



September 20, 2008

Mr. Louis Carnesale
Tower Realty & Development LLC
3942 Octagon Road
N Las Vegas, NV 89030

Re: 7th Place, 400 S. 7th Street, Las Vegas, NV 89101

Dear Mr. Carnesale:

Per our conversation please find the following points that support our efforts in requesting approval for the 7th Place project.

The Master Plan 2020 states that by they year 2020, Las Vegas will become a multi-cultural and diverse community where people and families are the top priority and where we can live and grow together in safe and distinctive neighborhoods. Our people will achieve their highest potential in education, employment, business, recreation, arts and culture. We will have a fully developed sense of pride in our desert environment, our history, our community, our future and our variety of citizens while promoting a high and sustainable quality of life and economy for all.

It is for the following reasons listed below we believe this project should move forward.

While our project is one block inside the historic district, we believe that the contemporary design fits in well with the surrounding structures. Our building stands to represent a transition from the historic to the modern architectural downtown setting.

7th Street is a block in transition, the old abandoned homes and the empty lot on the corner of 7th and Chef Andre`, directly across the street from the Las Vegas Academy High School, presents a potentially unsafe environment for the current residents as well as our High Scholl students. To borrow from the Las Vegas 2020 master plan Goal #1 Objective 1.2 ; it states the goal is to " improve the livability of the downtown through the creation of a series of safe, attractive and interesting public open spaces and non-vehicular routes to connect these open spaces and other major downtown activities."

We mentioned our project being a statement of transition, well if you stand on the corner of 7th and Chef Andre` and look West toward Las Vegas Boulevard you will see single story abandoned building in an alley way and then the back of a 10 story building. If you turn slightly left looking to the Northeast you will see a 5 story condo and a 10 story building on the corner of 7th and Bridger. If you then look in the easterly

direction across the Las Vegas High School grounds you will see some very modern contemporary architecture that houses the High School's Theater and Music facilities.

The alternative to this project not being built is to go against the goals of the Las Vegas 2020 master plan Objective 1.2

The 7th place design footprint is such that it has 90% covered parking, which reduces the heat island effect that is so prevalent in today's urban design and a LEED (Leadership in Energy and Environmental Design) Credit. In addition, 100% parking is off the street, which also helps historic preservation objectives by leaving curbside parking available for the pre-existing historic structures which might be deficient in parking for office use.

Goal #2 of the Las Vegas 2020 master plan states "mature neighborhoods will be sustained and improved through appropriate and selective high quality redevelopment and preservation." Our projects is a mixed use facility, mixing residential, retail and office, per Objective 2.1 we have focused on residential reinvestment on this site which makes the neighborhood a 24/7 building.

Per Policy 2.1.1 we instituted a mixed use residential commercial development that occurs on a site that currently is occupied by declining office uses or vacant land.

Per Policy 2.1.2 we concur "development on vacant or underutilized lots within existing residential neighborhoods" should "be sensitive in use and design to surrounding development".

Per Policy 2.1.3 urban hubs at the intersections of primary roads, containing a mix residential, commercial and office uses, be supported.

Per Policy 2.1.4 the new commercial development be designed in a walk able and non-vehicular friendly manner,... and other amenities and parking area located away from the street.

