



NEW JERSEY CRDA
ATLANTIC CITY
TOURISM DISTRICT MASTER PLAN

IDEATION

VOLUME
2

FEBRUARY 1, 2012



ATLANTIC CITY MASTER PLAN CONCEPT

JERDE

JONES LANG LASALLE

BSG BIDDING SERVICES GROUP

HILL WALLACK LLP

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



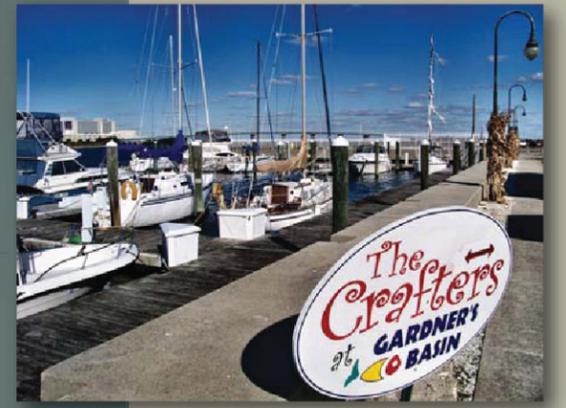
5. BOARDWALK HALL



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.

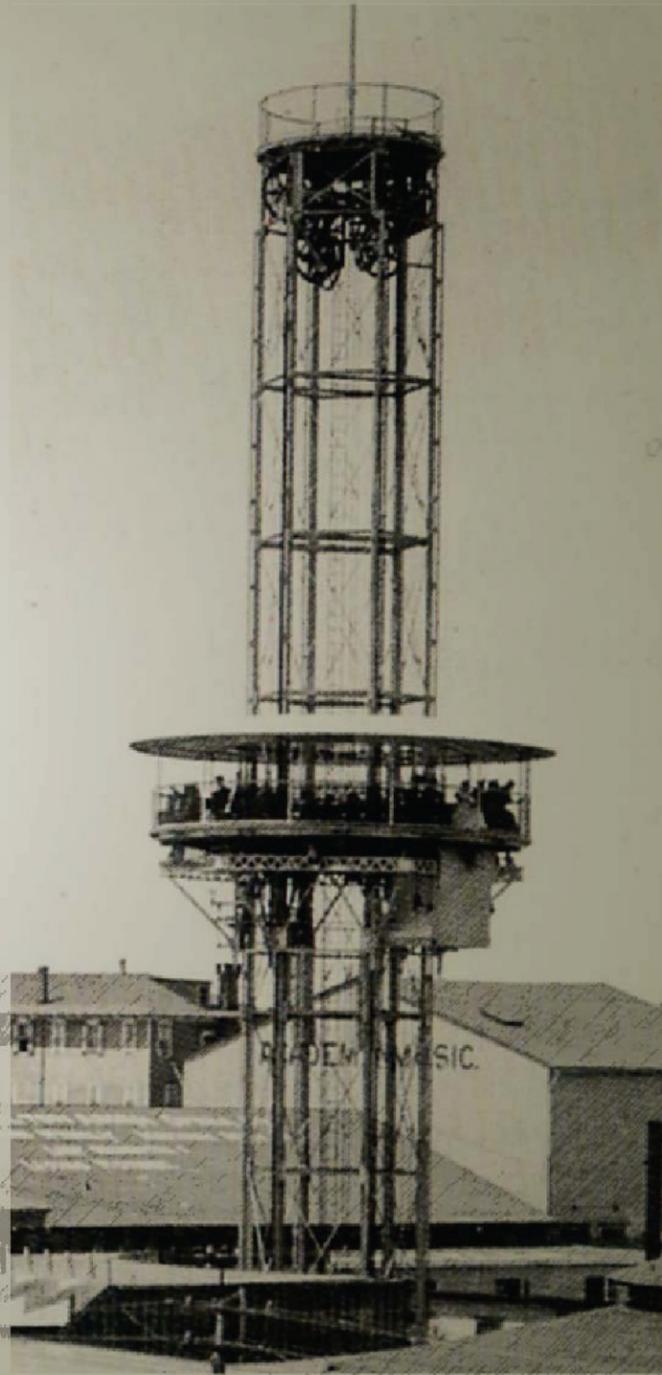
Goals: To reconnect the public with the ocean, especially the casinos and the piers; to provide more viewing decks, better wind protection, sun shading devices, and winterized walkways along the Boardwalk to engage the first and second levels of the casinos with the Boardwalk; and to create an interaction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

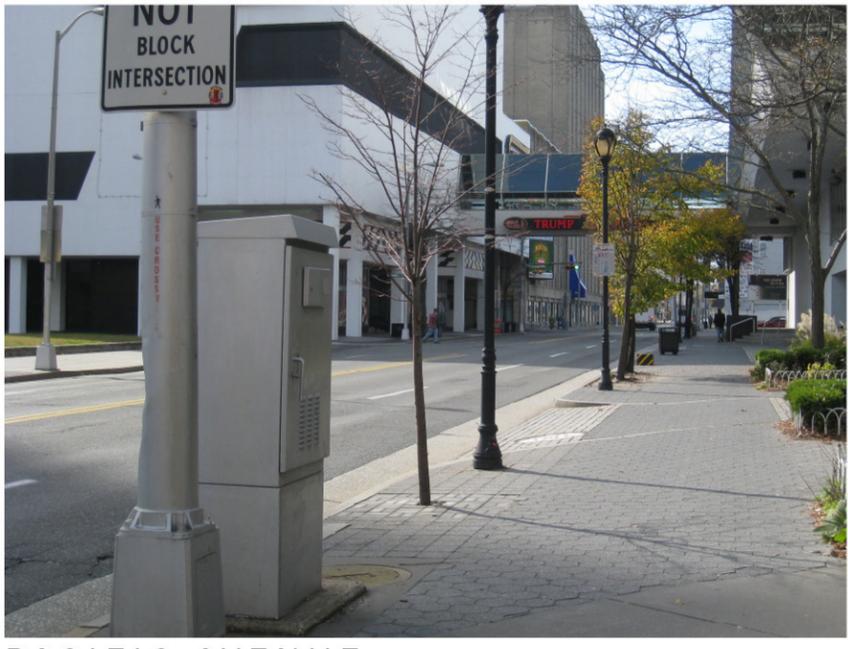
- Create more areas for retail along blank facades of parking structures
- Enhance existing paving and landscaping along the main avenues
- Introduce street furniture
- Use quality materials on the casino facades and parking structures
- Provide more street lighting
- Provide outdoor seating + dining
- 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





PACIFIC AVE. AND ARKANSAS AVE.



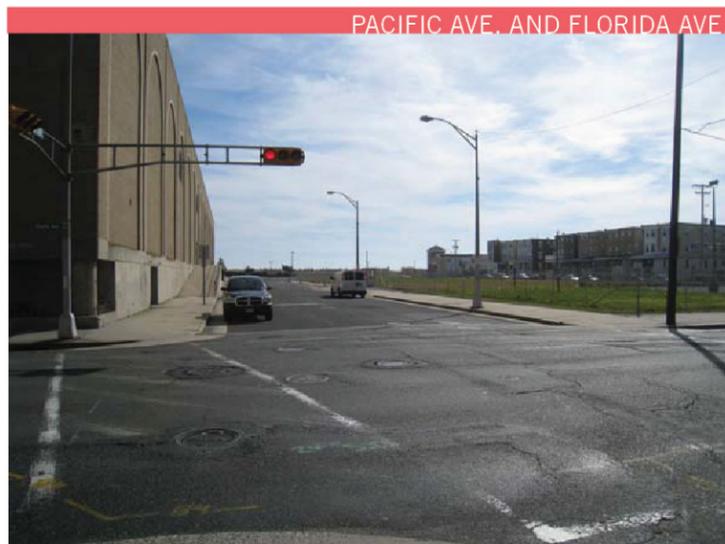
PACIFIC AVE. AND MICHIGAN AVE.



PACIFIC AVE. AND OHIO AVE.



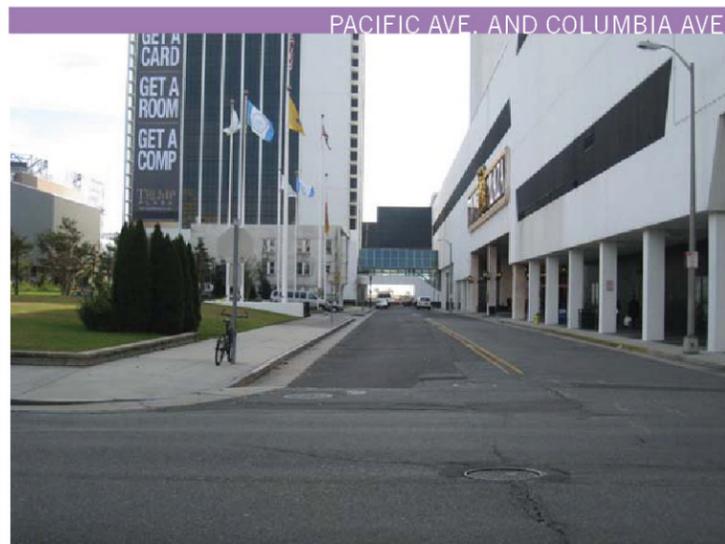
PACIFIC AVE. AND INDIANA AVE.



PACIFIC AVE. AND FLORIDA AVE.



PACIFIC AVE. AND MISSISSIPPI AVE.



PACIFIC AVE. AND COLUMBIA AVE.

