

Hard Rock to appear before CRDA March 15

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ATLANTIC CITY — Hard Rock representatives are scheduled to appear before the Casino Reinvestment Development Authority's Land Use Division next week as they seek a variance for signage at Hard Rock Hotel & Casino Atlantic City.

The meeting is scheduled for 10 a.m. March 15 at the CRDA's South Pennsylvania Avenue office. The signs include one that would be 63 feet high on the hotel tower and 53-foot-high guitars on the property, formerly known as the Trump Taj Mahal Casino Hotel.

“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,” Hard Rock's application states. “The square footage of all of the wall signage is substantially less than 25 percent of the total wall surface area which is the maximum permitted under regulations.”

Hard Rock Hotel & Casino Atlantic City is expected to open this summer.

Since July, workers have removed the ruby-red minarets and onion domes that dominated the former facade.

Hard Rock and investors Jack Morris and Joe Jingoli are spending about \$500 million to convert the property. The company expects the project to generate more than 1,000 construction jobs and 3,000 permanent jobs.

When it opens, Hard Rock will offer a range of gambling opportunities, with plans calling for 2,400 slot machines and 130 table games, according to its website.

In addition, White House Subs will return to the property, Hard Rock Hotel & Casino President Matt Harkness said. The iconic Atlantic City shop had a location in Taj Mahal until the casino closed in October 2016.