



Principals
Richard Rehmann, GISP
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May 29, 2025

Lance B. Landgraf, Jr., PP, AICP
Casino Reinvestment Development Authority
Division of Land Use and Regulatory Enforcement
15 S Pennsylvania Avenue
Atlantic City, NJ 08401

Re: TECHNICAL REVIEW #2: CRDA # 2025-01-3772 - AMENDED
Preliminary & Final Major Site Plan w/ Variance Approval
SECCA, LLC (d/b/a Cocorico f/k/a The Chelsea Beach Bar)
Block 1, Lots 43-47
Atlantic City, NJ 08401
ARH # 2410105

Dear Mr. Landgraf:

ARH ASSOCIATES has reviewed the following information towards issuance of Site Plan with Variance Approval for the above-referenced Application:

TITLE / DESCRIPTION	PREPARED / SIGNED / SEALED BY	DATE	DATE LAST REVISED
Cover Letter from Applicant's Attorney	CSG Law	01/03/2025	05/07/2025
CRDA Land Use Application	Owner / Applicant	09/12/2024	
Escrow Setup Information			
Project Narrative			
Corporate Disclosure Statement			
Four (4) Color Photographs of Site			
Major Preliminary Site Plan Checklist (Form #6)	Arthur Ponzio Co.	09/12/2024	
Major Final Site Plan Checklist (Form #7)			
"c" Variance Checklist (Form #12)			
Preliminary & Final Major Site Plan	Arthur Ponzio Co.	07/31/2024	Undated
200' Property List	City of Atlantic City	05/23/2024	
Beach Lease Agreement		02/16/2018	
Certificate of Land Use Compliance	CRDA	05/20/2015	
Certificate of Land Use Compliance		05/03/2018	
Parking Lease Agreement	B & B Parking, Inc.	02/20/2025	

Per this information, our office offers the following comments:

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Tinton Falls Office – 97 Apple Street – Suite 1 – Tinton Falls, NJ 07724 – 609.561.0482 – fax 609.567.8909

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I. PROJECT INFORMATION & CONTACT INFORMATION

The site is located south of the boardwalk on the beach between Montpelier and Morris Avenues. The site is presently developed as a beach bar which has been the subject of previous Certificate of Land Use Compliance approvals dated 05/20/2015 and 05/03/2018. The Applicant also has an existing NJDEP permit for the beach bar set to expire on July 28, 2027. The Applicant originally sought approval to expand the beach bar for construction of a proposed outdoor swimming pool with decking and a food truck, and was heard at the March 6, 2025 CRDA Hearing. Now, the Applicant is requesting to amend their application by eliminating the proposed pool and instead providing sun shelters within the expanded decking, as well as an offsite parking lease agreement.

Below please find the contact information for the responsible parties associated with this Application:

APPLICANT
SECCA, LLC (d/b/a Cocorico f/k/a The Chelsea Beach Bar) 3101 Boardwalk No R-18 Atlantic City, NJ 08401 Phone: 212-542-0999 Email: chelseabeaches@gmail.com

OWNER
City of Atlantic City 1301 Bacharach Boulevard Atlantic City, NJ 08401 Phone: 609-347-5528

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ENGINEER/PLANNER

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II. ZONING REVIEW

A Beach bar is a permitted use in the Beach District. Any use that is customary and incidental to the permitted uses such as a food truck, storage sheds/container, food concession stands, food trucks, sun shelters, DJ booths and recreational amenities are permitted accessory uses in the district. It shall be noted there are no setback requirements for the below-mentioned structures since they are proposed directly on the beach, only height requirements are applicable.