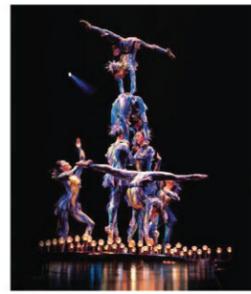


PACIFIC AVE. AND MISSOURI AVE.



MICHIGAN AVENUE





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.

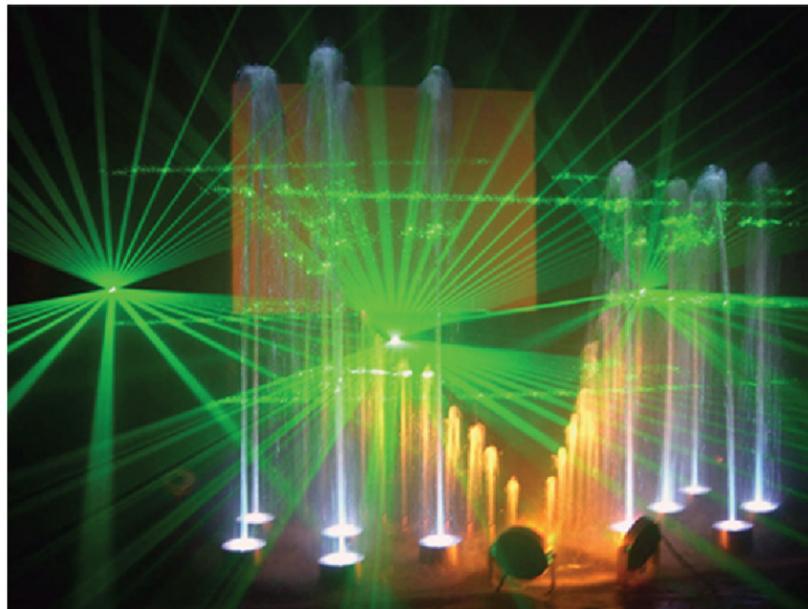
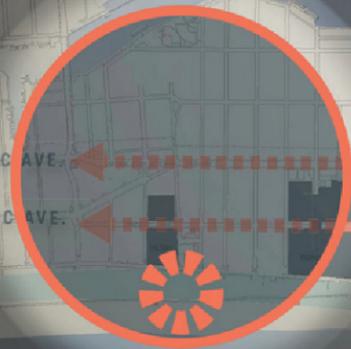


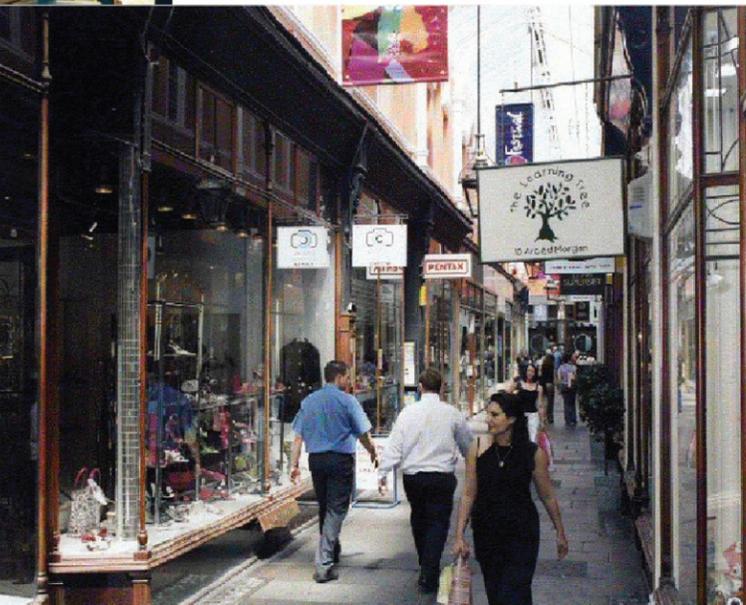
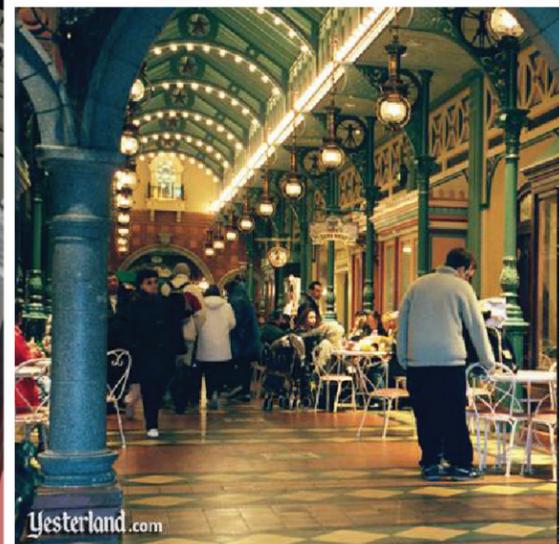
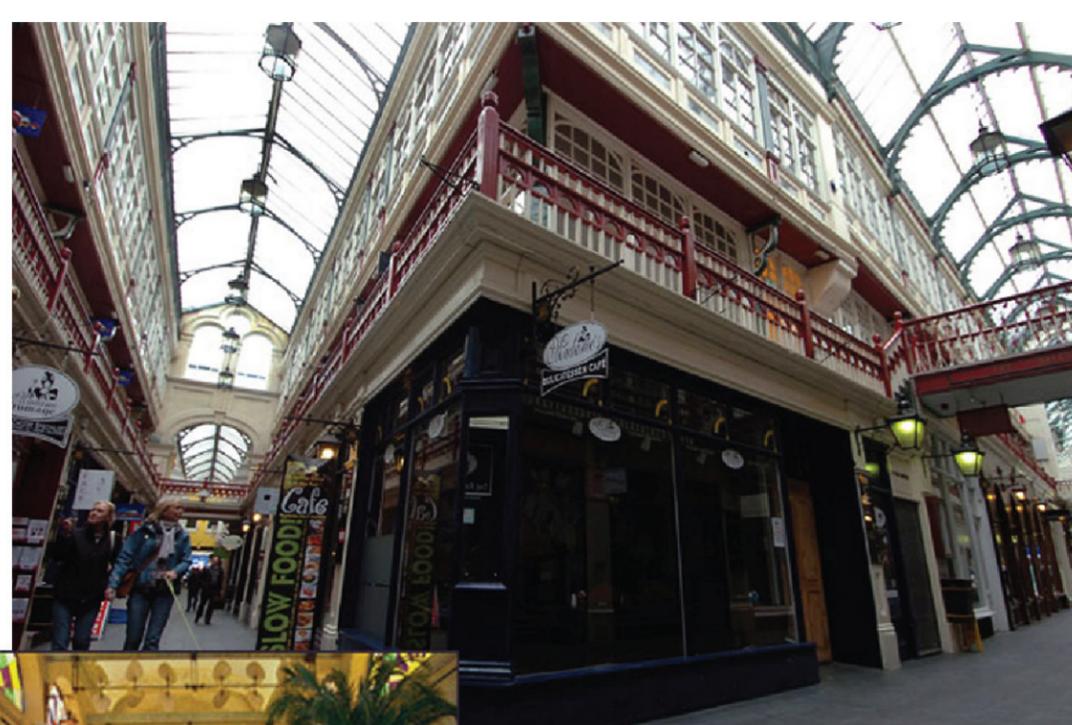
Phase 2:

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
- Central District
- Southside

SIGHT



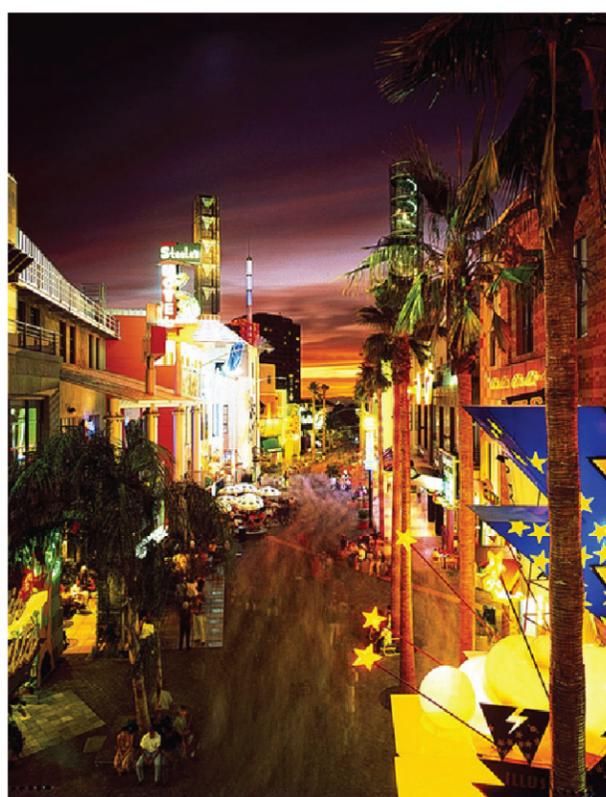


Phase 2:

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
- Central District
- Southside





