the tools to incorporate everyday sustainability in the classroom.

#### **IV. Natural Resource Conservation**

A cornerstone of sustainable living is natural resource conservation, which is the most traditional among the sustainability concepts contained in this plan. While more widely known and accepted, the migration of resource conservation from a stand-alone practice to an element of a more widely encompassing sustainability plan shall serve to further strengthen the effectiveness of this element of the masterplan.



Targeted steps to facilitate the convergence of resource conservation and a sustainable community are outlined below, and intended to be undertaken by community groups such as the Environmental Commission.

**A. Reduce Energy Consumption and Improve Energy Efficiency among Shrewsbury businesses through educational workshops, information campaigns, partnerships and incentive programs.**

- i. Encourage local businesses to promote Energy Star products and educate consumers about the Energy Star label. Provide links to ENERGY STAR's product locator and buyer's guide on the Shrewsbury municipal website.
- ii. Conduct informational workshops to raise awareness about the Energy Star business partnership programs and the Energy Star Home program.
- iii. Recruit businesses and organizations into the federal Energy Star program. Utilize pledges, peer exchanges, and public recognition programs to sustain involvement.

**B. Encourage Shrewsbury residents to conserve energy through education, incentives, campaigns and programs.**

- i. Launch an "energy efficiency challenge" campaign for community residents.
- ii. Provide information for residents on the Shrewsbury Borough website on how to reduce energy use and GHG emissions. The web site should include background information, instructions on how to receive rebates and federal tax credits, a home energy and GHG calculator, and links to other resources.
- iii. Promote energy and climate change awareness through a newsletter column written by staff or a local energy/GHG expert; case studies of local homes and households that have reduced emissions by a large percentage.
- iv. Implement a Winter Energy Savings Program for residents. This shall include posting suggestions on how to save money and reduce energy consumption on Borough web site or through mailings or other means of distribution.



**C. Optimize Use of Vegetation to Shade Buildings and Reduce the Urban Heat Island Effect.**

- i. Coordinate tree planting and care education programs such as neighborhood tree walks and Arbor Day celebrations in local schools, which feature tree identification and tips on caring for trees.
- ii. Provide landscaping workshops for residents on how to use vegetation to shade buildings and to reduce the urban heat island effect.
- iii. Provide landscaping manuals and tips on borough website.

**D. Reduce the Urban Heat Island Effect through Design of the Built Environment.**

- i. Provide developers and property owners with information about using green roofs or high reflectance roofs on buildings and other reflectance and shading techniques for parking lots and impervious surfaces.
- ii. Provide incentives for new construction and renovations to meet reflectance and shading standards under LEED NC 2.2 SS Credit 7.1 & 7.2 Heat Island Effect.

**E. Develop and implement strategies that utilize renewable energy sources and encourage the development and use of renewable energy technologies and green power.**

- i. Establish and publicize a renewable energy strategy to assist in achieve the goal of 20 % of the electricity consumed within the borough being produced by renewable sources by 2020, consistent with Governor Corzine's State Renewable Energy Targets which call for twenty percent of the electricity consumed in New Jersey by 2020 to come from renewable sources, such as wind and solar.
- ii. Encourage community participation in the *Clean Power Choice Program* through incentives, education and awareness.
- iii. Promote the use of and conversion to solar power generation on private buildings, offices, residential complexes, retail establishments, multi and single-family homes.



**F. Develop and implement efforts that improve the quality of the community water resources and reduce water use.**

- i. Require the use of Low Impact Development technologies and use alternative surfaces and nonstructural techniques to reduce imperviousness and promote infiltration, thereby reducing pollutant loadings and increasing ground water recharge.
- ii. Encourage the use of grid pavers and porous pavement in retail and private driveways and parking lots.
- iii. Require or promote use of stormwater best management practices such as rain gardens, vegetated swales, and rainwater recycling by providing guidelines and incentives for developers and residents.
- iv. Provide guidance and encourage design of integrated natural and non-structural treatment systems such as constructed wetlands, vegetated filters, and open channels to treat stormwater runoff among developers and residents.

**G. Prevent pollutants from reaching waterways by regulating the source of Non-Point Source Pollutants.**

- i. Continue to implement the Borough's Municipal Stormwater Management Plan, and make revisions thereto periodically to enhance its effectiveness.
- ii. Ensure enforcement of pet curbing ordinances.
- iii. Restrict residential use of pesticides and chemical fertilizers and encourage Integrated Pest Management (IPM) techniques.
- iv. Develop and publish guidelines for organic yard care and sustainable landscape construction.
- v. Coordinate with the Office of Emergency Management to develop strategies for the removal of pollutants from floodwaters which may result from natural disasters.



