

# ATLANTIC CITY REVITALIZATION

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Create a Revitalization Plan to animate a portion of the city currently known as the “Dead Zone.”

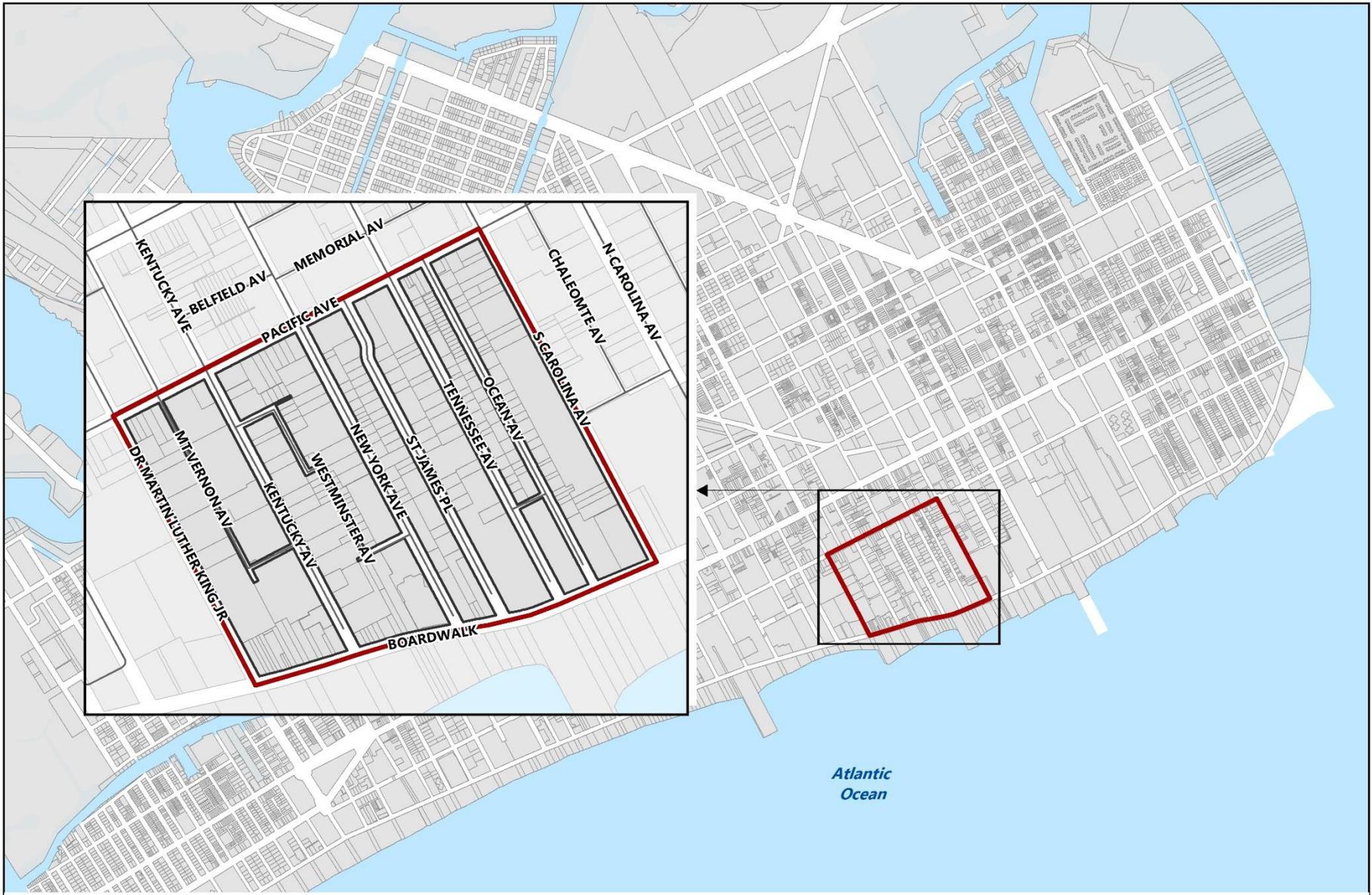


# Transforming the Dead Zone into the Downtown Loop

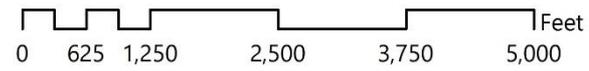


Tanner Springs Park, Portland, Oregon

Establish a new, vibrant, resilient, mixed-use neighborhood in an underutilized area of the City



# The Area Atlantic City, NJ

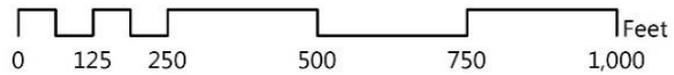


Source: NJDOT (2013), Atlantic County Department of Regional Planning and Development (2011)





# Aerial Photography



Source: NJDOT (2013), OGIS (2012)



# Historic Background



Snake Alley in 1980

- Iconic Boardwalk constructed between 1910 and 1920
- In the following decades, the Area was mixed-use, with multi-family housing and restaurants and bars
- By the early 1960s, density had begun to dissipate and surface lots replaced former sites of housing and restaurants