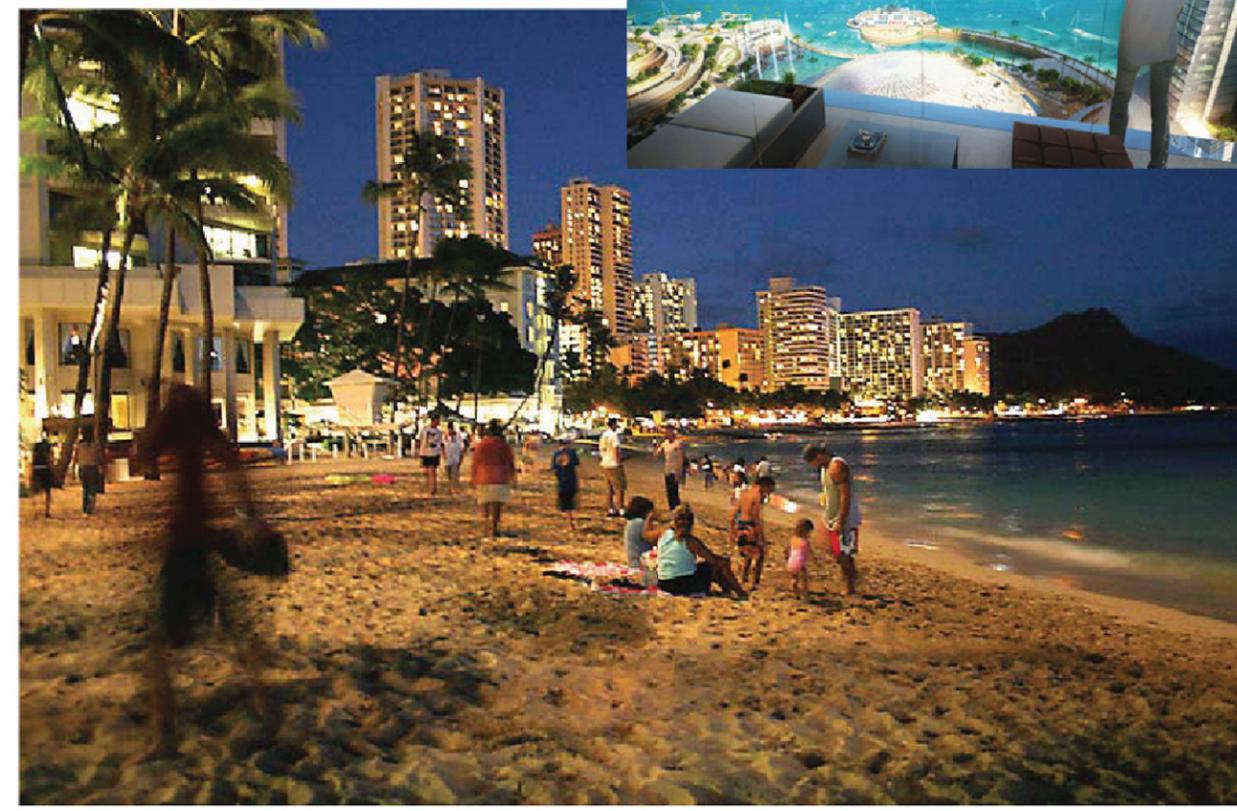
Phase 2:

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
- Central District
- Southside





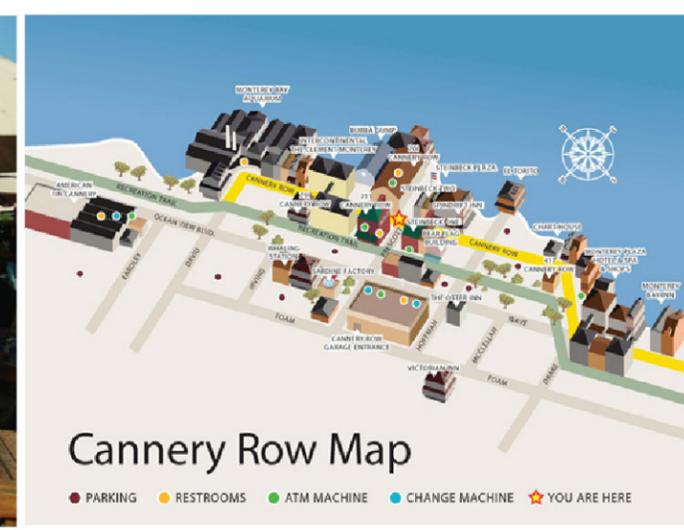


Phase 2:

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
- Central District
- Southside







Phase 3:

Introduce a greenspace corridor that is aligned with Absecon Blvd. The greenspace corridor will extend to the water and terminate in a waterfront park.

Introduce a system of canals into the existing residential neighborhoods and increase real estate values by creating waterfront resort communities.

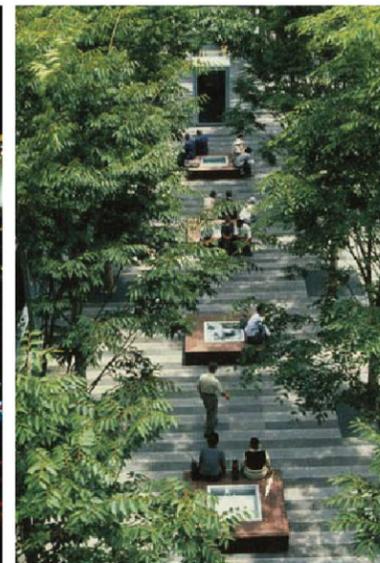
Bring in high-intensity mixed-use development (such as casinos, high-end retail, condominiums and hotels) to Bader Field.



PHASE 3 | Concept Imagery



CANALS



BOULEVARD



BADER FIELD

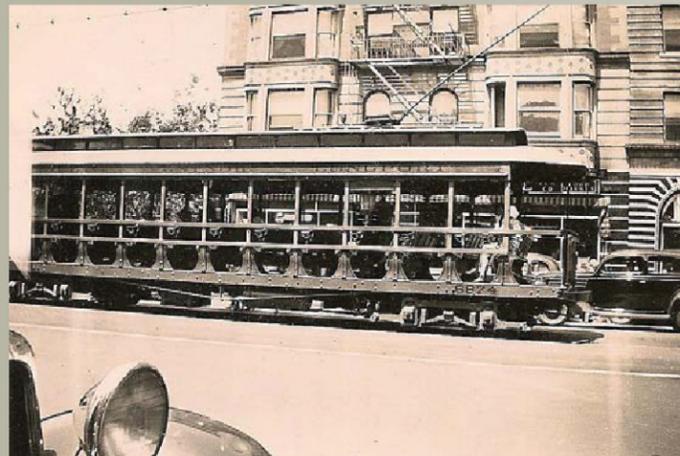
The Little Things...



