



NEW JERSEY CRDA  
ATLANTIC CITY  
TOURISM DISTRICT MASTER PLAN

IDEATION

VOLUME  
2

FEBRUARY 1, 2012









ATLANTIC CITY MASTER PLAN CONCEPT



# City of Atlantic City Vision

*“Unlike conventional beach resorts subject to the seasonal variations of busy summers and slow winters, and unlike the intense specialization of Las Vegas as a gambling strip, the Atlantic City community desires to create a total and diversified city for all seasons, for all ages, and all social classes.”*

Source: Atlantic City Master Plan



# CRDA Goals and Objectives

The mission of CRDA is to provide capital investment funds for economic and community development projects that respond to the changing economic and social needs. The CRDA seeks to encourage business development and permanent job creation, promote opportunities for business expansion, and commit to facilitating a vibrant economic investment and employment environment in Atlantic City.

Source: CRDA RFP



# Task of JLL Team

Create a vision master plan and strategy that:

- ...causes an expansion of Atlantic City's tourism and economic bases.

- ...allows the City to gain economic strength, attract new corporate residents, develop new and expanded attractions or other physical improvements of the tourism district that will appeal to target markets and the Atlantic City community.

- ...identifies zones, sub-zones or sub-districts within the Tourism District, which govern land use patterns, type and location of uses, guide pedestrian patterns, address parking and signage plan, and identify transportation improvements.

- ...recommend an implementation strategy for proposed development and public infrastructure for near term; two; five; and, over a ten year horizon.

Source: CRDA RFP



# Elements of the JLL Vision Plan

- ... Assess the problems of attracting visitors
- ... Conduct market and case study research
- ... Develop planning and content ideas
- ... Create a vision master plan
- ... Craft a recommended execution strategy



# Targeted Tourism Market

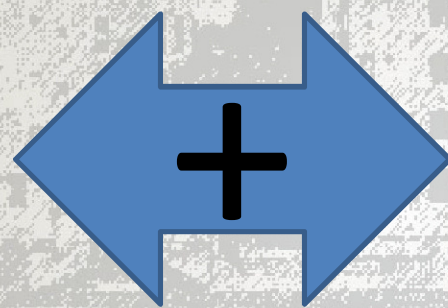
- ... Young Singles: Not Married, 21-39
- ... DINKS: Married, No Kids, 21- 39
- ... Parents: Married but Leave Kids at Home, 21 - 64
- ... Boomer Empty Nesters: 40 - 64
- ... Retirees: 65+
- ... Meeting & Conventioneers

Source: Chadwick Martin Bailey Report



# Brand Identity

[Marketing  
Campaign]



# Visitor Experience

[Deliver on Expectations]



# JLL Team Problems to Solve

- ... Safety perceptions dark and non-populated places
- ... Relocation of non-conforming uses
- ... Not clean, tired, disrepair, ugly; tacky; seedy
- ... Low visitor-ship during off-season week days
- ... Short dwell time (1.2 days average)
- ... Poor transportation to Atlantic City
- ... Dead areas in City particularly along Boardwalk
- ... Atlantic Av – disrepair, not a Main St, poor lighting, not touristic uses
- ... Pacific Av – uninviting, only parking structures, poor lighting, no uses
- ... City not green
- ... Dirty beach and not visible from Boardwalk
- ... Poor non-casino attraction/entertainment offerings
- ... Little resident diversification (limited middle income population)
- ... Public transportation not inviting
- ... Not a resort or entertainment feeling
- ... Uses not consistent with resort destination
- ... Limited city-wide events

