

Jack casino sign could get new LED board

Written by Administrator
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Workers changed the signage of the former Horseshoe Casino Cincinnati to Jack Casino on May 26. (Photo: Enquirer file/Kareem Elgazzar) Buy Photo

Drivers on Gilbert Avenue and Interstate 71 could soon be greeted by an LED video board affixed to Jack Cincinnati Casino's 80-foot-tall sign.

The Cincinnati Planning Commission approved a plan Friday for the casino's operator, Rock Gaming, to install the 16-foot-high, 28½-foot-wide board outside the venue at 1000 Broadway. However, City Council has to approve the proposal before construction takes place.

The new sign is [part of the casino operator's \\$40 million effort to rebrand](#) the Horseshoe Casino Cincinnati and its other properties to Jack Entertainment. Rock Gaming bought out its former operating partner Caesars Entertainment in 2015 and assumed daily operations of the gambling properties.

"The signage change request is to maintain our position as number one in the gaming market," said Chad Barnhill, casino general manager.

The city's planning staff recommended not approving the plan because it did not conform with zoning guidelines in the downtown development district. However, the Planning Commission voted to deviate from city rules to allow construction of the 80-foot-tall sign.

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