1 OCEAN PIER



4 ROLLING CHAIRS



2 ATLANTIC CITY SHUTTLES



5 CENTRAL PIER



3 DENNIS HOTEL / BALLY'S HOTEL



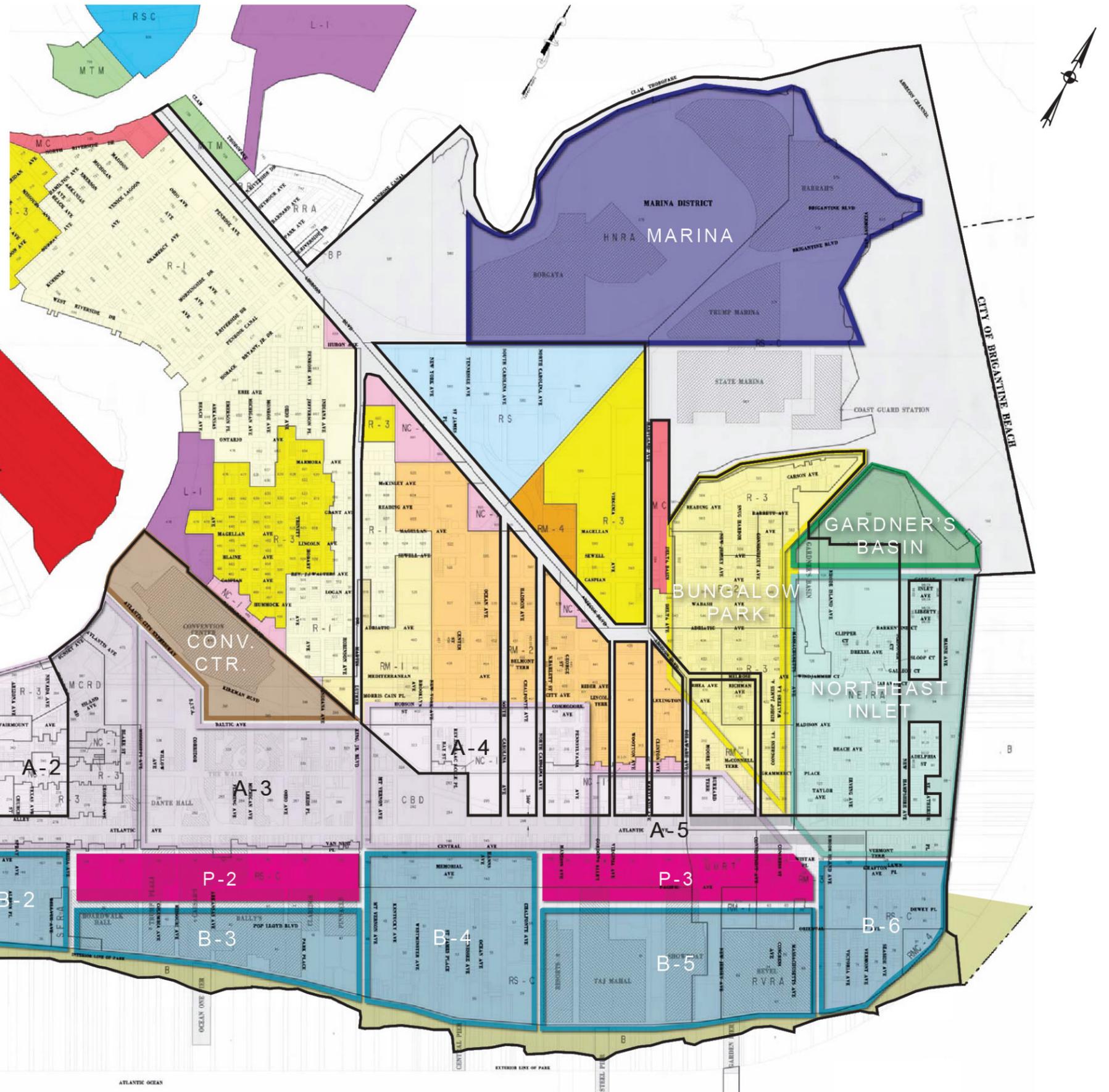
5 STEEL PIER





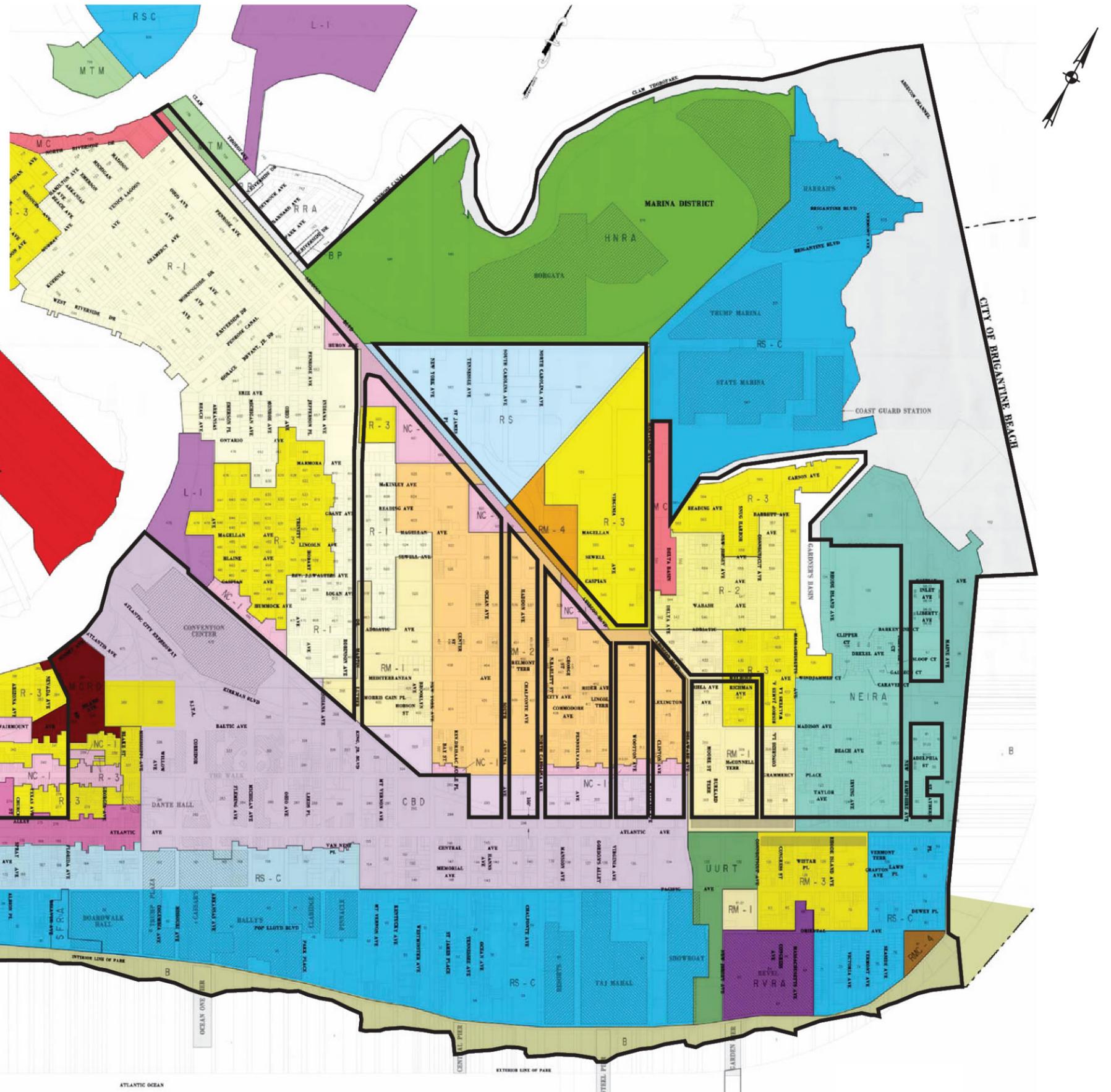
LEGEND

- MTM - Marine Tidal Marsh
- BEACH - Beach
- AC - Area Commercial
- CBD - Central Business District
- NC-1 - Neighborhood Commercial 1
- NC-2 - Neighborhood Commercial 1
- MC - Marine Commercial
- HW-C - Highway Commercial
- HC - Heavy Commercial
- RS - Resort Service
- RS-C - Resort Commercial Development
- L-1 - Light Industrial
- TRS - Transportation
- R-1 - Single family Detached
- R-2 - Single Family Detached
- R-3 - Single Family Detached (Townhouse)
- RM-1 - Multi-Family Walkup Apartments
- RM-2 - Multi-Family Lowrise Apartments
- RM-3 - Multi-Family Midrise Apartments
- RM-4 - Multi-Family Highrise Apartments
- RMC-4 - Multi-Family Highrise Apartments Commercial
- NE INLET - Northeast Inlet Redevelopment Area
- HNRA - Huron North Redevelopment Area
- SIRA - Southwest Inlet Redevelopment Area
- UURT - Uptown Urban Renewal Area



LEGEND

- MTM - Marine Tidal Marsh
- BEACH - Beach
- AC - Area Commercial
- CBD - Central Business District
- NC-1 - Neighborhood Commercial 1
- NC-2 - Neighborhood Commercial 1
- MC - Marine Commercial
- HW-C - Highway Commercial
- HC - Heavy Commercial
- RS - Resort Service
- RS-C - Resort Commercial Development
- L-1 - Light Industrial
- TRS - Transportation
- R-1 - Single family Detached
- R-2 - Single Family Detached
- R-3 - Single Family Detached (Townhouse)
- RM-1 - Multi-Family Walkup Apartments
- RM-2 - Multi-Family Lowrise Apartments
- RM-3 - Multi-Family Midrise Apartments
- RM-4 - Multi-Family Highrise Apartments
- RMC-4 - Multi-Family Highrise Apartments Commercial
- NE INLET - Northeast Inlet Redevelopment Area
- HNRA - Huron North Redevelopment Area
- SIRA - Southwest Inlet Redevelopment Area
- UURT - Uptown Urban Renewal Area



- GARDNER'S BASIN**
- ATLANTIC AVENUE**
- A-1
- A-2
- A-3
- A-4
- A-5
- BADER FIELD**
- BUNGALOW PARK**
- CONVENTION CENTER**
- BOARDWALK (B)**
- B-1
- B-2
- B-3
- B-4
- B-5
- B-6
- MARINA**
- NORTHEAST INLET**
- PACIFIC AVENUE**
- P-1
- P-2
- P-3

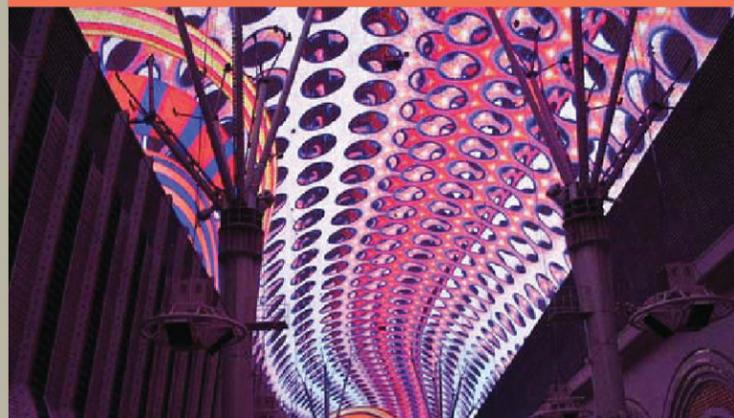


LAND USES

- AQUARIUM
- BOATING / BOAT TOUR
- BROADCAST / MEDIA STUDIOS
- CIVIC
- EDUCATIONAL
- EVENTS – SPORTS
- EVENTS – TEMPORARY PERFORMANCE
- EVENTS / PERFORMANCE
- FISHING COMMERCIAL / INDUSTRIAL
- HOTELS – GAMING
- HOTELS – NON GAMING
- MARINE RESEARCH
- MIXED USE / HOTEL
- MIXED USE / OFFICE
- MUSEUMS
- OFFICES – MEDICAL
- OFFICES – PROFESSIONAL
- RECREATION
- RESIDENTIAL – HIGH DENSITY
- RESIDENTIAL – LOW DENSITY
- RESIDENTIAL – MID DENSITY
- RETAIL / ARTS COMMERCIAL
- RETAIL / CONVENTIONAL COMMERCIAL
- RETAIL / ENTERTAINMENT
- TEMPORARY FESTIVALS

CONTENT

- BARS
- CAFES
- CINEMA
- DESIGN STUDIOS
- EDUCATIONAL EQUIPMENT AND SUPPLIES
- ENTERTAINMENT – ADULT
- ENTERTAINMENT – SERVICES AND CONVENIENCE
- ENTERTAINMENT – SMALL VENUES
- EQUIPMENT SALE / RENTAL
- FAST FOOD
- GALLERIES
- HEALTH CLUB
- LOFT LIVE / WORK
- LOUNGES (F&B)
- NIGHTCLUBS
- REHEARSAL STUDIOS
- RESTAURANTS
- RETAIL – CHIC / DESIGNER / UPSCALE
- RETAIL – CONCESSION / NOVELTY (GIFTS, CARDS, COLLECTABLES)
- RETAIL – LIFESTYLE
- RETAIL – LOCAL UNIQUE
- RETAIL – MEDIA (BOOKS, MUSIC, EDUTAINMENT)
- RETAIL – NATIONAL BRAND
- RETAIL – OUTLET
- RETAIL – SPECIALTY
- RETAIL – SPORTS
- RETAIL – SUPPLIES SALES
- RETAIL – TECHNOLOGY (INFORMATION AND ENTERTAINMENT)
- SERVICES AND CONVENIENCE
- SMALL PERFORMANCE VENUES
- SOUND STAGES



SAUSALITO | California

Pitch: Sausalito is the premier destination for visitors to San Francisco and the Bay Area. This quaint Mediterranean-style village, nestled against the Marin County headlands offers excellent weather, unique shopping and beautiful, breathtaking views.

