

Red Rock Jewelers
7175 West Lake Mead Blvd – Ste 160
Las Vegas, Nevada 89128

Planning & Development Department
731 South 4th Street
Las Vegas, Nevada

Re: Special Use Permit Application
Justification Letter

April 2, 2007

Dear Planning,

As per your request please accept this communication as the justification letter for the applicant: Red Rock Jewelers

The proposed Special Use Permit would pertain to a retail jewelry store to be located at the Rock Springs Plaza, 7175 West Lake Mead Blvd, ste 160. (Lake Mead & Rock Springs) The proposed space is new, with tenant improvements to be constructed.

The applicant is in the process of seeking a SecondHand Dealers License as issued by the City of Las Vegas and governed by Las Vegas City Code 6.74. Ordinance 6.74.080 (A). This is a Class III (A).

Our jewelry business is designed to buy and sell both new and used jewelry. Our initial inventory is 100% new jewelry but we do want the option of buying used jewelry from the general public as governed by the above ordinance. Red Rock Jewelers is prohibited by lease from offering more than 50% of its retail sales articles from used jewelry including watches.

The applicant is also prohibited by lease from advertising at the proposed location in any manner which would solicit used jewelry. No signs, pylon placards, or electrical signage may solicit the purchase of used jewelry in any

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manner. Red Rock is also prohibited by lease from soliciting the purchase of any used jewelry from any windows located at the front of the store. Our store will have a traditional jewelry store appearance in all respects. The proposed build out includes a jewelers bench area to accomodate jewelry repair.

The site in question would be appropriate for a Special Use Permit in that:

- 1) The proposed site contains one parking space for each 250 square feet of gross floor area.
- 2) The proposed site is in an existing C-1 Commercial area.
- 3) The applicant qualifies under Current Las Vegas City Ordinance Ordinance 6.74.080 (A).
- 4) No outdoor display, sales, or storage of any merchandise will be permitted.
- 5) The use fully complies with LVMC Title 6.
- 6) This proposed site is not located on either side of Fremont Street or on Las Vegas Boulevard South, between Charleston and Sahara Avenues.

Sincerely,



Julie Payne
Red Rock Jewelers

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