

CALLAGHAN THOMPSON & THOMPSON, P.A.

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September 23, 2021

Robert L Reid, AICP, NJPP
Casino Reinvestment Development Authority
15 South Pennsylvania Avenue
Atlantic City, NJ 08401

Re : Dharmendrakumar H. Patel
1737 Atlantic Avenue
Atlantic City, NJ 08401
Block 289 Lots 36
Our File No. 03577 BJC

Dear Mr. Reid:

Please be advised that we represent the Dharmendrakumar H. Patel with respect to 1737 Atlantic Avenue, Atlantic City, NJ. Please find enclosed the following:

1. Five (5) written sets of the Land Use Application.
2. Two (2) PDF Form Land Use Application.
3. One (1) set to the City of Atlantic City Planning Department.
4. One (1) set to the City of Atlantic City Engineer Department.

As part of the package the following has been enclosed:

1. Land Use Application;
2. Previous submitted Certificate of Land Use Compliance;
3. The Gem Liquor signage inventory list prepared by CRDA;
4. Copy of pictures prior to the removal of various signs;
5. Copies of pictures showing existing conditions;
6. Copy of the Robert Reid signage diagram per 19:66-5.7;
7. Tax Map
8. Survey prepared by Arthur W. Ponzio together with Legal Description.

Per our narrative the Applicant is the owner of Gem Liquor Store which contains a liquor store together with storage and vacant third floor. The Applicant is applying for signage variances to maintain the awning which would be classified as three (3) separate awnings – one along Atlantic Avenue, one on the corner of Atlantic and Indiana Avenues, and one along the Indiana Avenue. The Applicant is also seeking “C” variance relief to maintain the Bud Light Signage along the Atlantic Avenue Frontage – it is a sign where you cannot look in, but you can look out. That sign covers up the office complex for the owner. It is his preference that he does not want people looking into his office and see the day-to-day operations. The Applicant is also seeking to maintain a Coors Light sign along the Indiana frontage.

The purpose of these signs are to provide the public with the knowledge that the property is still open for business at ground level or eye level. The awnings provide the public who are driving up and down the street that there is a liquor store on that corner.

The Applicant is not making any structure changes to the building and the Applicant has no parking on site and would seek a waiver from same. The Applicant also has a portion of his building which painted. That was done by one of the City of Atlantic City agencies and we would ask for a waiver said painting that does not constitute appropriate signage.

I would ask that you have your professionals review for completeness and advise.

Thank you once again.

Cordially,

CALLAGHAN THOMPSON & THOMPSON, P.A.

Brian J. Callaghan

BJC: lms
Enclosure

cc: Dharmendrakumar H. Patel
Uzo Ahirakwe- City Engineer
Barbara Woolley-Dillon- Planning