Artistic enclave, picturesque residential community and tourist destination on the northern end of Golden Gate bridge. Originally started as a shipbuilding center in World War II.

Known for its waterfront with houseboats.

Population: 7,000

Offerings: Picturesque Waterfront with more than 400 Houseboats
Artist Community, Art Galleries, Small Independent Stores: Clothing, Books, Antiques, Gourmet Restaurants, Seafood, Napa and Sonoma Wine Tasting
Few Small Hotels and Inns, Bay View Rooms, Cottages
Smaller Event Facilities and Spas connected to Hotels
Harbors, Marinas, Yacht clubs
School of Traditional Boat Building

Events: Sausalito Art festival - Art and Wine, attracts 50,000 people over Labor Day Weekend
Local, American, and International Artists: Paintings, Sculpture, Ceramics, Jewelry, Photography etc.
Artist Open Studios, Art Exhibits on Houseboats
Music and Dance Performances

Additional Regional Offerings: Muir Woods, Coastal Redwoods
State Parks – Camping, Bike Riding, Kayaking, Water Activities, Fishing

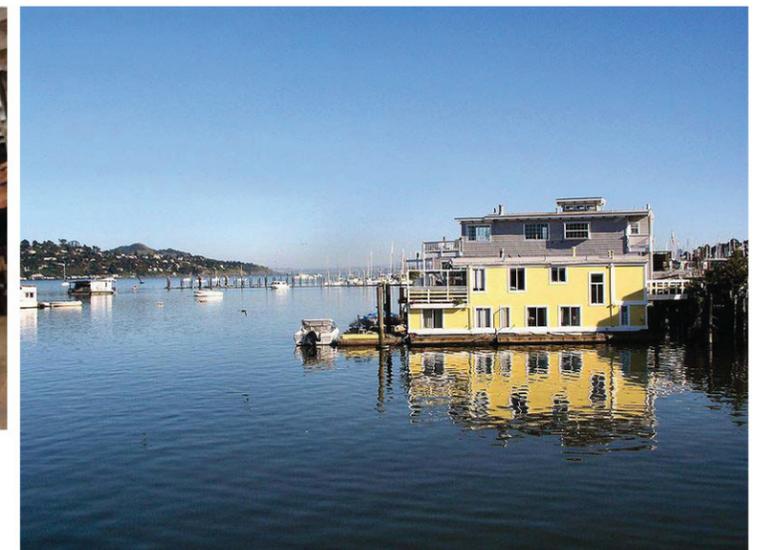
Target Audience: Tourists arriving by ferry from San Francisco
Resident Community – Relatively High Household Income
Community of Artists, Musicians, Writers and other Creative Industries

Closest Major City: San Francisco

Driving Distance to International Airport: 30 Minutes Drive to San Francisco International Airport



SAUSALITO | California



CANNERY ROW | California

Pitch: Currently the site of a number of now-defunct sardine canning factories for visitors to San Francisco and the Bay Area, Cannery Row is the most popular tourist attraction on California's Central Coast. It offers a mix of new retail shops, boutique hotels and converted canning buildings.

Located at the north of Cannery Row is the Monterey Aquarium.

Population: n/a

Offerings: Striking views of and direct access to beaches, wildlife and waves. No need for cars. Hotels are within walking distance of leading attractions, restaurants, shopping and nightlife. Coastal Recreation Trail Links to Monterey, Pacific Grove, Pebble Beach and beyond. Wine tastings, Aquarium, boutiques and outlet shopping. Nightlife, spas, beaches, dive shops. Fresh caught Monterey seafood, huge selections of restaurants with more than 25 celebrated restaurants, cafes and wine tasting rooms. 85 Stores including family-owned stores and top-selling national name brands, toy stores, chocolate shops, antique stores, gourmet foods, local wines, stunning jewelry and casual fashion.

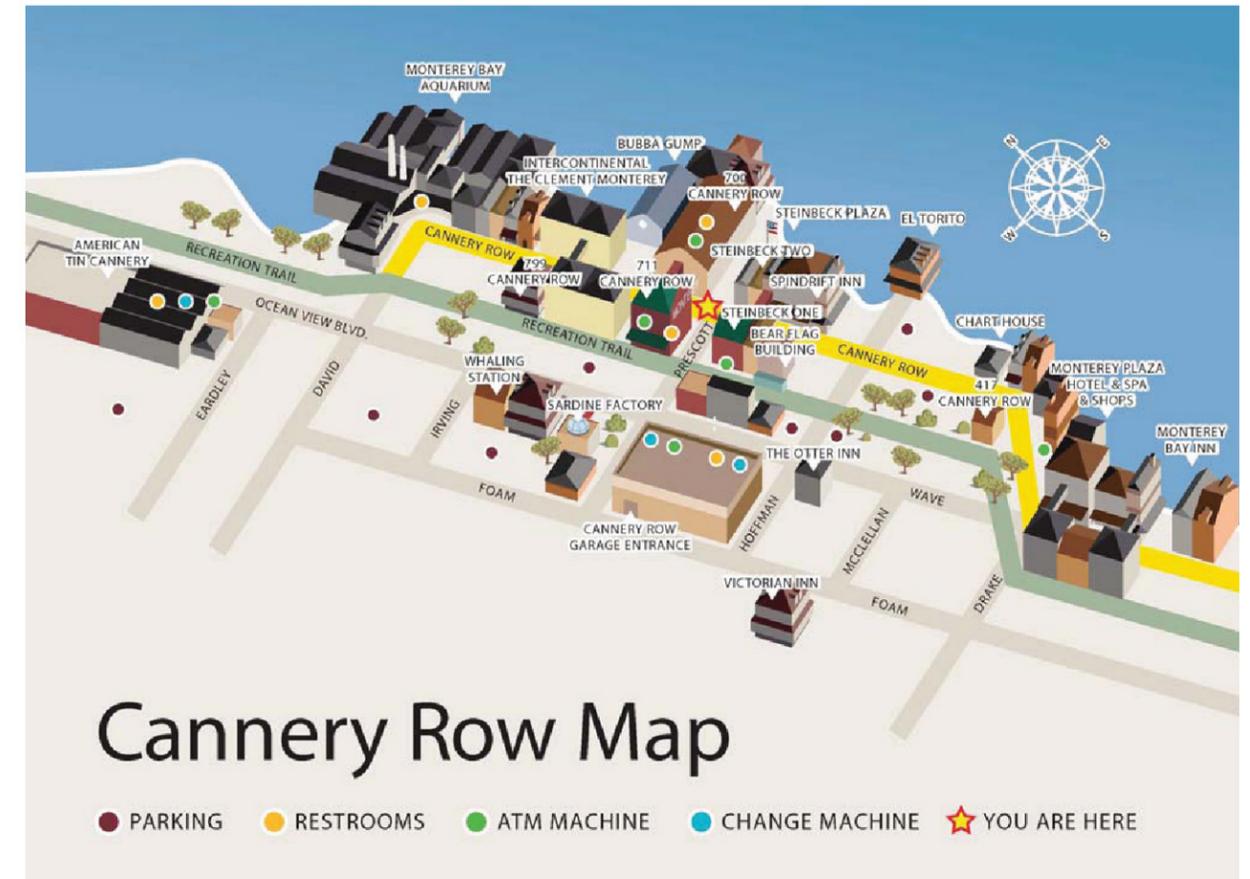
Events: Annual Cannery Row Block Party, a lively family favorite with kids' games, food, music and entertainment.
Mazda Raceway Laguna Seca (motorcycle racing).
Cherry's Jubilee (a display of gleaming classic cars on the street).
Annual Tree Lighting Ceremony and holiday festivities at the Steinbeck Plaza.