Source: Stakeholder Input



# EXPERIENCE MAKES THE PLACE





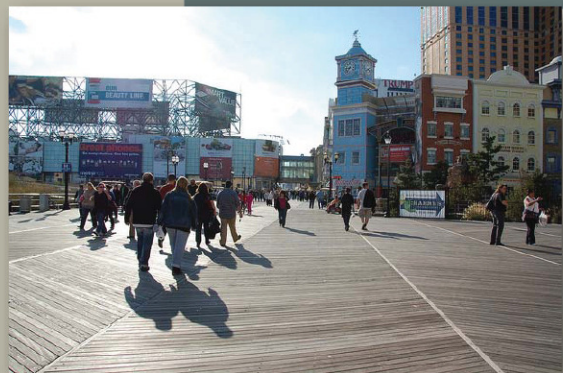
1. BADER FIELD



2. CONVENTION CENTER AND HOTEL



3. WORLD CLASS SHOPPING



4. THE BOARDWALK / NOSTALGIA



5. BOARDWALK HALL



6. THE BEACH



7. AMUSEMENT PIER



8. GARDNER'S BASIN AND MARINA



9. AQUARIUM



10. ABSECON LIGHTHOUSE STATE PARK



11. GAMING AND CASINOS





Atlantic City was once described by the phrase, **"Ocean, Emotion and Constant Promotion!"**

**Ocean** The ocean is the fundamental reason Atlantic City was created and existed as a successful resort for so many decades. It was the edge of nature and the people intimately appreciated it. Everyone went swimming and wading in the shallow, safe waters. Today, the casinos and even Ocean One Pier are inwardly focused, and do not take full advantage of their ocean frontage.

**Goals:** To reconnect the public with the ocean, especially the casinos and the piers; to provide more viewing decks, better wind protection, sun shading devices, and winterized walkways along the Boardwalk to engage the first and second levels of the casinos with the Boardwalk; and to create an interaction of people with the ocean.