**H. Reduce amount of water used for borough-wide landscaping and lawn maintenance practices.**

- i. Develop a program to promote and provide guidelines for “rain gardens to residents and businesses.
- ii. Provide information and guidance to residents and local business owners on using a rainwater collection system to reduce or eliminate the quantity of potable water used for irrigation.
- iii. Provide information and guidance to residents and local business owners on re-using stormwater volumes generated for non-potable uses such as landscape irrigation.
- iv. Provide information and guidance to residents and local business owners on using high-efficiency irrigation strategies such as drip, micro misters, and sub-surface irrigation systems and smart irrigation controllers such as moisture sensor, rain shut-offs, and weather-based evapotranspiration controllers where applicable.
- v. Formulate a handout or other guidance document on reducing water use through grass cutting height adjustment.

**I. Develop and implement efforts that maintain and expand the community’s biodiversity and foster protection or expansion of native habitat for flora and fauna.**

- i. Enhance municipal ordinance mandating the protection of existing trees as part of development or re-development projects.
- ii. Develop and install appropriate interpretative signs and information brochures on biodiversity values at publicly owned wetland sites such as the Esther Hymer Nature Preserve and Buttonwood Drive Open Space.
- iii. Provide information and guidance on Integrated Pest Management Practices (IPM) on the Borough website for local residents and businesses.
- iv. Establish a public outreach program to educate residents of the significance of wetland areas and conservation easements.





- v. Modify borough landscaping ordinances to prohibit the use of plant materials listed as invasive or noxious weed species.
  - vi. Provide information and guidance to residents and local business owners on how to maintain lawns and landscaping in natural state with native trees, shrubs and wildflowers.
  - vii. Provide resources to community garden organizations such as compost and native plant seeds.
  - viii. Establish an “adopt a block” program that allows small business owners to sponsor tree planting along a roadway in return for public recognition.
  - ix. Require that new construction adopt sustainable landscaping techniques.
  - x. Establish a significant tree registry for individual exotic and native specimens and protect through planning regulation.
  - xi. Encourage local schools to plant organic gardens, and participate in the Shrewsbury Community Garden.
- J. Develop and implement the strategies for waste management. Provide incentives, convenient programs and easy to follow guidelines for local business and residents to reduce, reuse and recycle.**
- i. Formulate ordinance standards which require all businesses to maintain clearly marked, multiple recycling receptacles at private establishments such as restaurants, shops and local businesses. Clearly marked receptacles for trash should be available as well to discourage commingling of waste with recyclables. Use standardized shapes, colors, and signage to help promote public awareness and encourage proper use.
  - ii. Host a community-wide yard sale at the Municipal Complex to reduce waste disposal.
  - iii. Provide residents with information bulletins on ways to reduce waste and on how to be more environmentally-friendly consumers.



- iv. Promote the use of websites such as 'freecycle.org' as a means to further enhance recycling efforts and reduce solid waste generation.

## **V. Sustainability in Government**

In similar fashion to the sustainable initiatives for borough residents and businesses outlined herein, an opportunity exists for municipal government to undertake certain steps to achieve a higher degree of sustainability, and provide a leadership role to its departments and committees.

Outlined below are suggested strategies to accomplish this goal, bearing in mind that fiscal impacts must be tempered to achieve a balance in budgeting.

### **A. Develop and implement environmental initiatives that are resource efficient and cost-effective and that help to stabilize the municipal budget.**

- i. Implement an Environmentally Preferable (i.e., Green) Purchasing (EPP) policy.
- ii. Conduct an internal review of purchasing policies to establish where enhancements in sustainable purchasing can be effected, such as purchasing products made from recycled materials.
- iii. Investigate the opportunity to implement bulk EPP among municipal departments and with other entities such as Rutgers University or other communities.
- iv. Develop an educational program in EPP for municipal staff.
- v. Establish municipal procurement guidelines directing that all applicable electrical equipment be ENERGY STAR-rated.
- vi. Conduct routine energy audits on all borough-owned facilities to ensure the maximum efficiency is being maintained.
- vii. Consider the installation of photovoltaic panels on borough facilities to offset energy costs and champion the use of renewable energy sources.