Additional Regional Offerings: Steinbeck Center (museum), wineries, golf-course.
State Parks – Camping, Bike Riding, Kayaking, Water Activities, Fishing

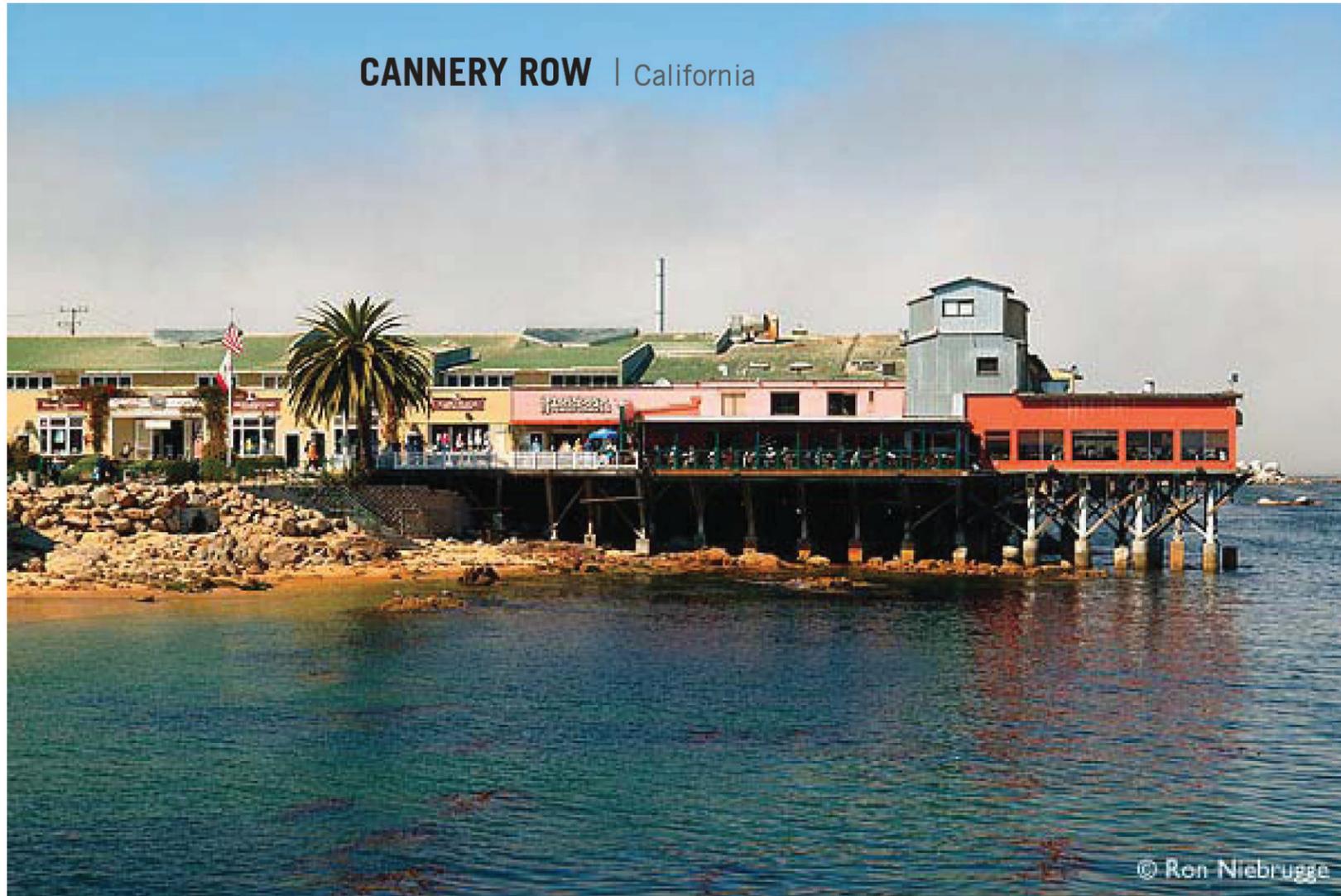
Target Audience: n/a

Closest Major City: Salinas, San Jose, San Francisco

Driving Distance to International Airport: 10-Minute drive to Monterey Peninsula Airport

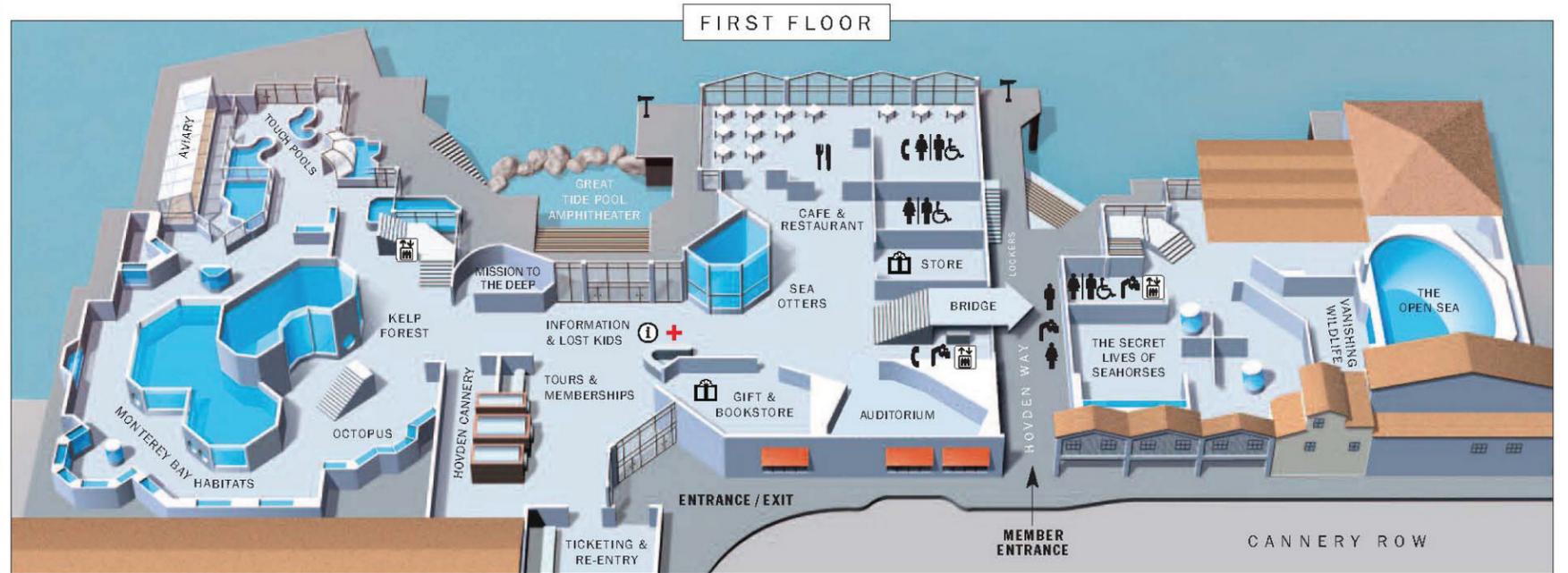
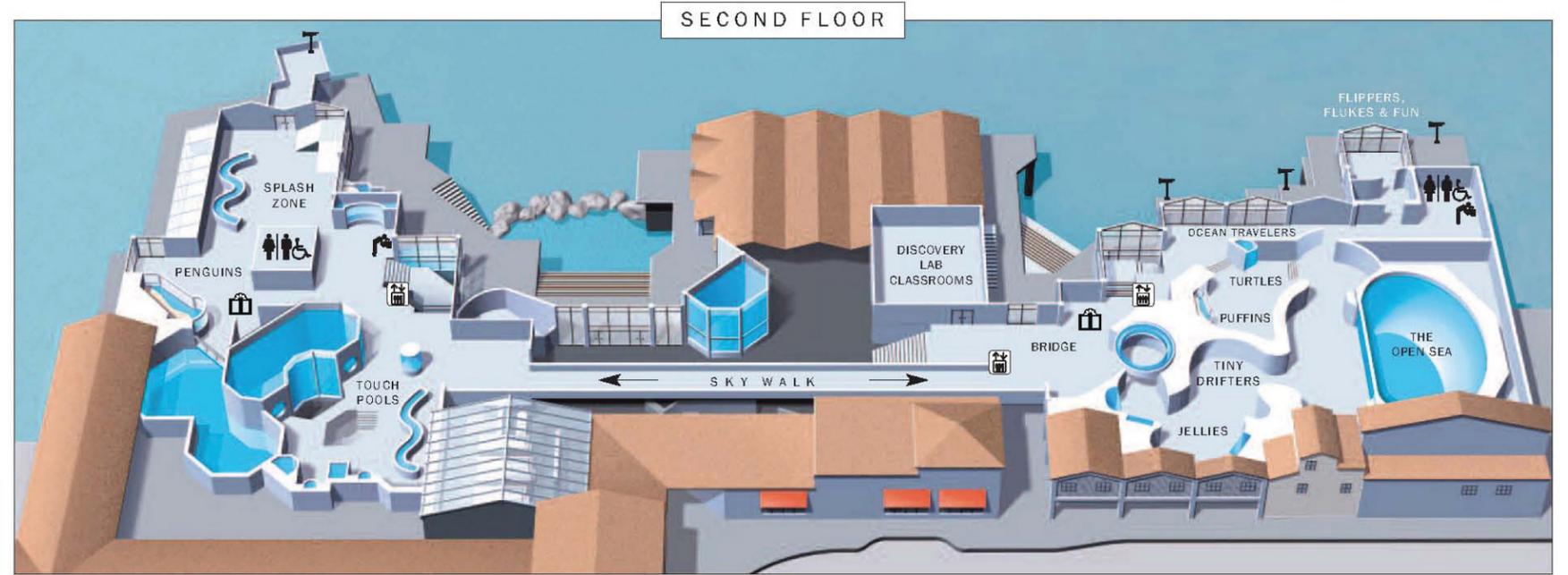