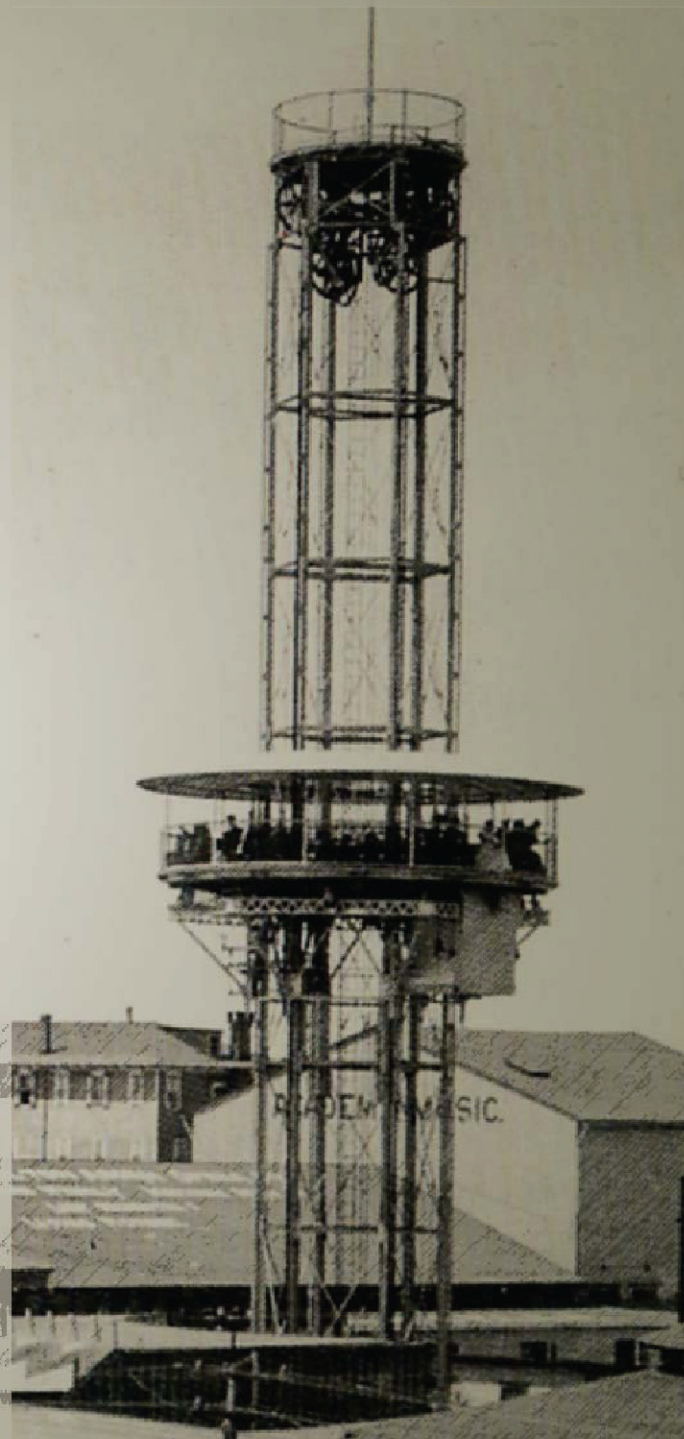
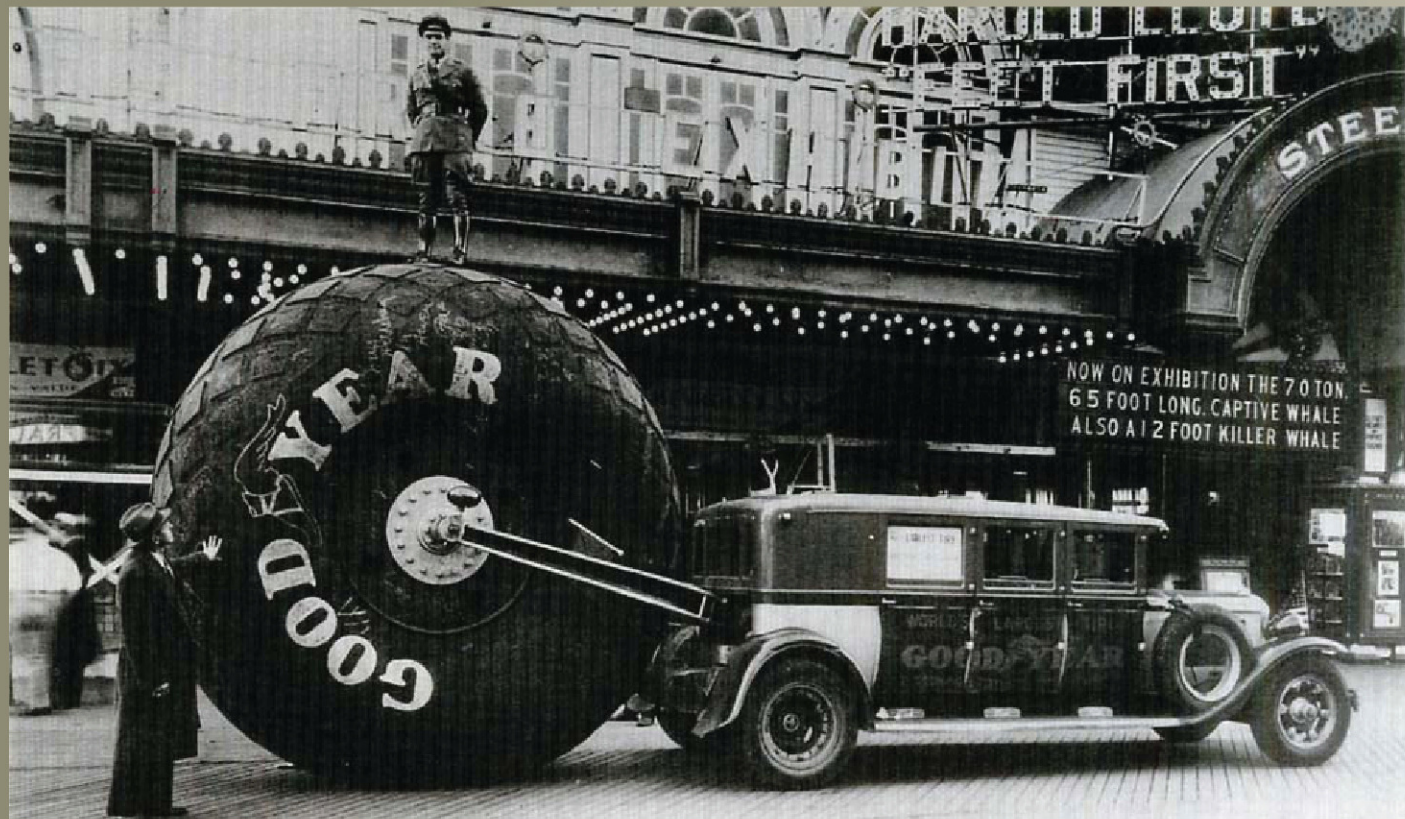


**Emotion** Atlantic City is embedded with the memories of generations of Americans and international tourists who visited the resort each year. They went "bathing" in the shallow ocean, people watching, strolling, parade watching, dancing to the big bands, witnessing death defying stunts and interacting with unique attractions.

