

## **PROJECT NARRATIVE**

Landshark Beach Bar  
Block 1, Part of Lot 137, 138, 139, 140 and 141 (Beach Lot 34)  
and 1100 Boardwalk (Lots 142 and 142.01)

December 23, 2024

IMCMV Atlantic City, LLC (“Applicant”) proposes to construct/install seasonal amenities including a covered entertainment stage (18 ft. x 36 ft.) with new dance floor and sign (10 ft. x 4 ft.) and a new tiki bar (20 ft. x 40 ft.) with thatched roof surrounded by a new wood deck, four-sided roof sign (each sign 8 ft. x 6 ft.), four roof signs (each 3 ft. x 6 ft.), along with cabanas, thatched umbrellas, lounge chairs, fire pits, hammocks, corn hole and beer pong tables on the property located at Block 1, Part of Lot 137, 138, 139, 140 and 141 (Beach Lot 34) and Block 1, Lots 142 and 142.01 (1100 Boardwalk), (collectively, the “Property”).

The Applicant requests amended site plan approval. The Property currently includes a beach bar, tables and chairs, amenities such as a fire pit, hammocks, decking, sand bag toss, thatched umbrellas and public beach and is located within the B zoning district where the uses are permitted.

Applicant requests variance relief for number of permitted signs and if applicable, the area of permitted signs.

Applicant believes that this project will provide a benefit to the City and its visitors by providing a unique entertainment experience. The project is consistent with the Tourism District legislation to promote tourism in Atlantic City. Additional testimony will be provided at the time of the hearing.

Applicant also requests any variances, waivers, exceptions or other relief that the Board deems necessary and/or appropriate.