

PROJECT JUSTIFICATION LETTER

June 10, 2007

Project:

The Ambassador

Fremont and 9th Street, Las Vegas

Assessors Parcel Numbers: **139 34 612 060** and **139 34 612 075**

Owner and Applicant:

Tamares Real Estate Holdings, Inc.

One Main Street

Las Vegas, NV 89101

Kevin Joy, Vice President of Development

Correspondent:

WPH ARCHITECTURE inc.

6625 S. Valley View Blvd., Suite 300

Las Vegas, Nevada 89118

702 891 5201 ex. 226

Doug Walton, Principal

This proposed mixed-use residential/commercial project is located in the East Fremont District of Downtown Las Vegas and is governed by the Downtown Centennial Plan Overlay. The site is a 2.75-acre full block site at the NE corner of Fremont Street and N 9th Street. The site is zoned C-2 General Commercial. The proposed mixed-use project is allowed through Special Use Permit per the City of Las Vegas Title 19 Zoning Code. The applicant has submitted for both Site Development Plan Review and a Special Use Permit for a Mixed-Use Project within a C-2 zone.

The project is located within the East Village District and is part of the Downtown Overlay District as defined by Map 17 of the Downtown Centennial Plan. The Downtown Centennial Plan standards will be considered in addition to, or in lieu of, the Title 19 Zoning Code. Per 19.06.060, Part C, Special Provision, properties located within the Downtown Overlay District are exempt from the automatic mandatory maximum building height, required building setback, maximum lot coverage, residential adjacency, standard landscaping requirements, and standard parking requirements required by the Title 19 Zoning Code. The applicant acknowledges that all development plans are evaluated on a case-by-case basis.

The program consists of 1,176,122 square feet of area. The program includes 537 apartment units, retail, structured parking, and associated amenities. The design of the proposed 350-foot residential tower is modern in its characteristics. The gentle waveform of the 32-story tower is sculpted with subtle shifts in the façade and strategic placement of balconies. The form translates into a sleek and dynamic roofline. The tower skin is fenestrated with a combination of glass and opaque skin components arranged in a pattern to give the building scale and texture. The tower and main entrance are positioned on Fremont Street. The main entry is recessed and accentuated by two columns and a canopy. Canopies are used extensively at the ground level to encourage and enhance pedestrian activity.

RECEIVED
JUL 10 2007

SDR-23097
08/23/07 PC

To support and compliment the residential community, a podium base is provided. The six level podium is approximately 60 feet in height and would include approximately 747 parking stalls, 12 townhomes, 28,791 square feet of community based retail, and associated support and services. A private amenities deck for residents would be provided on a portion the 6th level. The amenities deck provides residents with an on site recreation area as well as an attractive roofscape from above.

Apartments are positioned along N 9th and N 10th Streets to create a neighborhood environment. Retail use is oriented along E Ogden and at the corners on Fremont, flanking the main entry, to bring activity and vitality to the street scene. The large retail space on the corner of E Ogden and N 9th Street is designed to accommodate a specialty grocer.

The main vehicular entry to the site is from either N 9th or N 10th streets. The main level and part of the second level interior parking would be used for retail patrons, with elevator access provided from the second level. Private parking for the residential units would occur on the upper levels. 537 stalls are proposed to accommodate the housing units (a direct 1:1 ratio). An additional 90 stalls are provided for guests. Guest parking is based on Title 19, Chapter 19.10, Table 1. These parking allowances will adequately provide for the apartment residents. As the transit system and pedestrian corridors are developed, the need for parking will continue to diminish in the Downtown area. Two off-street, enclosed loading bays are proposed. A waiver of standards is being requested to allow the loading area to be located on frontage lines facing 9th and 10th Streets.

The site has been designed to enhance the pedestrian experience while accommodating the unique requirements of each separate use. The building has been set back significantly on each property line to allow this to occur. The retail use on E Ogden is set back 10 feet from the property line to allow for outside displays and seating. The building is set back 20 feet from the property line on both N 9th and 10th Streets to provide the town homes with a small, enclosed, front yard and stoop to give a sense of privacy while enhancing the residential character. The building setback on Fremont Street varies between 20 and 56 feet from the property line as appropriate to define each function. Additional areas have been provided to accommodate pedestrian traffic, outdoor seating areas, and a drop off at the main entry. A Waiver of Standards is being requested to allow the increased setbacks as proposed.

Special Use Permit:

- A **Special Use Permit** is being requested to allow for a mixed-use project within a C-2 zone;

Waiver of Standards:

- A **Waiver of Standards** is being requested to allow the **entire** façade to be set back from the property line. Per Section H: East Village District, (1) Site Planning Standards, (a) Setbacks, the front 70% of the first story façade shall align on the front property line. The section also indicates that arcades, shade structures, or civic amenities such as plazas and courtyards may satisfy this requirement. The proposed design utilizes many of these elements and is consistent with the intent of the Downtown Overlay District.

SDR-23097

REVISED

08/23/07 PC



- A **Waiver of Standards** is being requested to allow loading docks to be located on frontage lines. Per the Las Vegas Downtown Centennial Plan, Section H: East Village District, (1) Site Planning Standards, (d) Service Area, service areas and loading docks shall not be located at frontage lines. All auto related facilities shall orient away from and be screened from public view. The proposed loading docks are provided with architectural overhead doors that are integrated into the overall design of the building. This is necessary to efficiently accommodate the loading requirements of the project and is consistent with the intent of the Downtown Overlay District.

Summary:

The Ambassador project aspires to establish a benchmark for urban development in the Downtown Area as well as providing a quality, for-rent housing alternative for young professionals and families of moderate means right in the heart of downtown Las Vegas.

The project endeavors to be consistent with the concepts and standards of The Downtown Centennial Plan and the 2020 Master Plan. The applicant shares in the vision for the redevelopment of the original downtown core into a premier artistic, cultural, civic, financial and urban residential center.

g:\07149 lamares fremont\100 general\07149 2007 07 10 - justification letter.doc

RECEIVED
JUL 10 2007

SDR-23097
08/23/07 PC

MEMORANDUM

Date: July 10, 2007
To: **City of Las Vegas - Planning and Development Dept.**
Jim Marshall, Planner II
Current Planning Division

From: Keith Whiting
Project: **Tamares – The Ambassador**
Project Number: **07149**
File: Material Description
Distribution: DRW, JRW
Subject: Tamares Ambassador - Exterior Materials

With regard to the preliminary Exterior Building Materials for the above referenced project...

GLASS – the majority of the body of the proposed tower is to be clad in a unitized window wall system comprised of three primary component glazing types. These are designated (and indicated upon the exterior elevations) as;

- GL-01** - a lightly tinted pale green vision glass
- GL-02** - a medium reflective green vision glass
- GL-03** - an opaque off-white spandrel glass

EIFS – the majority of the body of the proposed podium is to be clad in a tri-color, variegated application of an Exterior Insulated Finish System. The conceptual colors proposed are described on the Exterior Building Materials board. These are designated (and indicated upon the exterior elevations) as;

- EF-01** - EIFS color 1
- EF-02** - EIFS color 2
- EF-03** - EIFS color 3

METAL PANELS – accents, infills, canopies etc. are to be clad in composite metal panels of varying colors and will utilize a combination of caulked and "rainscreen" type joint systems. The material palette also includes a perforated metal panel of either stainless steel or anodized aluminum. These are designated (and indicated upon the exterior elevations) as;

- MP-01** - Metal Panel color 1
- MP-02** - Metal Panel color 2
- MP-03** - Perforated Metal Panel



SDR-23097

REVISED

08/23/07 PC