# Barriers

- Excess surface parking
- Vacant or boarded up buildings
- Perception of crime
- Irregular and obsolete layout of parcels and streets
- Perception of over-valued properties
- Sexually-oriented businesses
- Vulnerable to flooding
- Poor pedestrian and vehicular connectivity



Large expanses of vacant land



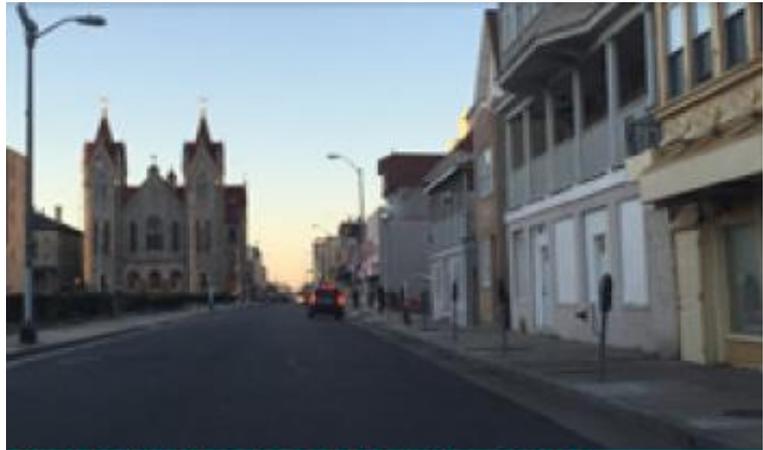
Boarded up windows on Westminster Ave



Parking lot on S. Kentucky Avenue

# Assets

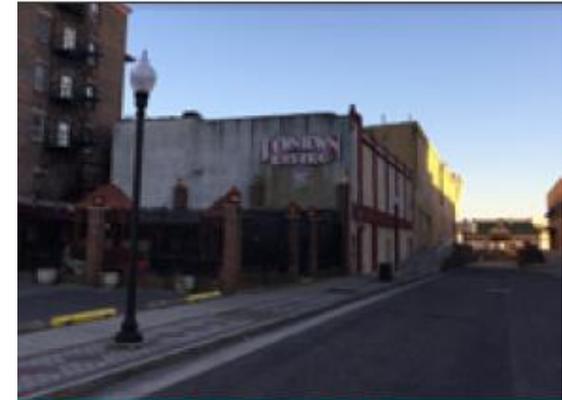
- Beachfront
- Existing businesses and property owners
- Boardwalk
- Historic properties
- Large existing sidewalks
- Existing townhouses



View to St. Nicholas of Tolentine Church



Townhouses on S. New York Avenue



The Irish Pub, St. James Place

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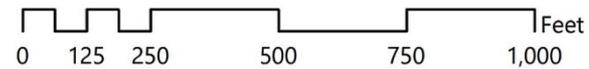
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# Existing Conditions

- Land use
- Circulation
- Flood zones
- Vacant land
- Major owners



# Existing Land Use

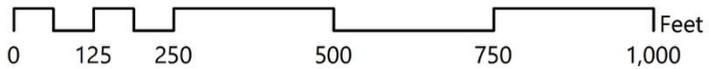


Source: NJ Tax Assessment Database (2015), Atlantic County Department of Regional Planning and Development (2011), Studio Field Visit (2015)





# Existing Circulation



Source: NJDOT (2013), Atlantic County Department of Regional Planning and Development (2011), Google Street View (2013)



