

REI NEON LLC
40900 Woodward Avenue, Suite 130
Bloomfield Hills, Michigan 48304

April 10, 2007

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

**RE: Justification Letter
Rezoning
Project "Pulse Las Vegas"**

Dear Sir/Madam:

This letter is submitted in connection with REI Neon LLC's (REI) accompanying Application for Rezoning. The proposed Rezoning involves approximately 70 acres of property south of Charleston Boulevard, west of Main Street, north of Wyoming Avenue, and east of the Union Pacific railroad tracks in the City of Las Vegas. The property is easily accessible from the Charleston Boulevard I-15 interchange.

The proposed project is a mixed use, master planned development consisting of a 22,000 seat professional sports arena, 300,000 square feet of casino space, 350,000 square feet of conference room space, 3,500,000 million square feet of permanent sporting goods exhibition space, 550,000 square feet of commercial-retail space, 6,000 hotel rooms, 1,500 condo-hotel rooms, 1,600 condominium units, and associated parking and amenities. The project incorporates public open spaces with entertainment venues next to cafes, restaurants and retail. The project will result in a walkable, synergistic development that feeds into its adjacent neighborhoods. The project will include multiple housing options as well as office space to accommodate corporate headquarters as well as local small businesses.

The property currently has multiple zoning designations, as outlined by the attached map, including M, C-M and C-2. The proposed Rezoning to C-2 would support the variety of uses proposed for the site. According to the Las Vegas Zoning Map, there are a variety of zoning designations surrounding the property, including M Industrial, C-M Commercial/Industrial, C-2 Commercial, P-R Professional Offices and Parking, R-4 High Density Residential, and PD Planned Development. The land uses vary from industrial manufacturing to high-rise residential.

The Downtown Centennial Plan encourages highly connective development, with compatible uses. The land uses surrounding the property are not currently compatible. The R-4 High Density Residential uses are adjacent to the M Industrial uses. This does not coincide with the objectives described in the Las Vegas Zoning Code, or with the Downtown Centennial Plan.

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By replacing the industrial land uses, rezoning to C-2 will promote a downtown, mixed use environment with retail, office and condominium residential components. This is more compatible with other surrounding land uses than the current zoning designations, and will catalyze economic development and the redevelopment of adjacent areas in a manner consistent with the City's Downtown Centennial Plan.

Sincerely,
REI NEON LLC

By: 
Jill Ferrari, Authorized Representative

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