

April 15, 2015

Lance B. Landgraf, Jr., P.P., AICP
CASINO REINVESTMENT DEVELOPMENT AUTHORITY
15 South Pennsylvania Avenue
Atlantic City, NJ 08401

Re: Review and Recommendation
Boardwalk from Vermont Avenue to Jackson Avenue
Applicant: Atlantic County Improvement Authority
Zones: RS-C, SFRA, GRA, RSRA, ARRR, R-2 and RVRA Districts
Application No 2015-01-1311
Our File No CRDA15002



Dear Mr. Landgraf:

The above referenced application is a request for LED billboard capital improvement project review.

1.0 Project Description

1.1 Applicant's Proposal

The applicant proposes a capital improvement project along the Atlantic City Boardwalk from Jackson Avenue to Vermont Avenue. The project is comprised of three components. The first consists of an outdoor digital network made up of double sided high resolution outdoor LED matrix screens used for public service announcements and third party advertising, placed at 110 locations at discreet intervals from Roosevelt Avenue to Vermont Avenue. The second component is the installation of 164 Boardwalk LED lights and poles from Jackson Avenue to Vermont Avenue. As the third component the applicant proposes to install 64 Pan-Tilt-Zoom (PTZ) cameras to be networked to the City Police Department. The applicant also proposes 3D imaging and audio technology to three (3) City spaces and the installation of an electronic digital data storage center for the operation and storage of data for surveillance/security cameras.

Note: The proposed locations of the three (3) 3D imaging and audio improvements have not been identified.

1.2 Existing Conditions

The subject property is located across several zones -- RS-C, Resort Commercial District; R-2, Single-Family Detached Residential District; SFRA, South Florida Redevelopment Area; GRA, Gateway Redevelopment Area; RSRA, Roosevelt Seedorf Redevelopment Area; ARRR, Annapolis-Richmond-Raleigh (Atlantic Boardwalk) Redevelopment Area; and RVRA, Revel Redevelopment Area. The Boardwalk is currently lighted with 187 Victorian lamp and post units which are proposed to be removed, refurbished and

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retrofitted with LED light fixtures. They would then be relocated elsewhere in the City.

2.0 Materials Reviewed

We have reviewed the referenced submission, received by our office on April 7, 2015, consisting of the following:



<u>Sheet</u>	<u>Title</u>	<u>Date</u>
---	Correspondence from Nicholas F. Talvacchia, Esq.	January 5, 2015
---	Application Form	April 2, 2015
---	Disclosure Statement	January 5, 2015
---	Project Narrative	January 2015
1 of 15	Project Context Plan	December 9, 2015
2 of 15	200' Radius Plan (1 of 2)	December 9, 2015
3 of 15	200' Radius Plan (2 of 2)	December 9, 2015
4 of 15	Boardwalk Corridor 0+00 - 15+00	December 9, 2015
5 of 15	Boardwalk Corridor 15+00 - 31+00	December 9, 2015
6 of 15	Boardwalk Corridor 31+00 - 47+00	December 9, 2015
7 of 15	Boardwalk Corridor 47+00 - 62+50	December 9, 2015
8 of 15	Boardwalk Corridor 62+50 - 78+50	December 9, 2015
9 of 15	Boardwalk Corridor 78+50 - 94+00	December 9, 2015
10 of 15	Boardwalk Corridor 94+00 - 110+50	December 9, 2015
11 of 15	Boardwalk Corridor 110+50 - 126+50	December 9, 2015
12 of 15	Boardwalk Corridor 126+50 - 142+50	December 9, 2015
13 of 15	Boardwalk Corridor 142+50 - 158+00	December 9, 2015
14 of 15	Boardwalk Corridor 158+00 - 173+50	December 9, 2015
15 of 15	Construction Details	December 9, 2015

The plans are signed and sealed by Anthony John Hibbeln, PE of Hibbeln Engineering Company, LLC

3.0 Zoning Requirements

3.1 Use

1. In accordance with § 163-55I and § 163-58I, signs are permitted in the R-2 and RS-C Districts, respectively, subject to the provisions of § 163-71. In accordance with § 163-71H.(1) and § 163-71J.(1), advertising signs are not listed as being permitted in the R-2 and RS-C Districts, respectively. The plan does not conform to these requirements, proposing advertising signs.

Note: Where permitted, advertising signs have a maximum gross surface area per sign face of 60 square feet, with the exception of the HW-C and L-I districts, where the maximum gross surface area permitted per sign face may be up to 700 square feet and a maximum height per pole sign of 30 feet. The proposed matrix LED pole signs measure 21 square feet and have a height of 16 feet 8 ½ inches each.



4.0 Signs

- 4.1 In accordance with § 163-71D.(1), in no event shall a sign be illuminated by other than a shielded or otherwise indirect, nonflashing light, preferably a white light or a light from the interior of a sign with a translucent face. In no event shall an illuminated sign be placed or directed so as to permit the beams and illumination therefrom to be directed or beamed upon any adjacent public or private premises so as to cause glare or reflection that may constitute a nuisance or traffic hazard. No illuminated sign located on a lot adjacent to or across the street from any residential district and visible from such residential district shall be illuminated between the hours of 11:00 p.m. and 7:00 a.m., unless the use to which the sign pertains is open for business. The plan does not conform to these requirements.

Note: The applicant should be prepared to describe how all of the proposed signs, lights and cameras will function, with particular attention to lighting intensity, noise levels and ad content.

- 4.2 In accordance with § 163-71D.(8), no sign, except publicly-owned signs, shall be placed in or extend into or over any public right-of-way, unless a conditional use permit therefor shall have been issued in accordance with Part 5, Article XXVI, of this chapter. The plan conforms to this requirement.
- 4.3 In accordance with § 163-71J.(7)(d)[1][a], flashing, animated, moving or bare bulb signs are permitted in the RS-C District, except the area known as the "South Inlet" and in accordance with § 163-71J.(7)(d)[2][b], only for business and identification signs for commercial properties. The plan does not conform to these requirements.

5.0 Performance Standards

Testimony should be provided regarding compliance with the requirements of § 163-73 regarding prevention of any dangerous, injurious, noxious or otherwise objectionable fire, explosive, radioactive, or other hazardous conditions; noise or vibration; smoke, dust, odor or other form of air pollution; electrical or other disturbance, glare or heat; liquid or solid

refuse or wastes; or other substance, condition or element in a manner or amount so as to not adversely affect the surrounding area.

6.0 Fees, Contributions and Obligations

6.1 License Agreements and Permits


Evidence that all required license agreements and permits have been obtained should be provided to the Land Use Regulation and Enforcement Division (LURED).



The above comments and/or recommendations are submitted for your review and consideration. Should you have any questions with regard to this matter or require additional information, please do not hesitate to contact our office at (856) 251-9500.

Best regards,

J. TIMOTHY KERNAN, INC.



J. Timothy Kernan, P.E., P.P., C.M.E.
President

JTK/rld

cc: Robert L. Reid, AICP/PP, Land Use Regulation & Enforcement Officer
Scott Collins, Esquire
Nicholas F. Talvacchia, Esquire
Anthony Hibbeln, P.E.
Atlantic County Improvement Authority