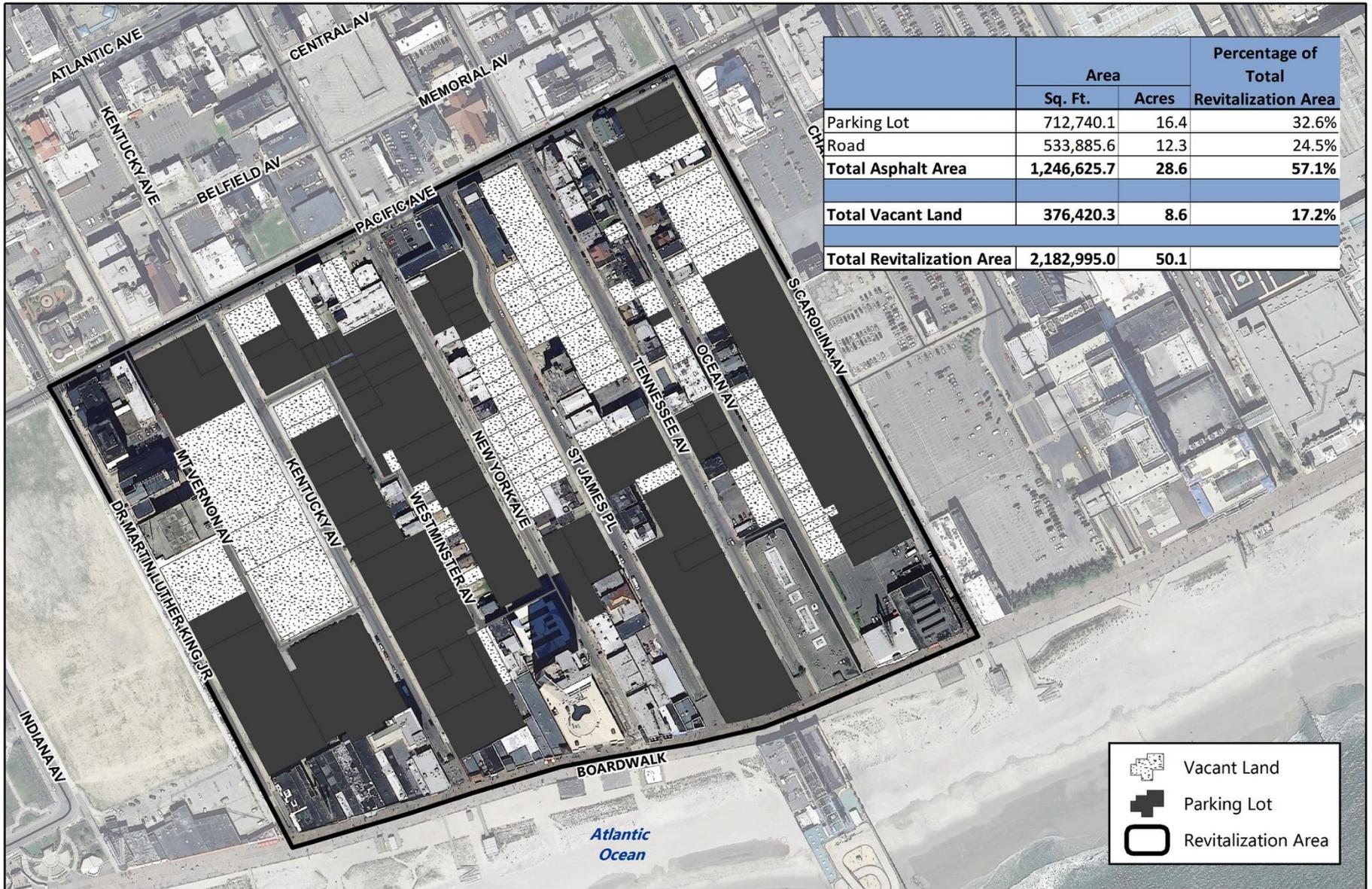


# FEMA Flood Zones

0 125 250 500 750 1,000 Feet

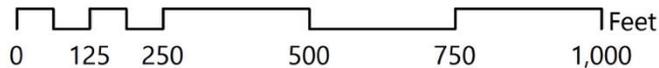
Source: Fema Region II Coastal Analysis and Mapping (2015), Atlantic County Department of Regional Planning and Development (2011), NJDOT (2013)





	Area		Percentage of Total Revitalization Area
	Sq. Ft.	Acres	
Parking Lot	712,740.1	16.4	32.6%
Road	533,885.6	12.3	24.5%
<b>Total Asphalt Area</b>	<b>1,246,625.7</b>	<b>28.6</b>	<b>57.1%</b>
<b>Total Vacant Land</b>	<b>376,420.3</b>	<b>8.6</b>	<b>17.2%</b>
<b>Total Revitalization Area</b>	<b>2,182,995.0</b>	<b>50.1</b>	

# Parking Lots and Vacant Land



Source: NJ Tax Assessment Database (2015), Atlantic County Department of Regional Planning and Development (2011), Studio Field Visit (2015)

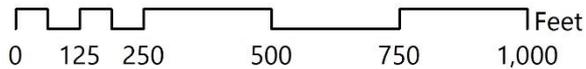


# Market Analysis

- Major Owners
- Land Value and Improvement Value
- Recent Property Sales
- Industrial and Employment Overview
- Smart Growth
- Development Potential



# Major Parcel Owners

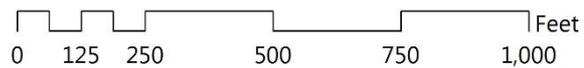


Source: New Jersey Tax Assessment Database (2015), Atlantic County Department of Regional Planning and Development (2011)





# Assessed Value of Land per Square Foot



Source: NJ Tax Assessment Database (2015), Atlantic County Department of Regional Planning and Development (2011)



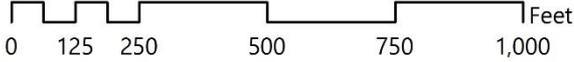


**Improvement Value to Land Value Ratio\***

	0.00 - 0.27
	0.27 - 0.80
	0.80 - 1.58
	1.58 - 2.76
	2.76 - 4.16
	Revitalization Area

\*By parcel

# Improvement Value to Land Value Ratio



Source: NJ Tax Assessment Database (2015), Atlantic County Department of Regional Planning and Development (2011)



# Market Analysis

## Main Findings

### **Property Sales and Assessments**

- Over a third of the Area's lots have been sold since 2013, most were not arm's length transactions.
- The land is underutilized. The land value of the Area is assessed lower than adjacent boardwalk-abutting blocks.
- Public perception → land within is assessed too high.
- Analysis of the data as to the appropriateness of the assessments is inconclusive. The possibility of development with abatements exists.

