

## **APPLICATION RIDER**

### **Boardwalk 1000, LLC Block 61, Lots 1-7, 9-21, 30-33 1000 Boardwalk**

Applicant, Boardwalk 1000, LLC ("Applicant"), files the within application for the above referenced property in the City of Atlantic City seeking site plan approval and variances signage for the Property. The Property is located in the RC Resort Commercial zone and is approximately 29.64 acres.

The Property is developed with the former Taj Mahal Casino & Hotel, which will be reopened by Applicant as the Hard Rock Casino & Hotel. The signage is related to the rebranding of the Property, as well as to provide necessary directional indicators to facilitate safe traffic flow around the Property to the various amenities.

The variances required are noted on the attached Signage Schedule which identifies all exterior signage for the Property, including signage on the casino and hotel, the new gas station and convenience store (the "Rock Stop"), and the parking garages. The signage provides for both business and on-site directional signs of various types including wall signs, ground signs, pole signs, canopy signs, and projecting signs.

The variances are justified as the proposed signage is common and necessary in size and number for a casino and hotel the size of the one on the Property. The majority of the large business wall signage on parking garage and two hotel towers replace signage in the same location as was on the Taj Mahal. Further, the square footage of all of the wall signage is substantially less than 25.00% of the total wall surface area which is the maximum permitted under the regulations.

With respect to the on-site informational signage, the size is necessary to properly alert and direct patrons around the Property. The scale of the signage is necessary to ensure visibility on buildings the size and height of those on the Property.

Additionally, a substantial amount of the signage is located in the vacated portion of Virginia Avenue and is shielded from the view of the public roadways. Many of these signs are also located in covered areas of the parking garage, porte cochere, and entranceways into the casino and hotel, further limiting their visibility.

The new signage will be an aesthetically pleasing update to an outdated building, will complement the other exterior improvements and will provide a comprehensive image and design scheme for the Property in support of the Hard Rock brand which will generate tourism and promote the local economy.

The grant of the variances supports purposes 1, 3, 4 and 5 of the Tourism District Regulations. The benefits outweigh the detriments from the grant of the variances. The variances can be granted without substantial detriment to the public good and will not substantially impair the intent and purpose of the Zone Plan and Zoning Ordinance.