Standard	Required	Existing/ Proposed	Complies?
Principal			
Maximum Height (Structures directly on beach) (measured from grade) (FT)	20	16.5: Beach Bar w/ rooftop DJ	C
Accessory			
Maximum Height (Structures directly on beach) (measured from grade) (FT)	10	8.5: Shed	C
		16.5: Food Concession w/ Rooftop DJ	V
		10: Restroom Trailer	C
		9: Shipping Containers	C
		9 & 10: Sun Shelters	C
		N/A: Food Truck (On Pavillion)	N/A (On Pavillion)
		8: Beach Volleyball	C

N/A = Not Applicable; NC = No Change; ENC = Existing Non-Conformity;
NP = Not Provided; TBP = To Be Provided; V = Variance Required

PARKING	REQUIREMENT	REQUIRED	EXISTING	PROPOSED
Beach Bar	Greater of: 1 space per 30% capacity OR 1 Space per 150 SF	-	57 spaces (188 capacity) (Per 2015 CLUC Approval)	TBP (Capacity to be clarified on site plan)
TOTAL:		TBP	0 Spaces	80 spaces (Offsite)

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III. SIGNAGE REQUIREMENTS

The following lists the compliance requirements of the proposed signage located in the Beach District as per N.J.A.C. 19:66-5.7(j):

Standard	Required	Proposed	Complies?
Pole Signs			
Maximum # of Pole Signs per Street Frontage	1	4: Boardwalk 2: Entry Way	V
Maximum Height of Pole Signs	20 FT	TBP: Boardwalk TBP: Entry Way	TBP
Wall Signs			
Maximum # of Wall Signs per Street Frontage	2	2: DJ Booth/Sun Shelter 2: Food Concession 4: Bar 2: Food Trailer	V
Maximum Gross Surface Area of Signs	25 % of wall surface per elevation	16 Sf: DJ Booth/Sun Shelter 120 sf: Food Concession 12 sf: Bar 30 sf: Food Trailer	V
Maximum Height of Wall Signs	No higher than roofline of the wall supporting the sign	Below roofline: DJ Booth/Sun Shelter Below roofline: Food Concession Below roofline: Bar TBP: Food Trailer	TBP

N/A = Not Applicable; NC = No Change; ENC = Existing Non-Conformity;
NP = Not Provided; TBP = To Be Provided; V = **Variance Required**

The Applicant has requested the following variances with their application:

- Section 19:66-5.7(j) – Where numerous variances are proposed for various pole and wall signs as listed in Section III of this letter.

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- b. Section 19:66-5.9(a)(1)iv.(1) – Where the maximum allowed accessory structure height is 10 FT, whereas the food concession with rooftop DJ booth has a height of 16.5 FT.

The Applicant should be prepared to provide testimony to the Board in support of the requested variances.

IV. ENGINEERING COMMENTS

A. GENERAL

1. A revision date and description shall be provided on the amended site plans.
2. The CRDA board signature block shall be removed from every sheet besides the cover sheet.
3. The Applicant shall provide testimony regarding the proposed improvements' integration with the operations of the site and the hours of operations for the proposed amenities. The site plan states that various amenities are to only be in place from May 1st to October 31st.
4. The Applicant shall clarify via testimony any structures and signage that exists vs those that are proposed. It appears the Applicant may now be seeking variances for previous existing non-conformities that never received prior variance approval since the inception of the beach bar. The 2015 CLUC approval was for a 5,000 SF beach bar, however, the site plan indicates an existing beach bar area of 9,300 SF. Has this increase of 4,300 SF received approval?

B. PARKING

1. The required parking for a bar per N.J.A.C. 19:66-5.8 is the greater of 30% of occupancy or one (1) space per 150 SF of floor area. The original application accurately analyzed the required parking based on the 30% occupancy, as this was significantly greater than the required parking based on floor area. However, the amended application now analyzes the parking based on floor area without providing a calculation for occupancy. The parking analysis shall be revised to provide the calculations for parking based on occupancy, and use the greater of occupancy or floor area to determine the required parking amount.
2. Per N.J.A.C. 19:66-7.2(d)4., 100% of required parking for a nonresidential use is allowed be provided on-site or within commercial districts. The Applicant has now provided a lease agreement with B&B Parking located at 29 Boston Avenue that authorizes them to utilize 80 parking spaces during the beach

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bar's operating season for a period of three (3) years. The subject parking lot is in the Gateway District which allows commercial use. Based on the Applicant's current parking analysis of floor area, the 80 provided parking spaces will eliminate the need for a parking variance from the original application. However, the occupancy parking analysis must be provided to determine if a parking deficiency variance will need to be required or not.