### **Industry and Employment Market Analysis**

- There is a work flow imbalance. Many residents work outside of the city and many city employees live outside of the city.

# Market Analysis

## Main Findings

### **Smart Growth**

- Atlantic City is the third most compact metropolitan area in the country, behind only New York City and San Francisco.
- The marketplace and geography for the Area has opportunity for a vibrant, connected, and walkable mixed use community.

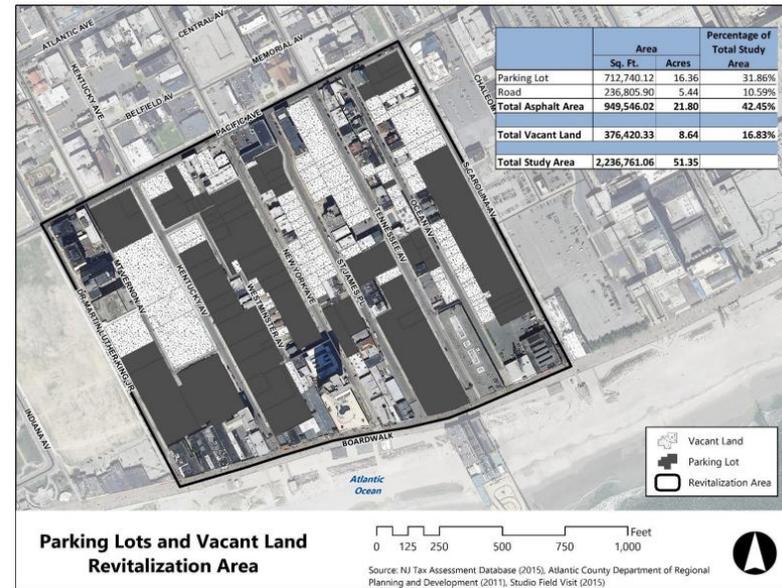
### **Development Potential**

- The market analysis projected a high likelihood of profitable residentially-driven mixed use development.
- The Area could become a vibrant residential location offering primary residential and live-work opportunities.

# Market Analysis

## Potential for Development

- 50% of the Area can be developed
  - Vacant Land + Parking Lots
  - 25 Acres or almost 1.1 Million SF
- Ratio of assessed improvement value to land value is 0.22 to 1
- A 3:1 ratio of improvement to land would indicate better utilization.
- As developed, Atlantic City could receive **over \$6.7 million in tax revenue** annually from the Area.



### Assessments and Taxes

	25	Developable Land, Acres
	1,089,160	Developable Land, Square Feet
\$	60.00	Average Sale Price of Land per SF
<b>\$</b>	<b>65,349,600</b>	<b>Total Land Purchase</b>
\$	45.00	Average Assessed Value of Land per SF
\$	49,012,200	Assessment Value of Developable Land
\$	147,036,600	Estimated Assessment Value of Proposed Improvements
\$	196,048,800	Total Estimated Assessment Value
	3.42%	2015 Tax Rate
<b>\$</b>	<b>1,676,217</b>	<b>Total Taxes on Land per year</b>
<b>\$</b>	<b>5,028,652</b>	<b>Total Taxes on Improvements per year</b>
<b>\$</b>	<b>6,704,869</b>	<b>Total Taxes per year</b>

Sources: 2015 MOD IV Data, Atlantic City Board of Taxation

Comprehensive Planning Studio Fall 2015 Resources

# Vision

# Vision

Develop standards and strategies that harness the strength and character of the City and transform the Area into a resilient, economically diverse, and pedestrian-friendly mixed-use neighborhood

Through a set of objectives, transform the Area from “Dead Zone” to “Downtown Loop,” the City’s premier neighborhood to live, work, and play

# Objectives



# Create a Mixed Use Neighborhood to Attract and Retain Residents



Churchill Field, Chicago, Illinois

- Incentivize private investment in mixed-use development projects.
- Establish a form-based code to promote a mix of residential, office, and retail uses.
- Utilize a pedestrian-oriented framework to revitalize the area.



# Economic Development

- Capitalize on existing assets and the history of the City to leverage economic development.
- Rebrand the Area as an attractive neighborhood with assorted housing choices to improve the economy.
- Attract small businesses that complement the character of the neighborhood.



Asbury Park, New Jersey

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# Resiliency



Meijer Gardens, Grand Rapids Township, Michigan

- Encourage development of parks and open spaces to promote livability and vitality for the community.
- Reduce impervious surfaces to address stormwater management challenges.
- Adopt building standards to mitigate environmental concerns.
- Promote resiliency through intentional design strategies.

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# Circulation and Accessibility

- Create a pedestrian-bicycle oriented environment
- Adopt complete streets policies to improve safety and accessibility for all users.
- Enhance the compatibility and connectivity of the street grid with the built environment.
- Improve and preserve access to the waterfront.