**Goals:** To rebuild the romance of Atlantic City and the Boardwalk by reflecting on its dramatic, eccentric history...using nostalgia as a design tool to connect the "revitalized" Boardwalk with its vibrant and energetic past reputation.







### Constant Promotion

The Boardwalk was accented by large piers and facilities sponsored by companies such as Heinz, Gillette, and planters. Inventions, gizmos and gadgets were promoted regularly as giant icons representing the objects. Huge typewriters, tires, light bulbs, and elephants became seasonal tourist attractions. Giant billboards and illuminated signs punctuated the length of the Boardwalk as companies aggressively competed for the attention of the thousands of beachgoers.

**Goals:** To reintroduce contemporary corporate promotion in the form of large "Corporate Pavilions" along the Boardwalk, as well as resurrecting the nostalgic, corporate "icons" of yesteryear. To introduce large icons representing the new Boardwalk retail tenants and attractions.



## Phase I:

Improve the boardwalk image with the addition of sponsorship pavilions at regular intervals.

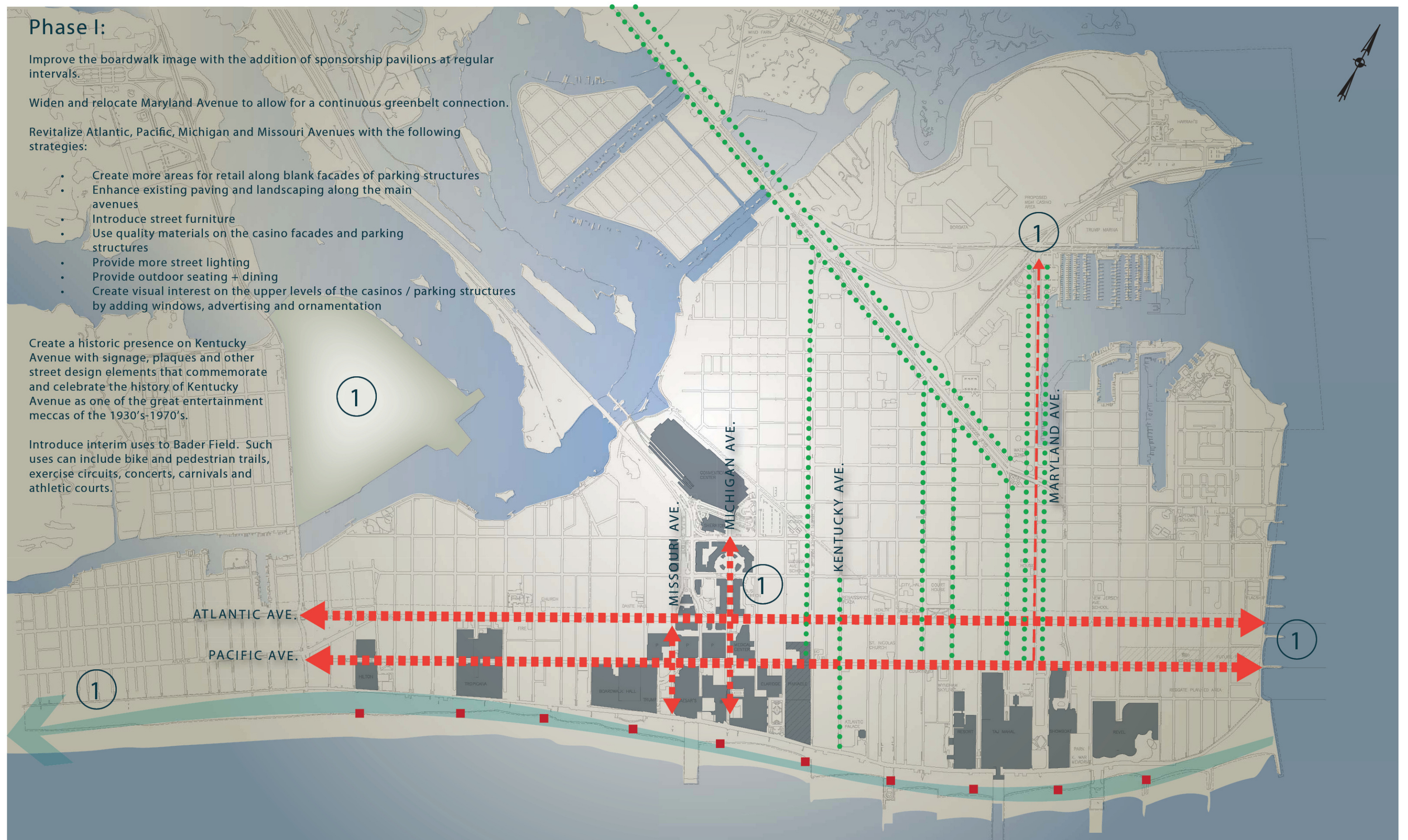
Widen and relocate Maryland Avenue to allow for a continuous greenbelt connection.

