



FOR IMMEDIATE RELEASE

July 27, 2010

Contact:

Daniel J. Douglas

609-347-0500

www.njcrda.com

ddouglas@njcrda.com

CRDA Keeps Atlantic City Moving *With New Directions for Visitors*

ATLANTIC CITY – At a meeting of the Board of the CRDA, the Authority today approved three measures that will improve mobility and access for visitors and residents of Atlantic City.

“CRDA keeps Atlantic City moving with these transportation initiatives. CRDA is committed to provide ready access so that all can live, work and play in Atlantic City. They are also in alignment with Governor Christie’s goals of turning Atlantic City into a great resort destination,” said James B. Kehoe, CRDA Chairman.

“CRDA will continue to work closely with the Governor’s Office as the plans for Atlantic City are developed,” said Kehoe.

The widening of Dr. Martin Luther King Jr. Blvd will improve access to the center of the Atlantic City casino and the South Inlet Transportation Improvement Project will create a new access corridor in the South Inlet area by widening Connecticut Avenue. The Citywide Traveler Signage Project will address the concerns of visitors who are unable to find their destination.

In 2009, CRDA completed and released the Atlantic City Regional Transportation Plan (ACRTP), which emphasizes the importance of transportation to create an investor-friendly environment. The plan includes a program of transportation strategies and actions that address current needs, and supports anticipated increases traffic volumes in and around Atlantic City. The ACRTP also provides details for Early Initiative Projects, which serve to resolve current problems in the transportation system, including the three projects approved today.

“CRDA continues to build the ‘infrastructure of tourism’ based on the Regional Transportation Plan. Our continuing efforts in transportation will support the renewed focus on Atlantic City as an economic engine for the New Jersey,” stated Thomas D. Carver, Esq., CRDA Executive Director.

“Development of the ACRTP began in 2007 and involved extensive outreach to public and private leadership, regional and local stakeholders and private citizens. CRDA’s history of partnership fits in well with the Governor’s desire to create partnerships to advance Atlantic City,” Carver explained.

CRDA is contributing \$18.3 million for the \$42 million South Inlet Transportation Improvement Project. It awarded the General Construction Services contract to L. Feriozzi Concrete Company of Ventnor, NJ. The South Inlet Transportation Improvement Plan is designed to develop a key transportation corridor for the South Inlet, principally by expanding Connecticut Avenue and making improvements to cross streets and improving the connection to Route 30 (White Horse Pike). This new corridor and the associated road improvements and updating of utilities will attract additional investment for economic development and housing in addition to providing better access for the anticipated increase in traffic in the South Inlet associated with the new Revel Entertainment Group's beachfront casino entertainment resort.

CRDA awarded a contract to L. Feriozzi Concrete Company to provide General Construction Services for the Dr. Martin Luther King, Jr. Blvd Widening Project for \$618,349. The project consists of roadway construction, associated utility work, traffic striping and signage, traffic signalization, streetscape, and new street trees and electrical work from Atlantic to Pacific Avenue. CRDA is the sole funder of the project.

The Citywide Traveler Signage Project is based upon one of AC RTP's early initiatives that propose improvements to the Atlantic City Brigantine Connector Signage. As currently conceived the Citywide Traveler Signage Project will develop a new system and format for highway and in town directional signage. Advancing this Project will address a number of concerns. As part of the AC RTP's development work, focus groups were held with members of the public. These discussions revealed that difficulty navigating through the Atlantic City Brigantine Connector area, also called The Tunnel, is high on the list of negatives that impact the experience of visitors to Atlantic City. Additionally, through meetings with Atlantic City residents, a major traffic complaint about living in the resort city is the intrusion of visitor vehicles into the neighborhoods by motorists who have become lost. Finally, analysis recently conducted by Harrah's Entertainment has cited the benefits of providing a well-delineated resort district along the Pacific and Atlantic Avenue corridors to help visitors identify their target destination and other opportunities to consider during their visit.

In 1999, CRDA contributed \$120 million for the Brigantine Connector, a \$320 million project. Overall, CRDA has spent approximately \$400 million in transportation projects in the Atlantic City area.

About the Casino Reinvestment Development Authority (CRDA) www.njcrda.com

The only agency of its kind nationwide – the CRDA has used Atlantic City casino reinvestments as a catalyst for meaningful, positive improvement in the lives of New Jersey residents statewide. In doing so, the CRDA has dramatically changed Atlantic City's residential, commercial, cultural, and social landscape, while financially supporting quality-of-life improvement efforts throughout New Jersey. In the 25 years of its existence, the CRDA has invested over \$1.8 billion in 400 projects statewide.

###