

January 21, 2008

City of Las Vegas  
Planning and Development Department  
731 S. Fourth Street  
Las Vegas, NV 89101

Re: Pawn Plus at 212 Las Vegas Boulevard South  
**APN: 139-34-610-024**  
Signage Variance Review Justification Letter

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JAN 15 2008

To Whom It May Concern:

We respectfully submit this sign variance request as a companion to SDR 26424 for the project now known as "Pawn Plus". This is a project in an existing vacant two story building containing ground floor retail and 2<sup>nd</sup> floor office space at 212 S. Las Vegas Blvd between Carson and Bridger. The parcel is currently zoned C-2 and is in the Downtown Centennial Plan and the Las Vegas Boulevard District. A SUP has been approved for the Pawn Shop under SUP 24482 on November 21, 2007.

As part of the conditions of approval, the City Council imposed a requirement to be open within 12 months. In assisting the Owner to comply with this time constraint, we are requesting that this variance be reviewed under an Administrative Review process. The Owner is available to discuss any conditions that would be imposed if that path can be pursued.

The building size and height will remain the same but new signage and lighting will be added to comply with the Las Vegas Boulevard District requirements. This will include building mounted signs and a sign pylon of approximately 33 feet and new neon decorative lighting.

The new use of the building will remain the same as the past use on the interior but the exterior façade on Las Vegas Boulevard will be upgraded as will the side and rear facades.

The following sign variance is requested primarily for the reason that the building is existing and located on a small downtown site. The front of the building where the sign will be located is on the property line adjacent to an existing 5 foot wide sidewalk.

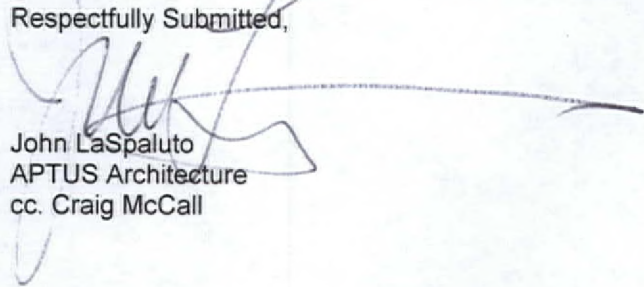
Variance is requested from Title 19, Chap 19.14.060 Section (F), a, "Projecting Signs" to permit a two sided flat illumination sign area of 42 sq. ft. where 32 sq. ft. is permitted and to permit the sign to encroach into the required 3 foot set back from the back of curb at an elevation of 13 feet above the curb. The sign does not encroach beyond the curb. This variance is needed in order to construct a reasonably sized projecting sign between the edge of the 2<sup>nd</sup> floor balcony into the 5 foot wide sidewalk. Signage on Las Vegas blvd. is required to be exciting and visibly attractive which would be difficult to comply with if the exact requirements of the code were imposed on the unique situation.

This proposed sign was also presented at the November 21<sup>st</sup> City Council Meeting when the projects SUP was approved. We committed to this exciting neon sign when presenting this at the SUP hearing.

The owner desires to upgrade and beautify this long since vacant building which is not only a possible hazard to pedestrians but currently an unsightly building in downtown Las Vegas. This retail/office development will be an asset to the City of Las Vegas by helping to spur additional revitalization and reinforcing redevelopment in an area which has already begun a positive transformation.

We have made every attempt to follow the City of Las Vegas Title 19 as well as the Centennial Plan in the design and layout of this existing building on an existing site. Please join us in our attempt to bring much-needed high caliber product into downtown and to Las Vegas residents.

Respectfully Submitted,

  
John LaSpaluto  
APTUS Architecture  
cc. Craig McCall

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