

LAS VEGAS OFFICE

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VIA HAND DELIVERY

Mr. Flynn Fagg
CITY OF LAS VEGAS
DEPT. OF PLANNING & DEVELOPMENT
City of Las Vegas Planning & Development
731 S. Fourth Street
Las Vegas, NV 89101

Re: *Justification Letter*
Off-Premise Sign – Parkway Center
APN: 139-27-410-008

Dear Mr. Fagg:

Please be advised, this office represents the applicant with respect to the development of Phase II of Parkway Center which will consist of a multi-story office building and retail component. The applicant is filing a site plan review for Phase II of the Parkway Center concurrent with this request for a special use permit and variance for an off-premise sign.

The off-premise sign (the "Sign") is an existing pole structure with advertisements that face towards both directions of the 95 freeway. As part of the site plan review for the Phase II of Parkway Center, the applicant is requesting to remove the standard pole structure and instead affix the Sign onto the parking garage. The parking garage will service the retail businesses, IRS building and tenants and visitors of Phase II of Parkway Center.

The applicant is seeking a special use permit and a variance for the Sign. The variance is necessary to waive the distance restrictions imposed by 19.14.100(C)(5) between off-premise signs located on the same side of a freeway. The Sign will be elevated approximately 50 feet above the freeway. The existing off-premises signs located along this corridor have been in existence for several years and precede the code requirement cited above. A review of these off-premise signs was approved by the City of Las Vegas City Council on May 21, 2003 (RQR-1974). Condition number 7 of RQR-1974 allows an applicant to seek a special use permit for the new structure and a variance to the applicable standards of Title 19.

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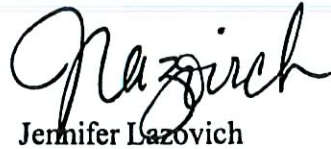


Since the Sign will be located in the core of Las Vegas and adjacent to a major freeway where other off-premise signs currently exist, erection of the Sign on the parking structure will be harmonious and compatible with the area. Additionally, removal of the pole structure in favor of a more visually appealing structure affixed to the parking garage will enhance the area. Finally, the Sign will be maintained by the owner of the Parkway Center so the Sign will be kept in good condition so as to not detract from the attractiveness of the overall office and retail complex.

If you have any questions, please do not hesitate to contact me.

Sincerely,

KUMMER KAEMPFER BONNER & RENSHAW



Jennifer Lazovich

JJL/dmf
Encl.

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