Hoboken, New Jersey

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# Design

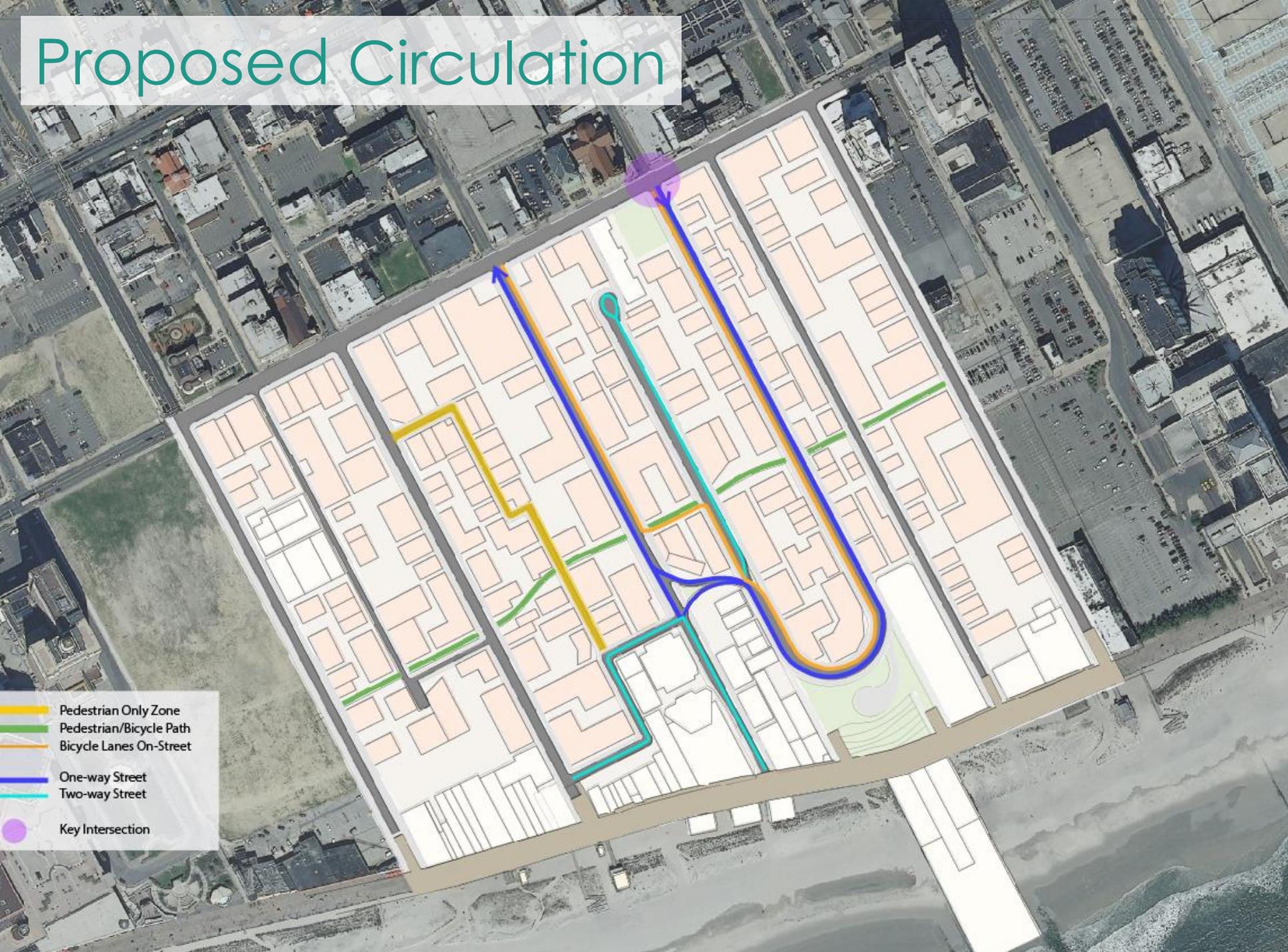
# Site Plan



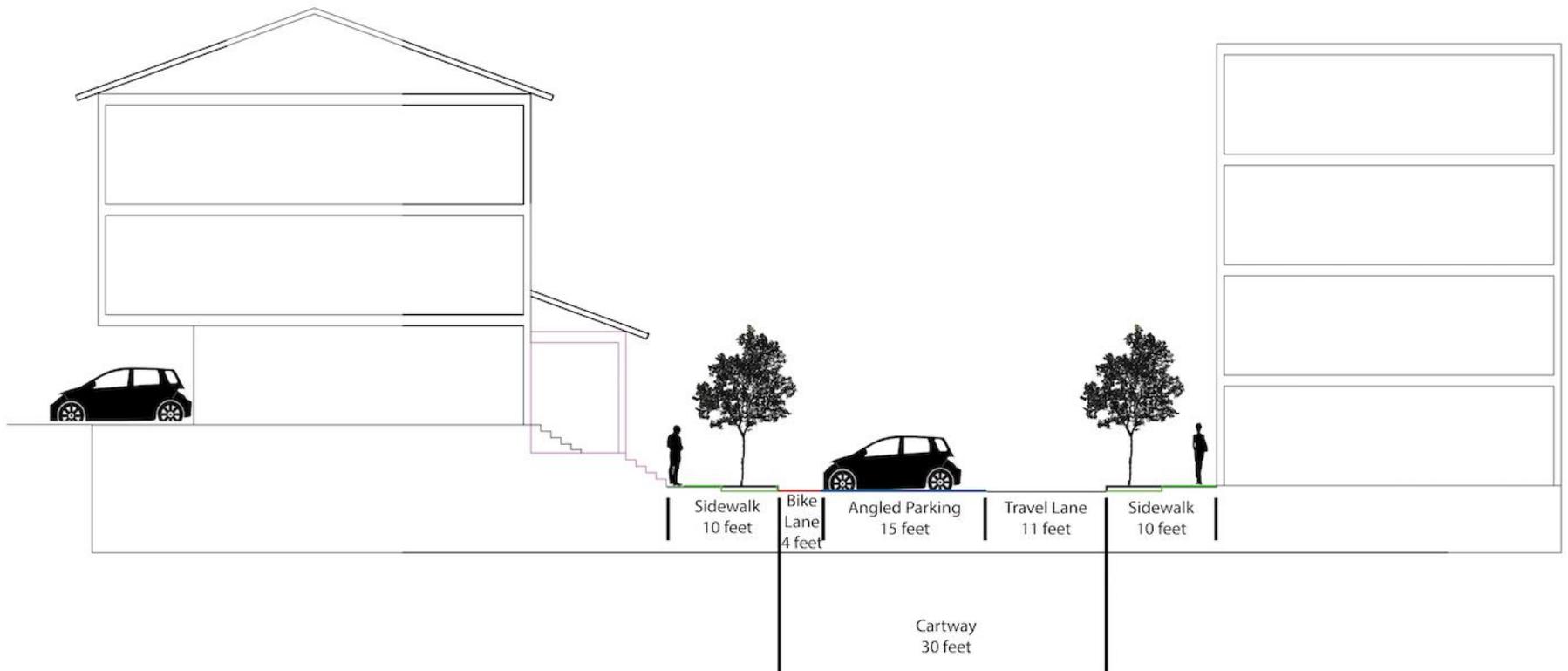
- Existing Buildings
- Proposed Buildings
- Boardwalk

# Proposed Circulation

-  Pedestrian Only Zone
-  Pedestrian/Bicycle Path
-  Bicycle Lanes On-Street
-  One-way Street
-  Two-way Street
-  Key Intersection



# Tennessee Ave, Cross Section





# Form based code

Traditional Zoning	Form-Based Codes
Auto-oriented, separated land-use planning principles	Mixed use, walkable, compact development-oriented principles
Organized around single-use zones	Based on spatial organizing principles that identify and reinforce an urban hierarchy
Use is primary	Physical form and character are primary, with secondary attention to use
Reactive to individual development proposals	Proactive community visioning
Proscriptive regulations, regulating what is not permitted, as well as unpredictable numeric parameters, like density and FAR	Prescriptive regulations, describing what is required, such as build-to lines and combined min/max building heights
Regulates to create buildings	Regulates to create places

Source: Form-Based Codes: A Guide for Planners, Urban Designers, Municipalities, and Developers, by Daniel G. Parolek, Karen Parolek, Paul C. Crawford, 2008.

# Height Regulations



Dark Red	55-80 Feet
Orange	40-80 Feet
Light Orange	40-55 Feet
Yellow	Maximum 40 Feet
Tan	Existing Buildings*

\*Existing buildings along the boardwalk are to be a maximum of 30 feet after any renovation or reconstruction. Other existing buildings must conform with the surrounding building height requirements.