3. Further, the Applicant shall provide testimony regarding the current status of the B&B Parking Lot. Has this parking lot received CLUC approval in the past? How will the 80 spaces be delineated/dedicated in the parking lot? How many parking spaces are there overall for that lot? Will there be any shuttle services to the parking lot? It shall be noted it appears the subject parking lot will be approximately a half-mile walk to the beach bar. What will occur after the three (3) year lease is up should the owner not renew the lease?

C. SITE LAYOUT & UTILITIES

1. The proposed sun shelter deck expansion is to be placed in an area that currently serves as the public access to the beach. The Applicant proposes a new 4' x 25' deck to shift public access to the beach to the northeast of the pool/deck expansion. It appears that the public access to the beach will be maintained with the proposed improvements. Testimony shall be provided about maintaining a clear public access path to the beach.
2. It shall be noted the site plan depicts existing utility lines from the boardwalk towards the restroom trailer. The original site plan had the sewer line called out to be removed which the callout is now removed on the current amended set. Our office takes no objection to this and has no further comment.
3. The Applicant shall provide testimony regarding if any utilities are to be proposed for the amended improvements.

D. STORMWATER MANAGEMENT, FLOOD HAZARD AREA, AND COASTAL PERMITTING

1. The site plan does not show any stormwater management structures or proposed grading as the proposed improvements are to be directly placed on the beach.
2. The Applicant states all proposed structures are to be removable and comply with the Flood Hazard Area Control Act Rules and UCC, and alternatively that structures may be constructed on a chassis and removed from the site within 6 months. Our office takes no objection to this.
3. The Applicant states an NJDEP Coastal General Permit approval is required for portions of the project. Testimony shall be provided on the status of the permit with NJDEP. A copy of the permit shall be provided as a condition of

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approval.

4. Based upon exhibits provided by the public during the March 6, 2025 hearing, development may exist beyond the permitted Limit of Usable Beach 01-2022 line. Please demonstrate approval of the existing development beyond the usable beach line. This usable beach line shall be precisely depicted on the site plan. It would not be appropriate for CRDA to approve proposed improvements beyond the usable beach line.

E. SIGNAGE & DETAILS

1. The Applicant shall clarify the heights of the pole signs and the wall signs for the food truck via testimony to determine if additional signage variances per N.J.A.C. 19:66-5.7(j) are necessary. A detail for proposed Sign #8 for the food truck shall be provided if deemed necessary at the hearing.
2. The Applicant shall provide testimony regarding the material composition and height of the proposed fencing for the deck expansion that is to match the existing fencing. Is the existing fencing in good condition?

F. LANDSCAPING & LIGHTING

1. The Applicant shall provide testimony regarding the existing landscaping on the site and if they anticipate any landscaping to be proposed in conformance with N.J.A.C. 19:66-7.6.
2. The Applicant shall provide testimony regarding the existing lighting on the site and if they anticipate any lighting to be proposed in conformance with N.J.A.C. 19:66-7.10.

IV. COFONE CONSULTING PLANNING REVIEW

Zoning Compliance

The property is located in the Beach (B) District. As stated at CRDA Land Development Rules Section at N.J.A.C. 19:66-5.9, the purpose of the B District is as follows:

The purpose of the B Beach District is to capitalize on the unique land use attributes inherent of the proximity to the Atlantic Ocean through promotion and zoning controls that maximize the value of the zoning district.

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The existing and proposed uses are all permitted in the B District.