CANNERY ROW | California



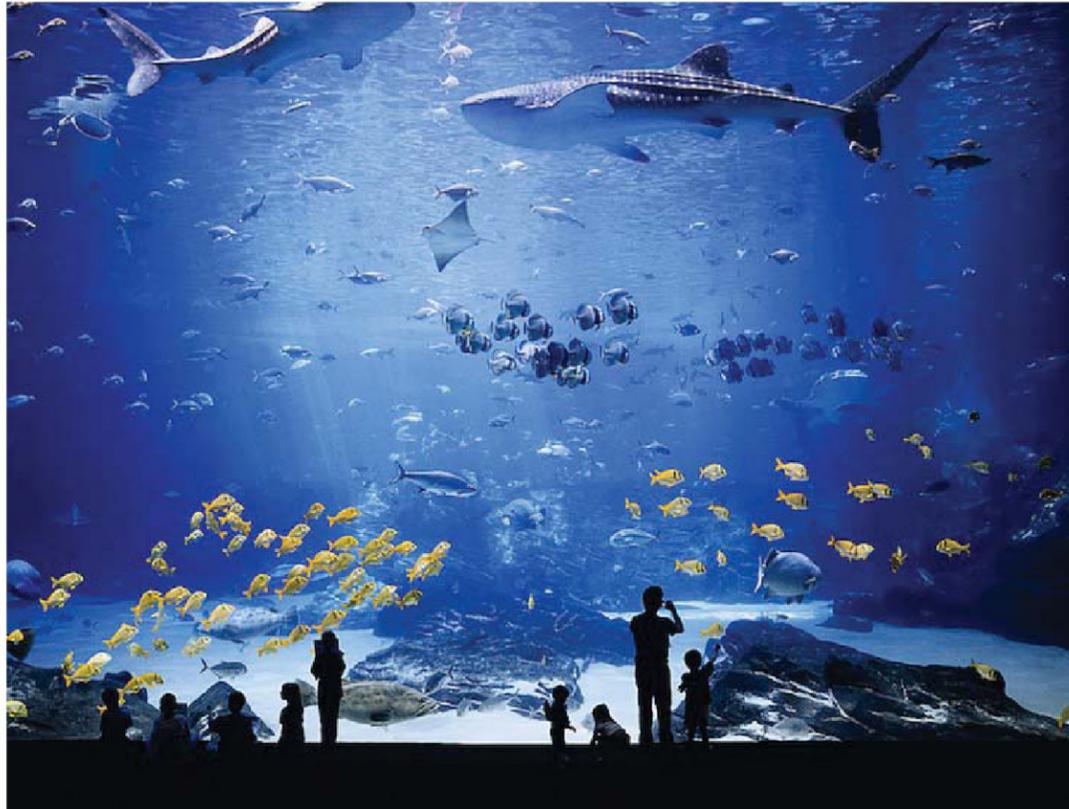
MONTEREY BAY AQUARIUM | Monterey, California

- 220,000 SQUARE FEET
- 5.8 MILLION LITERS OF WATER
- 1.7 MILLION VISITORS A YEAR



GEORGIA AQUARIUM | Atlanta, Georgia

- WORLD'S LARGEST AQUARIUM WITH MORE THAN 32 MILLION LITERS OF WATER
- 550,000 SQUARE FEET
- ADJACENT TO THE WORLD OF COCA-COLA

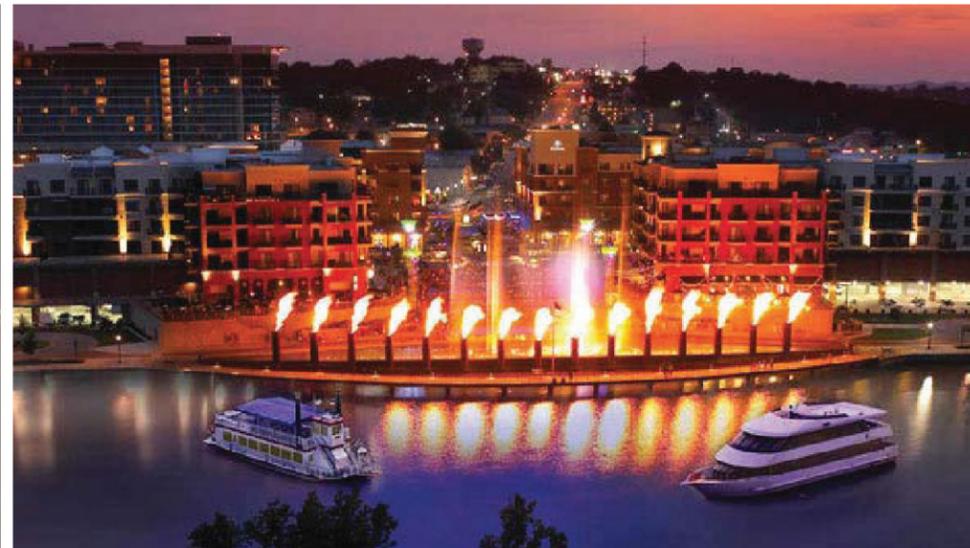


TENNESSEE AQUARIUM | Chattanooga, Tennessee

- RIVER JOURNEY
130,000 SQUARE FEET ,12-STORY BUILDING
2.6 MILLION LITERS OF WATER
- OCEAN JOURNEY
60,000 SQUARE FEET, 10-STORY BUILDING
1.5 MILLION LITERS OF WATER
- DRAWS A MILLION VISITORS A YEAR
- IMAX, 200-SEAT AUDITORIUM, CLASSROOM,
WET LAB



SIGHT | Concept Imagery



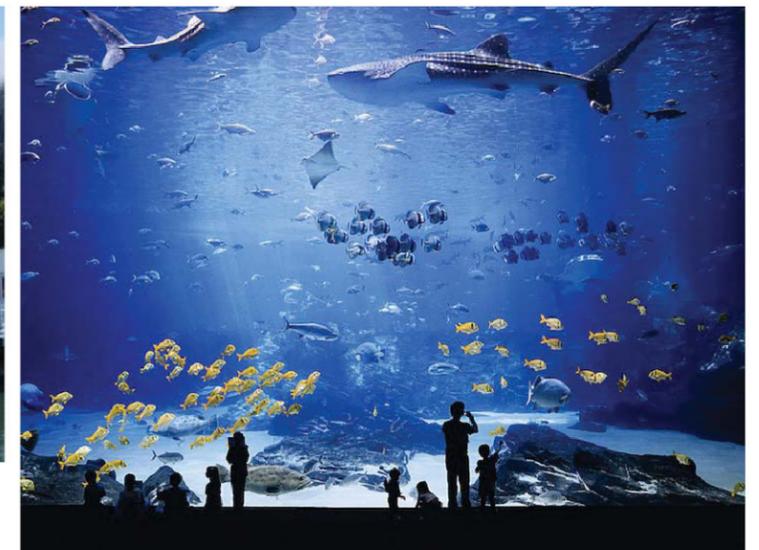
SOUND | Concept Imagery



WIND | Concept Imagery



WATER | Concept Imagery



Phase 3:

Fill in the "Missing Teeth" - the areas between the 4 major areas of development with high-rise buildings. Retail and F+B can line the Board Walk on the first and second levels for a continuous pedestrian experience. High-rise towers can be a mix of condominiums, non-gaming hotels or residential uses.



RevitalizeAC – Stakeholder Survey

...In addition to 50+ in-person meetings in Atlantic City, the JLL team solicited community and stakeholder input through an online survey

...RevitalizeAC.com was widely publicized by JLL and CRDA and ultimately attracted more than 1,500 respondents

...Respondents were asked to comment on key factors, priorities, and areas of improvement that should be addressed by the Master Plan

...Responses to survey questions were specific and highly constructive

...Over 175 unique ideas were presented, with some being repeated by up to 200 different stakeholders

...All ideas were considered, with the high-frequency ideas being researched and vetted. Many concepts are directly reflected in the Master Plan recommendations

Revitalize Atlantic City JONES LANG LASALLE

Message from John Palmieri, Executive Director, CRDA

Welcome to the Tourism District Master Plan public outreach website. This site has been created to provide the public an additional means to comment on the Tourism District Master Plan.

The Tourism District Act requires that CRDA prepare and approve a Master Plan by February 1, 2012. The Plan will serve as a guide for development and investment in the Tourism District and serve as a catalyst for economic development and growth.

Following the approval of the Plan, CRDA will develop and approve Land Use Rules for the use in administering Land Use approvals as required by law.

It is important that the Master Plan have the voice of stakeholders with an interest in Atlantic City. A stakeholder can be anyone: residents, business owners, casino industry representatives, property owners, investors, developers and elected officials, to name a few. We ask that you take a few minutes to respond to the questions posed in the survey below.

 **John Palmieri**
Executive Director

CRDA
Casino Reinvestment Development Authority

Team

In the fall of 2011, CRDA retained international real estate firm, Jones Lang LaSalle ("JLL") to complete a Master Plan for the Atlantic City Tourism District. JLL has assembled a team consisting of the Jerde Partnership, the Birdsall Services Group and the Hill Wallack law firm to develop the Master Plan. JLL has been involved with numerous Atlantic City projects in the past. Most recently, they brought the Dave Matthews Band music festival at Bader Field.

Mission

The JLL Team's mission is to create a Tourism District Master Plan that promotes the following in Atlantic City: redevelopment and general improvement, economic activity, cleanliness, safety, non-gaming activities and attractions and financial and environmental sustainability.

Please click below to give your perspective and recommendations:

Help Revitalize Atlantic City

This website is maintained by [Jones Lang LaSalle](http://JonesLangLaSalle.com), with permission of the CRDA. All responses to remain private unless we receive written permission to disclose.

