



COFONE CONSULTING GROUP
LAND USE CONSULTANTS

February 19, 2025

Lance B. Landgraf, Jr., P.P., AICP
Director of Planning
Casino Reinvestment Development Authority
15 South Pennsylvania Avenue
Atlantic City, NJ 08401

**RE: Garden State Outdoor, L.L.C., as agent for South Jersey Transportation Authority
Corridor and Baltic Ave. R.O.W. immediately adjacent to the Atlantic City Expressway
Atlantic City, New Jersey**

Dear Mr. Landgraf:

This is a Master Plan Consistency Review for the above-captioned matter pursuant to N.J.S.A. 40:55d-31.

The Applicant proposes to construct a three-sided digital outdoor advertising structure with each sign face of up to 600 s.f. to be operated pursuant to New Jersey Department of Transportation Regulations. One side will be reserved exclusively for the SJTA messaging. The New Jersey Department of Transportation ("NJDOT") has provided oral approval and confirmed Permit # 77684 will be issued shortly. This Site is within the CBD District.

As part of our analysis, we undertook the following tasks: an inspection of the subject premises; a survey of surrounding land uses; review of the Casino Reinvestment Development Authority Tourism District Land Development Rules and Tourism District Zoning Map; review of the applicant's application submission package; and review of an "Advertising Sign Location Plan," prepared by Jason T. Sciuolo, PE, PP, consisting of one (1) sheet and dated December 17, 2024.

We offer the following analysis and comments for your consideration.

Master Plan Consistency Review

The intent of the Tourism District is not merely just to improve the designated area as stated within S-11; as established by the legislation, a major objective is for the ultimate realization of redevelopment to trickle outside of the district and into portions of the City.



To facilitate this objective, the enabling legislation contains numerous provisions for loan and financing for redevelopment projects within the Tourism District, so it is clear that the New Jersey Legislature realizes that private capital alone may not be sufficient enough, especially in these challenging economic times, to spark redevelopment.

The February 2012 Tourism District Master Plan offers a strategic framework for “near-term, mid-term and long-term project and policy initiatives that will enhance the visitor experience, stimulate private investment and improve the financial stability of Atlantic City.”

Notably, the Tourism District Master Plan provided the following overarching vision:

The Master Plan seeks to reinvigorate the Atlantic City experience by enhancing the Boardwalk, beach and nearby streets through extensive entertainment and event programming; creating an improved street-level experience on major thoroughfares; offering new and dynamic retail offerings, and increasing cleanliness and safety. The plan offers strategies for the formation of inspired districts, contemporary entertainment and enthralling attractions that activate and energize the entire Tourism District. Atlantic City always has been, and will continue to be, the top choice for those seeking unique events, exciting food and beverage, vibrant retail and, above all, the intangible quality of spontaneity and excitement.

The April 2017 Tourism District Master Plan Update was adopted in recognition of the changes in the area since the 2012 Tourism District Master Plan. Its overarching goal is to “offer recommendations that will help the area pivot and reposition itself as a destination for not only tourism purposes, but also to live, work, and play.”

The following are specific applicable objectives of the April 2017 Tourism District Master Plan update:

- To provide a zoning scheme that will catalyze appropriate, highly functional, exciting, and rateable-producing development in the Tourism District.
- To provide, further and promote tourist industries in New Jersey and especially Atlantic County, by providing financial assistance for the planning, acquisition, construction, improvement, maintenance and operation of facilities for the recreation and entertainment of the public.
- Encourage innovative land uses and public-private partnerships to stimulate new markets and strengthen and diversify the Tourism District’s economic base.

Standard for Review

N.J.S.A. 40:55D-31 provides:

Whenever the planning board shall have adopted any portion of the master plan, the governing body or other public agency having jurisdiction over the subject matter, before taking action necessitating the expenditure of any public funds, incidental to the



location, character or extent of such project, shall refer the action involving such specific project to the planning board for review and recommendation in conjunction with such master plan and shall not act thereon, without such recommendation or until 45 days have elapsed after such reference without receiving such recommendation. This requirement shall apply to action by a housing, parking, highway, special district, or other authority, redevelopment agency, school board or other similar public agency, State county or municipal.”

Analysis

Here, the Applicant proposes a three-sided digital outdoor advertising structure, with a public benefit of one side proposed to be reserved exclusively for the SJTA messaging. Relative to the Tourism District Master Plan, this is “a public-private partnership to stimulate new markets and strengthen and diversify the Tourism District’s economic base.” In addition, the reservation for SJTA messaging is a benefit to the agency and could assist the public in the event of emergencies. Therefore, I find that the proposal is consistent with the Tourism District Master Plan.

We would be happy to address any questions or comments on the above at the public hearing.

Respectfully submitted,

Christine A. Nazzaro-Cofone, AICP, PP
CRDA Board Planner

cc: Robert L. Reid, AICP, PP, Land Use Regulation Enforcement Officer
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