

APPLICATION RIDER

**Boardwalk 1000, LLC
Block 61, Lot 29
Block 1, Lot 146
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 for exterior signage at the Property. The Property is located in the "B" Beach zone and is developed with a bridge structure over the Boardwalk which connects to the Steel Pier amusement pier. Applicant has leased the exterior of the bridge over the Boardwalk for the placement of signage.

The Application proposes four signs: two window identification signs on either side of the bridge bearing the Hard Rock badge logo, one electronic billboard business sign and one wall identification sign on the structure towards the pier, to be owned and operated by Steel Pier Associates.

The proposed signage requires the following variances:

- 1) N.J.A.C. 19:66-5.7(j)(2)(ii) to permit an electronic billboard in the Beach zone;
- 2) N.J.A.C. 19:66-5.7(j)(5)(vi) to permit an electronic billboard higher than 40 feet from grade – the electronic billboard measures 56.25 ft. from grade;
- 3) N.J.A.C. 19:66-5.7(j)(4)(i) to permit a total wall surface area of proposed signs in excess of 25% per elevation – proposed signage has a combined wall surface area of 52.43%

The number, size and placement of the signs is otherwise consistent with the Tourism District Regulations.

The variances to permit an electronic billboard sign in the Beach zone is justified because the Steel Pier is a main attraction and one of the few large developments on the beach necessitating enhanced signage. The size and placement of the electronic sign is appropriate based on the size of the structure of the Pier and Bridge relative to other development in the Beach zone. Moreover, there are numerous electronic billboards on the Boardwalk in the Beach zone.

Collectively the new signage will be an aesthetically pleasing update to the current exterior and will attract attention to patrons of the Boardwalk. The electronic billboard sign in particular will display appropriate and relevant content to direct the attention of the people on the Boardwalk to the Steel Pier and to the Hard Rock, two important tourism attractions which promote the local economy. In addition, the signs will enhance the Steel Pier's operation which is a family-friendly non-gaming oriented attraction diversifying the Atlantic City market.

As to the variance required for the overall size of the signage, the relief is justified in light of the size of the adjoining structures. The bridge and pier structure are attached to the exterior of the Hard Rock Hotel and Casino. When the total area of both structures are considered, the proposed signage is well under 25% of the combined façade area, offsetting any visual impact on the area.

The grant of the variances support 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.

CORPORATE DISCLOSURE STATEMENT

Boardwalk 1000, LLC, a New Jersey limited liability company

LIST OF NAMES AND ADDRESSES OF STOCKHOLDERS
OR INDIVIDUALS OWNING 10% INTEREST IN
CORPORATION PURSUANT TO
N.J.S.A. 40:55D-48.1 AND 48.2

Boardwalk 1000, LLC, a New Jersey limited liability company, with an address at 1000 Boardwalk at Virginia Avenue, Atlantic City, New Jersey 08402, is wholly owned by **Hard Rock Tristate AC, LLC**, a New Jersey limited liability company with an address at 1000 Boardwalk, Atlantic City, NJ 08401.

The following entities own a 10% or greater beneficial interest in **Hard Rock Tristate AC, LLC**:

Tristate Partners LLC , a New Jersey limited liability company 1260 Stelton Road Piscataway, NJ 08854	HR Atlantic City, LLC , a New Jersey limited liability company 1000 Boardwalk Atlantic City, NJ 08401	HR Atlantic City Investor, LLC , a New Jersey limited liability company 2 nd Floor, One Seminole Way Hollywood, FL 33314
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The beneficial owners having a 10% or greater interest in **HR Atlantic City, LLC** and **HR Atlantic City Investor, LLC** are as follows:

HR Atlantic City, LLC is wholly owned by **Seminole Hard Rock Entertainment, Inc.**, having an address at 1000 Boardwalk, Atlantic City, NJ 08401.

Seminole Hard Rock Entertainment, Inc. and **HR Atlantic City Investor, LLC** are each wholly owned by **SHRE/SHRI, LLC**, having an address at Post Office Box 6347, St. Thomas, U.S. Virgin Islands 00804.

SHRE/SHRI, LLC is wholly owned by **Seminole HR Holdings, LLC**, having an address at Post Office Box 6347, St. Thomas, U.S. Virgin Islands 00804.

The only entity with a 10% or greater beneficial interest in **Seminole HR Holdings, LLC**, is the **Seminole Tribe of Florida**, having an address at 6300 Stirling Road, Hollywood, FL 33024. No member of the Tribe holds an interest equal to or greater than 10%.

The following entities own a 10% or greater interest in **Tristate Partners LLC**:

JMAC1, LLC , a New Jersey limited liability company 1260 Stelton Road Piscataway, NJ 08854	JJSAC, LLC , a New Jersey limited liability company 100 Lenox Drive, Suite 100 Lawrenceville, NJ 08648
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The sole member of **JMAC1, LLC** is Jack Morris, an individual with an address at 1260 Stelton Road, Piscataway, NJ 08854.

Members having a 10% or greater beneficial interest in **JJSAC, LLC** are:

Joseph R. Jingoli, an individual with an address at 100 Lenox Drive, Suite 100, Lawrenceville, NJ 08648.

Michael D. Jingoli, an individual with an address at 100 Lenox Drive, Suite 100, Lawrenceville, NJ 08648.

Frank E. DiCola, an individual with an address at 100 Lenox Drive, Suite 100, Lawrenceville, NJ 08648.