# Required First Floor Commercial

 First Floor Commercial Required

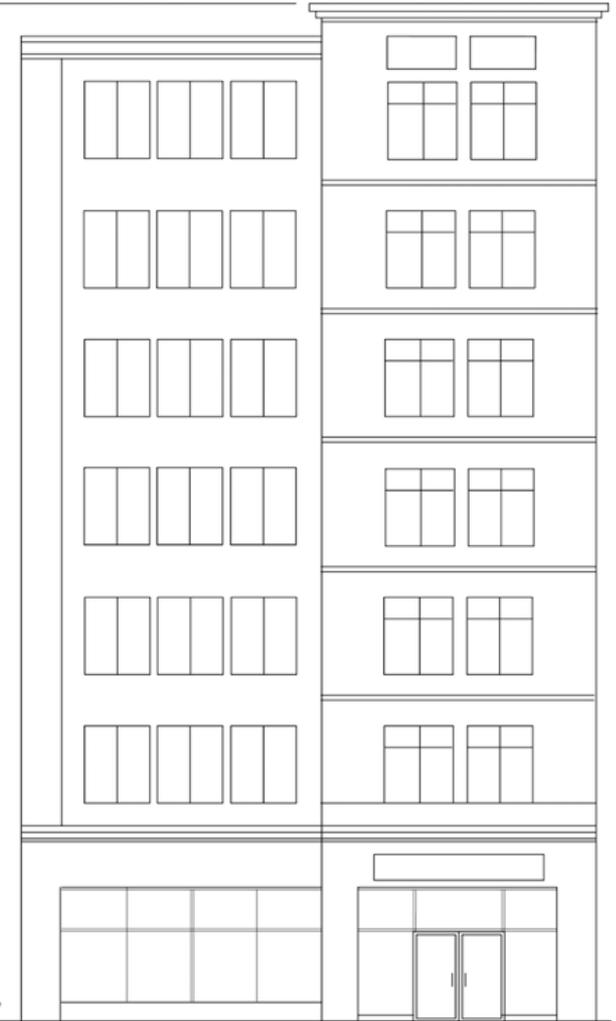


# Mixed Use Large



Pedestal Building in Jersey City, New Jersey

Maximum 80'-0"



Minimum Ground Floor 6'-0"  
Commercial Only

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# Mixed Use Medium



Mixed Use Development in Morristown, NJ



Mixed Use Development in Asbury Park, NJ

Maximum 55'-0"

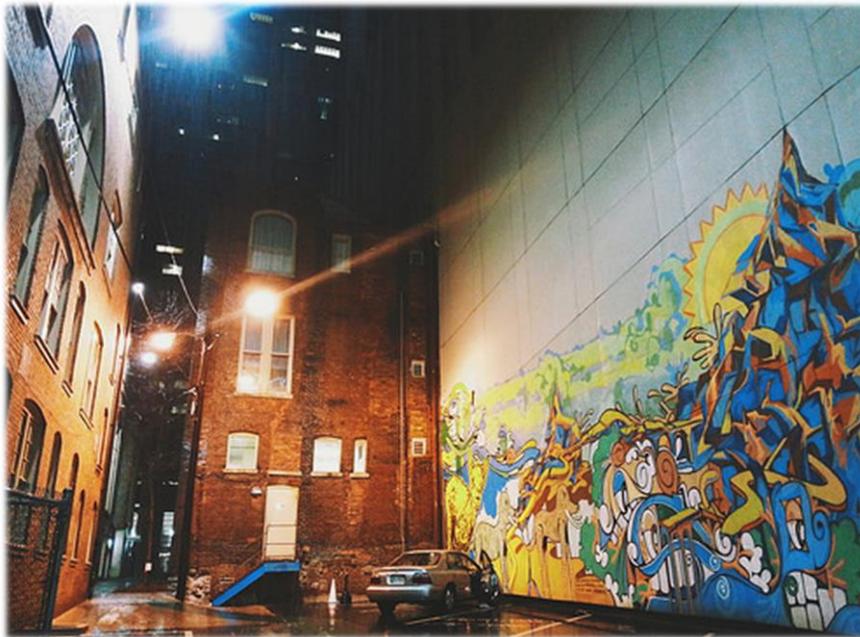


Minimum Ground Floor 6'-0"  
Commercial Only

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# Service Alley

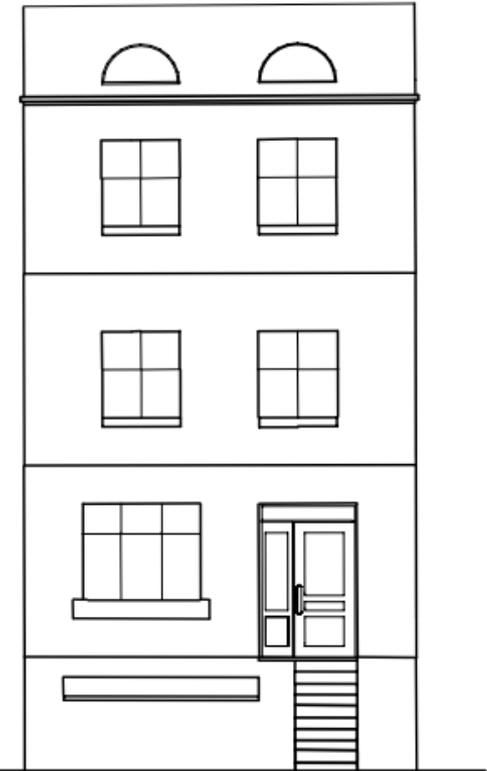


Well-lit Alley in Nashville, Tennessee

Minimum 40'-0"

Minimum height for dwelling unit 12'-0"

Street Level 6'-0"



