

- Leadership
- Expectations
- Transparency
- Stability

CITY OF ATLANTIC CITY
OFFICE OF THE MAYOR

- Accountability
- Credibility
- Excellence in Execution



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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Mayor Small Announces Relocation of Atlantic City's Former Chelsea Beach Bar

Atlantic City, N.J. (September 10, 2025) – City of Atlantic City Mayor Marty Small, Sr. announced today that the beach bar formerly known as the Chelsea Beach Bar, operating most recently as Cocorico Beach Bar and Goldfish Beach Bar, will be relocating ahead of the 2026 summer season. The new site will be on the Atlantic City beach between Bellevue and Georgia Avenues, outside Jim Whelan Boardwalk Hall. The relocation is a joint decision between the City of Atlantic City and the bar's ownership, approved by the New Jersey Department of Community Affairs (DCA).

In coordination with the DCA, the city's Business Administrator and Solicitor's Office, Mayor Small identified the new site as a more suitable setting situated away from similar venues and not adjacent to residential areas. Mayor Small also announced that the city has no plans to solicit proposals for a new beach bar at the Chelsea Avenue location.

"The Small administration remains committed to striking a balance that supports our local businesses, while respecting the quality of life for our residents," said Mayor Small. "The Small Administration has been on the forefront for finding a new location for this beach bar for some time. This is the best move for all parties, as the beach bar will still be able to contribute to Atlantic City's vibrant entertainment scene, while our residents can feel like they have peace in front of their properties."

The City of Atlantic City, bar ownership, DCA and the New Jersey Department of Environmental Protection (NJDEP) are all on board for the relocation. The agreement will next be submitted to the NJ Casino Reinvestment Development Authority (CRDA) for final land use approval.

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