RevitalizeAC – Ideas List (p1)

- 1 Add a navy ship and or submarine attraction in Gardner's Basin
- 2 Add decorative fountains to the Boardwalk, similar to Bellagio
- 3 Add/attract more Asian entertainment
- 4 Allow casino employees to run for office
- 5 Allow visitors to get married and divorced quickly
- 6 Allow yachts to park at one of the Boardwalk piers, invite high rollers
- 7 Annex and redvelop the defunct Garwood Mills site
- 8 Attract a Jimmy Buffett franchise (Margaritaville, Cheeseburger in Paradise) to AC
- 9 Attract a minor league baseball team (that is affiliated with MLB team)
- 10 Attract higher end gamblers to the city
- 11 Attract major corporations to stimulate demand for office space
- 12 Attract major music and comedy acts
- 13 Attract more "snow birds" to buy second homes in AC
- 14 Attract more affordable dining establishments: Cheesecake Factory, CPK, Kona Grille
- 15 Award outstanding service at casinos and restaurants in the Tourism District
- 16 Build a farmers/fish or Amish market
- 17 Build an arena to host major basketball and hockey events, including NBA and NHL All-Star games
- 18 Build an Aviation Museum
- 19 Built better non-casino/boutique hotels
- 20 Change the name of Kennedy Plaza to Presidents Plaza, and add educational elements
- 21 Cite and fine loiterers
- 22 Clean the beach weekly
- 23 Clean up the City's gateways
- 24 Clean up the politics
- 25 Collaborate with Hasbro for Monopoly experience museum
- 26 Colorize street lamps, curbs and trash cans on Pacific and Atlantic
- 27 Construct an Amusement Park on Bader Field
- 28 Control hotel rates on the weekends
- 29 Create "Freemont Street Experience" along Pacific or Atlantic, similar to Las Vegas
- 30 Create a "SeaWalk" similar to the attractions seen at Penn's Landing
- 31 Create a 24-hour bike lane on Boardwalk
- 32 Create a Gondola or Monorail system to connect various city nodes
- 33 Create a locals night for casino employees to develop a culture
- 34 Create a Mid-Atlantic Regatta Center
- 35 Create a walk/bike lanes from casinos Gardner's Basin
- 36 Create a wind tower at South Inlet
- 37 Create a yellow or red brick lane Tourist boulevard
- 38 Create an impressive 'Welcome to Atlantic City' Sign
- 39 Create bike paths on Boardwalk, ice skating rink, a nature area and lower the dunes
- 40 Create design standards for all new construction, create unifying aesthetics
- 41 Create Ice Skating rink on the Boardwalk
- 42 Create Inner redevelopment district in Marina or Gardner's Basin, using Baltimore Harbor as a model
- 43 Create large-scale concert and performance venues
- 44 Create more parks, gardens and museums
- 45 Create oceanic research center
- 46 Create residential and retail components for the waterfront
- 47 Create safe areas for a café culture
- 48 Creation of a Clothing Optional beach area
- 49 Decorate the city with a "beach resort" flavor
- 50 Demolish all vacant buildings
- 51 Develop a bowling alley in the Tourism District
- 52 Develop a Dave & Busters
- 53 Develop a mixed-use marketplace like the Reading Terminal Market
- 54 Develop a movie theater in the Tourism District
- 55 Develop a public parking facility adjacent to Boardwalk Hall
- 56 Develop a Public Rail terminal linking the airport to the beach
- 57 Develop a Wave House (indoor surfing on a 8-12 foot high man-made wave)
- 58 Develop AC Heritage museum
- 59 Develop an indoor water park
- 60 Develop Bader Field as a major housing development
- 61 Develop Fisherman's Wharf district in Gardner's Basin
- 62 Develop fishing piers, jetties, and playgrounds
- 63 Develop integrated advertising and promotions campaign
- 64 Develop miniature golf courses in the Tourism District
- 65 Develop solar powered bath house adjacent to a water park
- 66 Disallow parking as an acceptable Boardwalk use
- 67 Eliminate "Bronx Criminal Look" steel grates and garage doors
- 68 Eliminate jitneys and introduce trolley or rail system
- 69 Embrace video art, large outdoor screens
- 70 Emphasize sports to coincide with Sports Betting legislation: ESPNZone, Superbowl events, etc.
- 71 Enact laws designed to address the Schiff Bros dilapidated properties
- 72 Encourage casinos to lower room rates
- 73 Encourage hipper more contemporary entertainment/shows
- 74 Enforce building codes and vagrant laws
- 75 Enhance the Tiki Bars where possible
- 76 Establish a graffiti task force
- 77 Establish AC as a gay-friendly resort
- 78 Expand ACES train service
- 79 Expand Garden's Basin over to the Caspian Avenue beach
- 80 Extend the Walk to all the way to Pier Shops at Caesars, to draw more traffic that direction
- 81 Follow Red Bank's master plan
- 82 Have more frequent air shows
- 83 Hire more police to patrol the streets
- 84 Host a 'battle-of-the bands' but with famous composers
- 85 Host a Corvette parade
- 86 Host a large Clam bake near one of the water attractions
- 87 Host a Roaring Twenties weekend in October to coincide with Halloween
- 88 Host a Tough Mudder event
- 89 Host car shows on the Boardwalk
- 90 Host major art shows

RevitalizeAC – Ideas List (p2)

- 91 Host major boxing fights
- 92 Host major dog shows
- 93 Host major fashion shows
- 94 Host major Kite festival
- 95 Host national volleyball tournaments
- 96 Host outdoor concerts on the Pinnacle site
- 97 Host striped bass fishing tournament off South Inlet
- 98 Host two major parades annually: St Patricks Day and Halloween
- 99 Host UFC fights in AC
- 100 Implement around the island swim
- 101 Implement Best of Atlantic City awards, emphasizing friendliness at tourist locations
- 102 Implement horse rides, pony walks, hay/trailer rides
- 103 Implement marine attractions: blue fish runs, flounder trips, party boats, shark hunts, tuna charters
- 104 Implement outside dining at Boardwalk casinos
- 105 Improve the stretch of shops between Caesars and Showboat
- 106 Install a "must-do" Diving Horse ride on the Boardwalk
- 107 Install a lighted canopy above Boardwalk to increase interest and keep the birds out
- 108 Install a skywalk from the parking lot over the AC expressway to the shopping area
- 109 Install boardwalk rolling chair lanes
- 110 Install bright lighting on Boardwalk, Pacific, and Atlantic
- 111 Install major Christmas tree on the Boardwalk
- 112 Install 'No Tipping' signs to eliminate poor quality of entertainment on the Boardwalk
- 113 Install security cameras in all Tourist areas
- 114 Install smart traffic lights
- 115 Install trash cans along all Bay fronts
- 116 Introduce a "Main Street Jersey" tourist section of Atlantic City
- 117 Introduce a large-scale poker tournament in the spring or fall similar to the World Series of Poker
- 118 Introduce a Polar Bear walk
- 119 Introduce better gaming rules
- 120 Introduce more and better nightclubs, as in Las Vegas
- 121 Introduce new air routes to ACY
- 122 Introduce Sports betting
- 123 Introduce televised game shows to Atlantic City
- 124 Introduce world class casino hotel employee training program
- 125 Legalize marijuana like Amsterdam, Holland
- 126 Make AC a Triple-A convention destination and incentivize corporations to host conventions
- 127 Make Gardner's Basin similar to Smithville
- 128 Market AC as a premier bachelor/bachelorette party destination
- 129 New Year's eve fireworks/ball drop or outdoor broadcast of Times Square
- 130 Nightly power wash of the boardwalk from Trump Plaza to Bally's
- 131 Offer Atlantic City Speed Boat rides
- 132 Outlaw bikes off sidewalks on Pacific Avenue
- 133 Outlaw loud music on the Boardwalk
- 134 Outlaw smoking in the casinos
- 135 Partner with major corporations (Disney, Six Flags, Great Wolf Lodge, MLB and NFL) to cross promote
- 136 Pay for celebrity endorsements
- 137 Permit drinking on the Boardwalk
- 138 Plant grass and trees on all empty lots
- 139 Propose an artistic interpretation of a wave that is somewhere between 500-1,000 feet tall
- 140 Provide free buses from Philadelphia
- 141 Provide more accessible and less expensive parking at The Walk
- 142 Provide security in the casino garages
- 143 Provide tax breaks for small businesses
- 144 Punish rude Jitney drivers
- 145 Put a welcoming face on AC, perhaps a single spokesperson
- 146 Recreate the Columbus Market in AC
- 147 Recreate the original Club Harlem
- 148 Redesign Pacific Avenue as a pedestrian Main Street
- 149 Reduce fares to ACY
- 150 Reduce the 500 room requirement to 100 rooms to get a full gambling license
- 151 Reintroduce "The World's Famous Playground" slogan
- 152 Reintroduce AC icons: Lucy the Elephant, Mr. Peanut, Monopoly icons
- 153 Reintroduce Miss America Pageant to AC
- 154 Reintroduce State High school basketball tournament to Boardwalk Hall
- 155 Reintroduce the Sand Sculpture Summerfest in July.
- 156 Relocate strip clubs
- 157 Remove large, unsavory imagery from the Boardwalk
- 158 Remove or lower the dunes to provide better sight lines to the beach
- 159 Rent Boardwalk Hall out for high dollar weddings in the off season.
- 160 Reopen the AC racetrack and host year-round events
- 161 Repair Boardwalk Hall Tunnel
- 162 Repair the world's largest pipe organ
- 163 Require Boardwalk establishments to improve facades
- 164 Resurface all streets and repair sidewalks in midtown area
- 165 Seek out more television shows/movies to be filmed in Atlantic City
- 166 Spend money to preserve and promote Historic assets
- 167 Sponsor public art displays
- 168 Sponsor major events on Holiday weekends to attract last-minute regional visitors
- 169 Streamline agencies to get things done (ie CCC, DGE, CAFRA, DCA, SJTA, NJTPA, CRDA, CANJ, AC)
- 170 Target younger consumers with more edgy design and advertising
- 171 The cultural and historical aspects of the city should be emphasized
- 172 Total flexibility in zoning near the boardwalk
- 173 Turn AC into another secondary Broadway, with excellent shows year-round
- 174 Undertake beautification effort of Route 30 and Route 40
- 175 Widen Pacific Avenue