Master Plan Review

The subject property is located within the Atlantic City Tourism District. Pursuant to the New Jersey CRDA Atlantic City Tourism District Master Plan, the overall intention and vision is to “reinvigorate Atlantic City in the near-term as the leading resort destination in the Northeast and beyond (Page 4, New Jersey CRDA Atlantic City Tourism District Master Plan). Among others, overarching objectives are to “develop an economically viable and sustainable tourism district” and “[expand] Atlantic City’s tourism and economic bases” (Id, Page 1-2).

Planning Analysis and Issues for Consideration by the Board

In regard to the “c” variances, the Municipal Land Use Law (MLUL) at NJSA 40:55D-70c sets forth the standards for variances from the bulk regulations of a zoning ordinance. A “c(1)” variance is for cases of hardship due to factors such as shape or topography, or due to “an extraordinary and exceptional situation uniquely affecting a specific piece of property or the structures lawfully existing thereon.” A “c(2)” variance may be granted where the purposes of zoning are advanced and the benefits of deviating from the ordinance requirements outweigh any detriments. The benefits derived from granting a “c(2)” variance must include benefits to the community as a whole, not just to the applicant or property owner. A “c” variance application also must address the “negative criteria.”

We offer the following for your consideration in reviewing the Application:

- 1) The Applicant shall provide such statutorily required testimony through a New Jersey licensed professional planner.
- 2) The Applicant shall provide testimony on the secured parking lease, as authorized by N.J.A.C. 19:66-7.2(d)⁴¹, and public transportation and ride-sharing service availability.

¹*Nonresidential uses, except hotel uses located in other commercial districts, shall provide 100 percent of required parking on-site or in commercial districts.*

- 3) The Applicant shall provide brief testimony relative to the entire proposal, its relationship to the surrounding area, as well as the proposed operational aspects.
- 4) As to the operational aspects, the Applicant shall discuss security procedures and access control. In particular, the Applicant shall discuss safety protocols in the event of threatening severe weather and lightning.
- 5) The Applicant shall furnish testimony about the signage package. Based on the information provided, it appears that all but Sign 8 exists, and the Applicant is seeking to legalize the remainder of the signs. Given the location, layout and various uses on the site, the number and scale of the signs appear necessary.
- 6) As to the height variances for the food concession stand, the Applicant's professional planner shall provide brief testimony on the minor required relief, with a focus on appropriateness given this type of use and lower elevation on the beach as compared to the sand dunes and boardwalk.
- 7) The Applicant shall discuss how the proposal advances the purpose of the B District and the Tourism District Master Plan.
- 8) The Applicant shall comply with the conditions of any previous approvals and/or permits received for the site.
- 9) The Applicant shall furnish any prior approvals from, and agreements with, the City of Atlantic City.

V. POST APPROVAL CONSIDERATIONS

Should the Board grant the desired approval for this Application, Applicant, and/or its professionals must:

A. Submit any required revisions to the Board as outlined above for review.

B. Obtain approvals from all outside agencies, if necessary. Provide copies to the Board.

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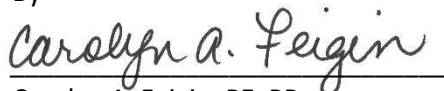
C. Contact the Board Secretary to reconcile any outstanding review escrow accounts prior to Final Plan Certification, Signature, or the issuance of building permits, as applicable.

Any resubmissions in response to this report should be accompanied by a point-by-point response to all items. To facilitate the Board's decision-making process, Applicants are strongly encouraged to resolve as many items as possible prior to the hearing on this matter.

Respectfully Submitted,

ARH ASSOCIATES

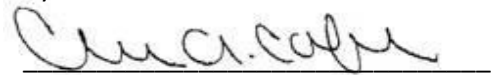
By



Carolyn A. Feigin, PE, PP
CRDA Consulting Engineer

COFONE CONSULTING GROUP

By



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

cc: Robert L. Reid, AICP, NJPP
Christine A. Nazzaro-Cofone, AICP, PP
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