

TENNESSEE AVENUE

A Vision For Tomorrow



Transform Tennessee Avenue into:

- a **pedestrian-only street** on weekends from Memorial Day to Labor Day;
- the home base for a **high-quality outdoor market** accentuated by **rotating festivals/events** consistently filling the street with pedestrians;
- an attractive area for private businesses to **develop more permanent bars & restaurants**;
- the **“go-to” street** in Atlantic City.

Ultimate Goal: Create a walkable concentration of amenity-based retail, restaurants and bars that tourists and residents of all ages, including millennials and seniors, seek when looking for a place to live, work and play.



Build a High Quality Multi-Vendor Market

- An **open-air street market** with vendors selling high quality crafts, apparel and prepared foods will complement the extended bars & restaurants driving foot traffic up and down Tennessee Avenue.
- Pedestrians will be drawn from the Boardwalk to Tennessee Avenue by its appearance as a “reverse pier” – a sorely needed, attractive gateway.
- Market would contain relatively consistent vendors, so that there is a desire to return time and again -- for that one thing you just can't live without!



Festivals & Events

Create a Dynamic, High Energy Atmosphere

- A rotating selection of high quality festivals (e.g., chili cook-off, street food festival) and small-scale events (e.g., concerts featuring local artists, oyster shucking contest) year-round will provide a **dynamic element** to the street's consistently high-quality bars, restaurants and open-air street market.
- Atlantic City has the opportunity to become an event-driven city outside of the casinos (think New Orleans) that attracts residents and tourists of all ages.



Bars & Restaurants

Design a Unique Food & Beverage Experience

- Develop several high-quality bars & restaurants focused on the millennial customer.
- Bars & restaurants on Tennessee Avenue will have fully enclosed serving areas and/or beer gardens that extend into the sidewalk and half-way into street.
 - Licensees on Tennessee Avenue. would be granted an Extension of Premises* of up to 2,000 sq. ft. onto the sidewalk and half-way into street connected to their premises.
- Unique seating, outdoor games, etc. can be utilized instead of traditional outdoor seating.

**Applies to all other Atlantic City bars & restaurants ("licensees"). Therefore, they would have the same Extension of Premises opportunity on sidewalks around their establishments if feasible and desired.*



Pop-Up Park

Construct an Outdoor Community Space

- Ideally, a low-cost, semi-permanent community space (commonly known as a “Pop-Up Park”) will be created on a vacant lot on Tennessee Avenue.
- It would be a place where folks could come to hang, eat great grub, drink delicious brews, play games and maybe check out a band or catch a ballgame/movie – **outside**.
- It could include picnic tables, unique seating, games (e.g., Cornhole, Bocce, and Giant Jenga), pop-up stalls and/or food trucks surrounding a stage for concerts/events.



Millennial Perspective

What Millennials Want

- Prioritize **authentic experiences** that can be shared with friends over generic things.*
- Look for more **simple, casual, and relaxed environments** (ideally outside or with an indoor/outdoor blend).
- Crave **quality**, not quantity.
- Expect food, drink, and entertainment to co-exist in one space (ideally integrated into its setting).
- Choose **local** over commercial.

*Source: <http://www.bloomberg.com/news/articles/2016-02-01/millennial-splurge-on-lifegoals-giving-leisure-stocks-a-boost>



Summary

- Atlantic City has the opportunity to transform Tennessee Avenue, one of its “dead zones”, into the go-to spot in town.
- A three-tiered approach will turn Tennessee Ave. into a pedestrian-friendly street with permanent and rotating, high-quality offerings for residents and tourists alike.
- Tennessee Avenue will serve as a model for the rest of Atlantic City by creating a concentration of amenity-based retail, restaurants and bars that residents and tourists of all ages, including millennials and seniors, seek when looking for a place to live, work and play.

Cover Art & Project Inspired by:

RUTGERS

Edward J. Bloustein School
of Planning and Public Policy

DOWNTOWN LOOP

For more information:
info@authenticcitypartners.com
609.301.0297



ACP/MC Properties

Pop-Up Park

Pic-a-Lilli Pub

State of New Jersey Casino Control Commission

Tennessee Ave.

Third Party Bar/ Restaurant

Pacific Ave.

Board walk

St. James Place

The Irish Pub

LEGEND

-  Extended Food/Drink
-  Market
-  Festival/Event