# Snake Alley

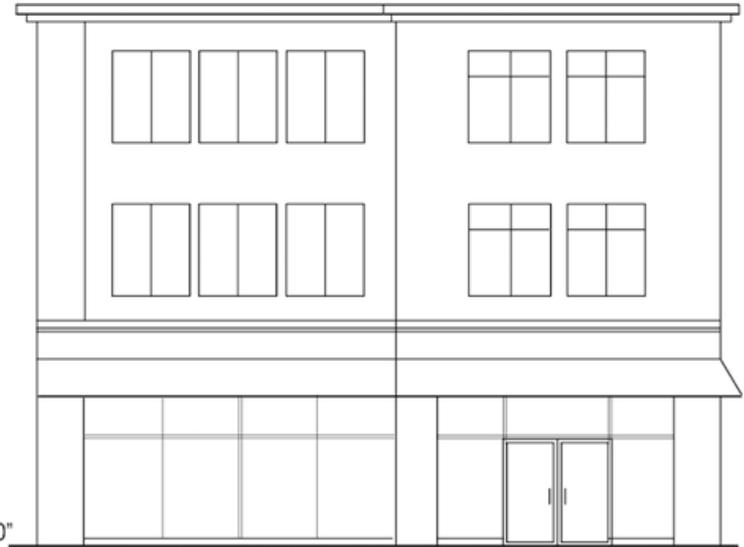


Rue Cler, Paris, France



Pedestrian Plaza in Jersey City, New Jersey

Maximum 40'-0"



Minimum Ground Floor 6'-0"  
Commercial Only

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# Snake Alley Rendering



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# Boardwalk Area



Myrtle Beach Boardwalk, South Carolina

Maximum 30'-0"



Minimum Ground Floor 6'-0"  
Commercial Only

# Open Space Plan

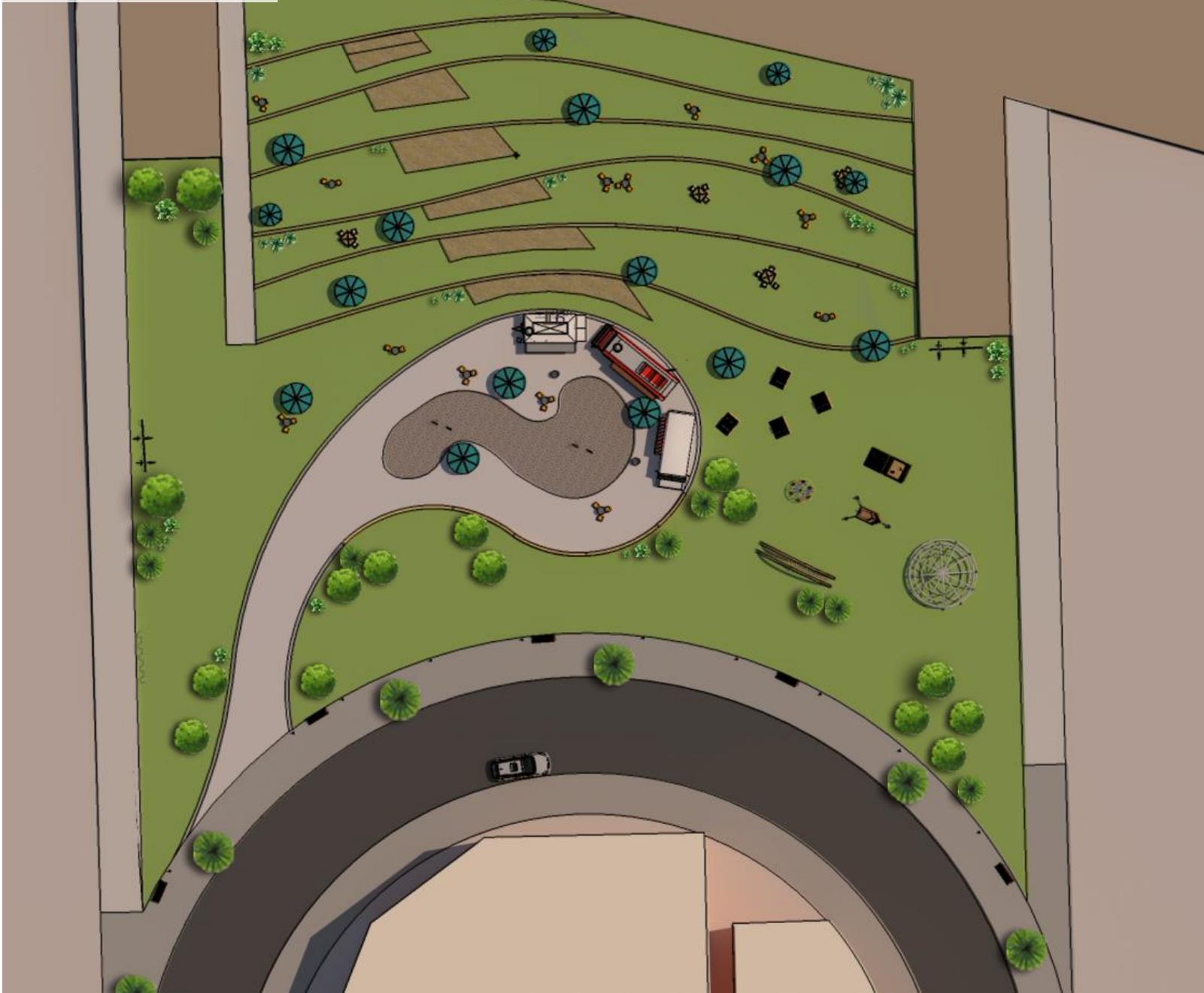


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# Park Site Plan



# Park Rendering



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Thank you!  
Questions?

