

Application for Wall Mounted Advertising Sign
2201 Pacific Avenue
Atlantic City, NJ 08401
Block 162 Lot 3
5-17-16

Intent of Applicant:

The applicant seeks to install wall signs for advertising events taking place at the Taj Mahal Casino Hotel; the proposed sign, as depicted in the plan exhibits, is 40' x 210'. The sign will be situated on the wall of the former Trump Plaza Transportation Center (Garage), as shown in the submitted documents. The signs will comply with the requirements of Section 163-71 of the Atlantic City Land Use Ordinance, with one exception.

The subject property lies within the RS-C zoning district, which does not permit advertising signs to be constructed. Although the former Trump Plaza property and the Taj Mahal Casino Hotel are under the same ownership, the proposal to advertise events taking place at the Taj Mahal constitutes off-site advertising. Therefore, a Use (D1) Variance is being requested as part of this application. It should be noted that the propose sign does not intend to advertise any events other than those taking place at the Taj Mahal and the Former Trump Plaza Facility.

Justifications:

While the proposed use of the wall mounteds sign is prohibited in the RS-C zone, it is the applicant's opinion that the use is appropriate for the proposed location and that special reasons exist that advance the purposes of zoning as required by the New Jersey Municipal Land Use Law. The proposed sign is particularly well suited for the site, in that signs have previously existed at this exact location advertising events within the Trump Plaza Facility. The signs will provide information to the tourist and resident community which will advance purpose of zoning (a) as identified in Section 40:55D-2 of the NJ Municipal Land Use Law, which states:

“To encourage municipal action to guide the appropriate use or development of all lands in this State, in a manner which will promote the public health, safety, morals, and general welfare”

Furthermore, the proposed signage will advance the purposes of the Atlantic City and CRDA Master Plans through the promotion of tourism within the City of Atlantic City.

Testimony will be provided during the Land Use Hearing in support of the application.