**B. Develop and implement Borough policies that improve the resource efficiency and cost-effectiveness of municipal services.**

- i. Research potential grants, certifications or awards that provide a benchmark or recognition for each new environmental conservation program or project implemented by the Borough.
- ii. Publicize each grant, certification or award achieved or maintained by the Borough by a press release, posting of a plaques or certificate in the municipal building and posting an announcement on the Borough web site.
- iii. Create a Borough staff level position for a Sustainability Coordinator, or assign this role to existing personnel. This person shall be the primary point of contact within the borough for employees and volunteers to obtain information related to sustainability policies.

**C. Develop and implement strategies that reduce municipal fleet emissions and provide sustainable transportation options for municipal employees.**

- i. Reduce municipal government motor vehicle emissions through use of Alternative Fuel Vehicles (AFVs), incentives for employee carpooling and alternative transportation, and education & promotion.
- ii. Reinforce New Jersey's existing Anti-Idling Laws with signage and enforce with penalties for drivers of municipal vehicles and vehicles contracted to do work for the municipality.
- iii. Retire old and under-used municipal vehicles.
- iv. Establish a program on driving and maintenance practices that reduce fuel use and emissions for employees who use borough vehicles as well as for the community.
- v. Adopt a Borough green fleet policy that incorporates energy efficiency criteria for acquiring municipal vehicles, including sizing of vehicles appropriate to their tasks and giving preferences to alternative fuels (ethanol, natural gas, propane, hydrogen, biodiesel, electricity, methanol) and hybrid vehicles where possible.
- vi. Acquire AFV's and badge them to publicize the Borough's focus on sustainability.



**D. Develop and implement energy initiatives that conserve energy and that encourage the use of cleaner energy sources and technologies which will help to stabilize the municipal budget through resource efficiency and oil independence.**

- i. Perform an audit of energy consumption by the Borough. The audit should include specific observations and recommendations regarding present practices and Facilities and Assets that could be modified to improve conservation or convert to renewable electrical energy sources.
- ii. Based on results of energy audit, implement retrofits, conservation measures, and behavior change programs regarding the physical plant as well as operations and management of existing township facilities and assets.
- iii. Institute a “lights/computers out/off at night” policy.
- iv. Institute a “lights/computers out/off when not in use” policy.
- v. Perform energy-efficient lighting retrofits for exterior lights, exit signs and office/task lighting.

**E. Develop and implement water conservation initiatives that reduce potable water use and increase the percentage of water used from non-potable sources at all Municipal facilities and assets.**

- i. Perform an audit of potable water consumption by the municipal government facilities and services. The audit should include specific recommendations regarding present operations, facilities and assets that could be modified to improve conservation or to convert potable water uses to non-potable or recycled sources.
- ii. Based on results of water consumption audit, implement water system retrofits and conservation measures regarding the physical plant as well as operations and management of new and existing Borough facilities and assets.
- iii. Require rain sensors when new irrigation systems are installed on municipal lands.



**F. Design, operate, manage, and maintain municipal facilities and assets in a manner that preserves and enhances the quality of local natural resources.**

- i. Perform an audit of existing Borough Facilities and Assets, regarding conditions and actions that are presently degrading natural resources.
- ii. Develop programs, policies and projects to mitigate impacts upon natural resources associated with the design, operation, management, maintenance and expansion of Borough facilities and assets. (i.e., Woodland, Wildlife, Greenbelt, Air Quality, Water Quality, Noise, Glare and Odor shall be included.)
- iii. Require that all municipal lands adopt sustainable landscaping techniques and Integrated Pest Management (IPM) practices.
- iv. Maintain clearly marked, multiple recycling receptacles at municipal sites and throughout town, on sidewalks, pedestrian malls, and parks. Clearly marked receptacles for trash should be available as well to discourage commingling of waste with recyclables. Use standardized shapes, colors, and signage to help promote public awareness and encourage proper use.

**G. Consider green building technology for all new construction and major renovations of municipal facilities.**

- i. Develop green standards or adopt LEED standards for renovation and new construction of all Borough-owned properties (including appropriate consideration of aesthetics, design opportunities and community standards.
- ii. Incorporate LEED standards for reflectance and shading in all Borough and private parking lots and in new construction and major renovations.
- iii. Provide developers, citizens, and borough staff with information to assist them in applying LEED standards.