Revitalize Atlantic, Pacific, Michigan and Missouri Avenues with the following strategies:

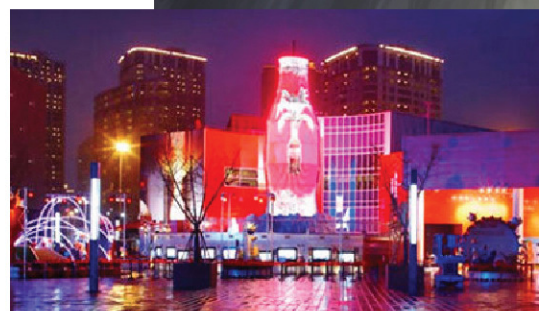
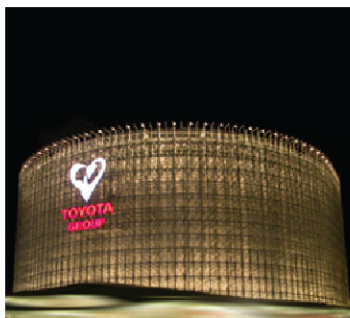
- Create more areas for retail along blank facades of parking structures
- Enhance existing paving and landscaping along the main avenues
- Introduce street furniture
- Use quality materials on the casino facades and parking structures
- Provide more street lighting
- Provide outdoor seating + dining
- Create visual interest on the upper levels of the casinos / parking structures by adding windows, advertising and ornamentation

Create a historic presence on Kentucky Avenue with signage, plaques and other street design elements that commemorate and celebrate the history of Kentucky Avenue as one of the great entertainment meccas of the 1930's-1970's.

Introduce interim uses to Bader Field. Such uses can include bike and pedestrian trails, exercise circuits, concerts, carnivals and athletic courts.











