

June 13, 2006

City of Las Vegas Planning and Development
731 South Fourth Street
Las Vegas, NV 89101

Re: General Plan Amendment, Site Development Review and Rezoning for 6.3 acres on the Southeast corner of Jones and Cheyenne in the City of Las Vegas, Nevada. (APN #138-13-101-006)

To Whom It May Concern:

This project is generally located on the Southeast corner of the Cheyenne and Jones Alignments and is currently undeveloped. The City of Las Vegas General Plan shows this parcel planned for Service Commercial while the current zoning is C1. This application is for a General Plan Amendment from SC to M (Medium Density Residential), a Site Development Review, and Rezoning to RPD-25 to allow the development of 161 for-sale condominium homes. The following justification letter will address the need for the project and its compatibility with surrounding uses.

Currently this site is planned for Neighborhood Commercial and zoned C1 for a commercial development including a grocery anchor. The applications we are making are much more appropriate for this area since it has undergone a major change since the adoption of the General Plan. Most significantly to the south, an application was made for a senior assisted living facility, which was approved by the City of Las Vegas City Council. At that time the applicant made several arguments on why a residential project of his scope was needed and compatible with the area. Traffic, market analysis, and the overall lack of his type of service were presented and accepted by the City Council. We present these same findings for your review and acceptance of this application. First, traffic counts under the current general plan and zoning would produce approximately 3,700 vehicles per day to and from this site. The traffic counts under our proposal would produce 25% percent of that traffic or approximately 900 vehicles per day. Next my client has completed an extensive market analysis of the site and his findings include largely vacant office and retail uses would be produced by the site. However, residential development, specifically condominiums, would be cold within a short period of time and have 100% occupancy. Finally the need for affordable housing has been brought up time and time again by the City Council and other governing boards in Clark County. With price points from the low to mid \$200,000, this condominium development will be a highly sought after community to reside.

This project is much more compatible with the surrounding area. With residential to the east and south, and commercial uses being limited to the other side of Cheyenne and Jones, except for the pad occupied by Rite-Aid, this block should remain residential, as these condos would provide an excellent buffer from the commercial uses. After meeting with the neighborhood twice in the recent weeks, we have found that they too would enjoy the benefits of a well-constructed residential facility. With this latest design we have taken into account their concerns and have provided buffers, which are sensitive to the needs of their rural lifestyle. The 20' landscape buffer behind Rowland's 30' right-of-way is one example of such a buffer. We are also proposing an 8' solid block wall along behind that 20' buffer that would further protect their way of life. With 5' added to the required 15' buffers along Jones and Cheyenne we are further showing the City our commitment to a well-designed project.

The site plan and elevation we have designed shows a willingness to work with the neighbors as their input has helped create this current version. We are proposing two condo buildings, each stepping up from two to three stories. Adequate parking and more than required usable open space has been provided to make this a quality project. Note a waiver is also being requested for 1 parking island every 6 stalls since we will be utilizing most of the perimeter parking for covered stall and we shifted our open space focus to interior of the building and the perimeter of the site. 161 two bedroom, two bath condo units have been proposed. These are our best sellers and

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are still hot in a less sizzling market. The residents have been presented with the elevations, which they feel present a residential feel and charm that their existing neighborhood also possesses. My client further intends to work with staff, the neighbors and the City Council to create a project that will be beneficial to the City, the neighbors and its future residents.

If you have any questions feel free to give me a call at any time.

Sincerely,

A handwritten signature in black ink, appearing to read 'David Brown', with a stylized flourish extending to the right.

David Brown, PE
Development Consulting Services, LLC
702-807-1554

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