PACIFIC AVENUE

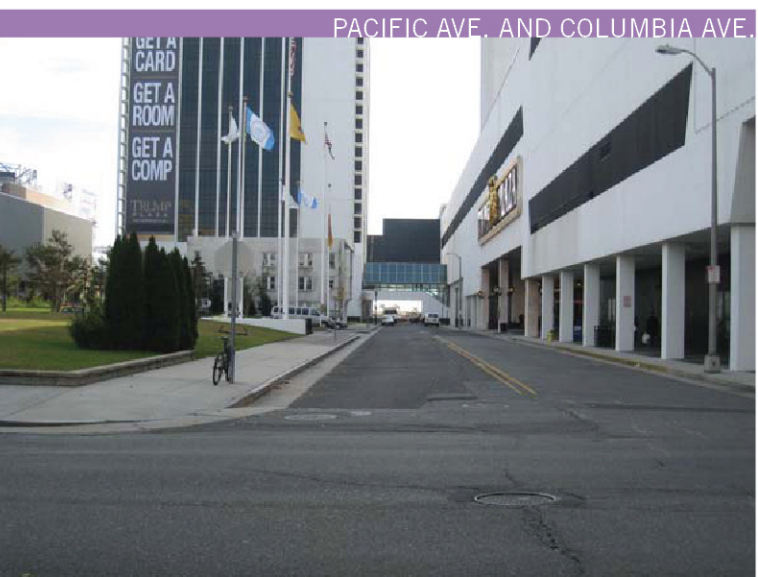




ATLANTIC AVENUE











MICHIGAN AVENUE



BEFORE & AFTER







## Phase 2:

Focus redevelopment efforts in 4 key areas. These 4 areas will act as catalysts and encourage future development along the boardwalk.

- Gardner's Basin
- South Inlet
- Midtown
- Down Beach

Introduce temporary retail in between the areas of redevelopment to create a continuous pedestrian experience along the Boardwalk.



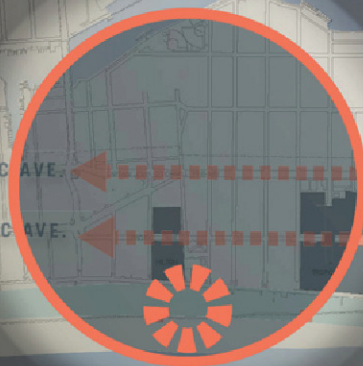


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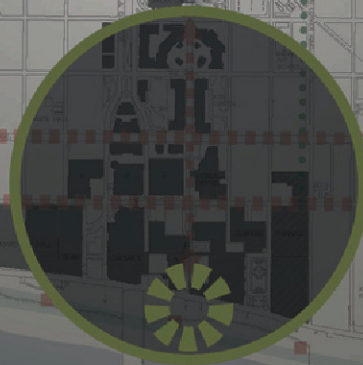
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- Gardner's Basin
- South Inlet
- Central District
- Southside

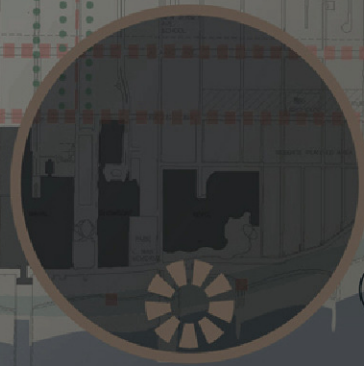
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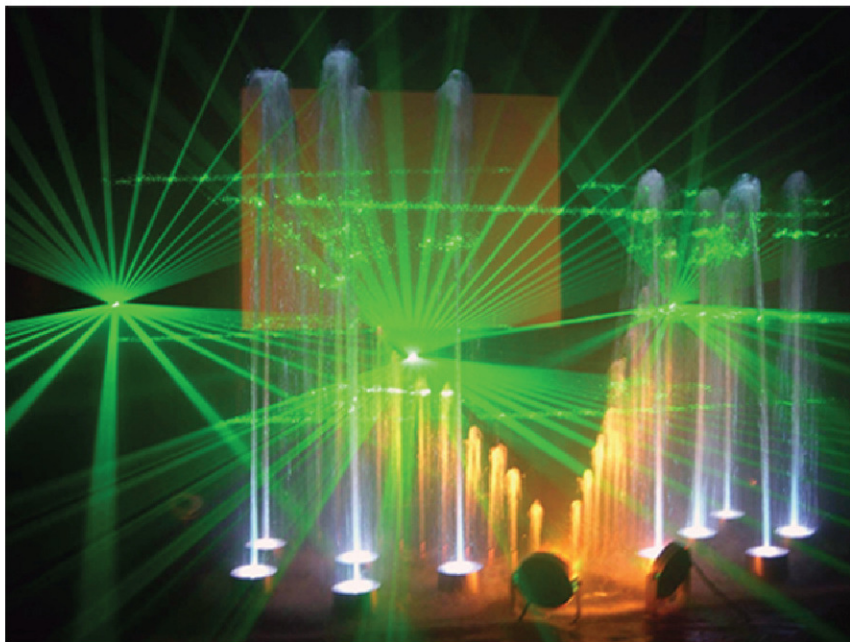


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