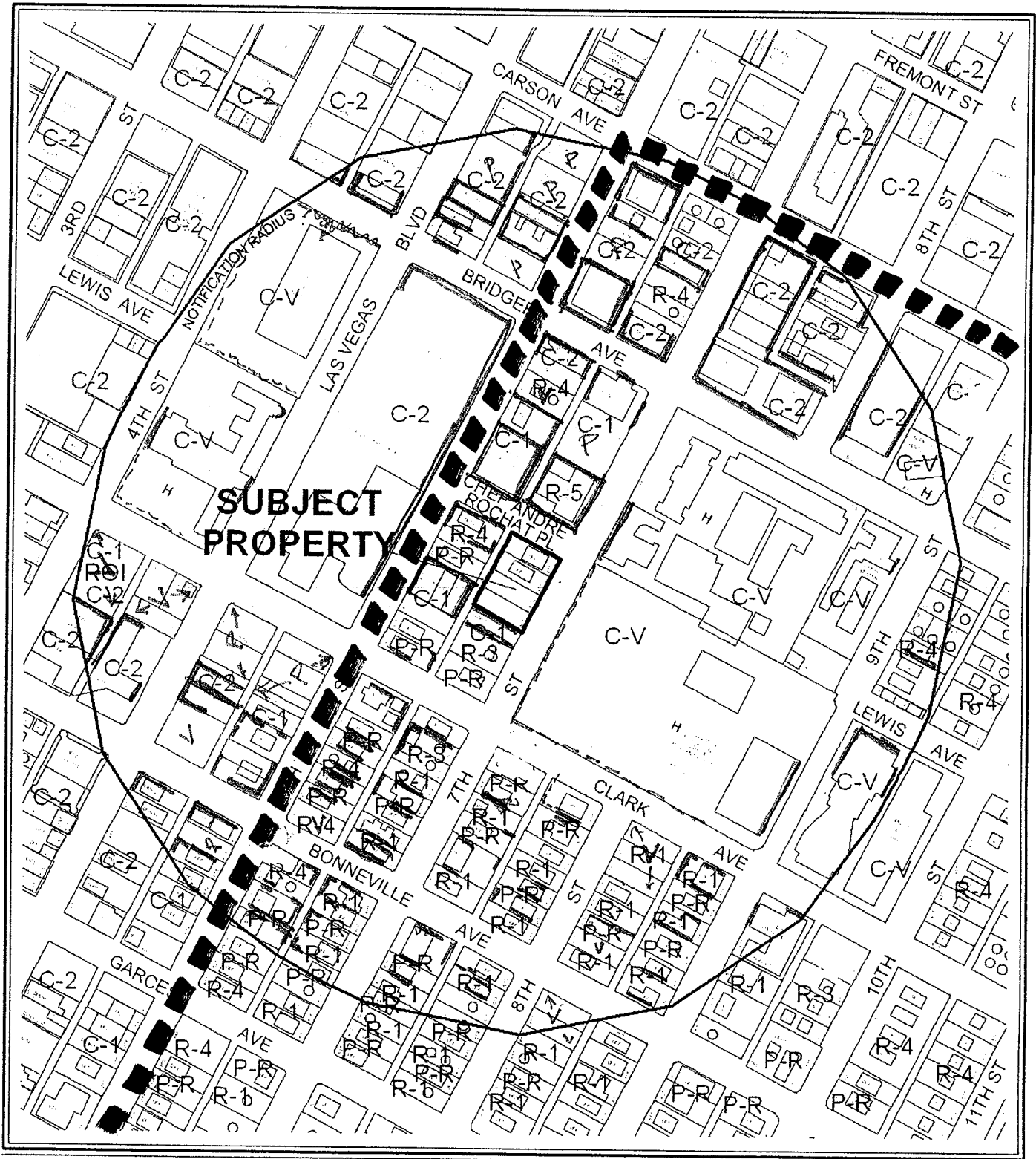
Policy 2.1.7 that the demand for transportation services be reduced by improving the balance between jobs and housing and by creating options for people to live and work within walking or cycling distance of their place of work.

If you have any questions or concerns, please call me at your convenience.

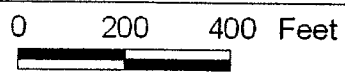
Sincerely,

A handwritten signature in black ink, appearing to read 'K Haywood', with a long horizontal line extending to the right.

Kelvin D. Haywood, Assoc. AIA
Project Manager



**SUBJECT
PROPERTY**



CASE: SDR-29051

RADIUS: 1000 FT

ZONING OF SUBJECT PROPERTY:

R-3 (MEDIUM DENSITY RESIDENTIAL) UNDER RESOLUTION OF INTENT TO C-1 (LIMITED COMMERCIAL)



Zoning Analysis
7th Place Mixed Use Project

The variance requests we have made (with respect to setbacks, site coverage and landscape buffers) **allow** our project to fit correctly into its **downtown** neighborhood.

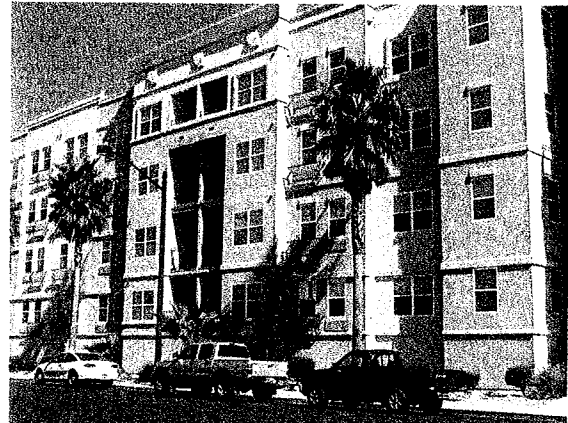
SCALE

The staff report characterizes the **scale** of the project site as residential single story and the two photos included with their report carefully avoid depiction of the actual context in which an adjoining **4 story** office building and new **10 story** federal courthouse are dominant.



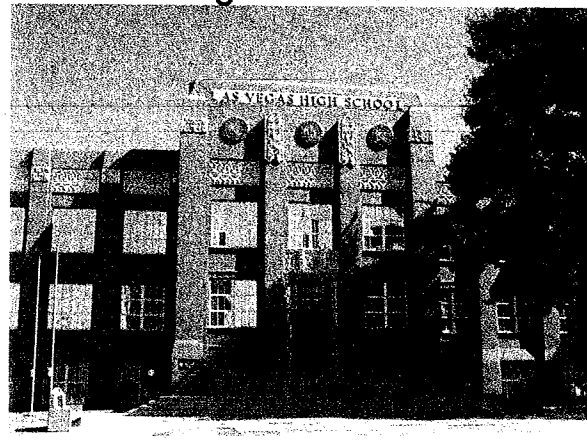
Looking west site in foreground.

Across Chef Andre Rochat Street to the north from the project is an existing **5 1/2 story residential building**.

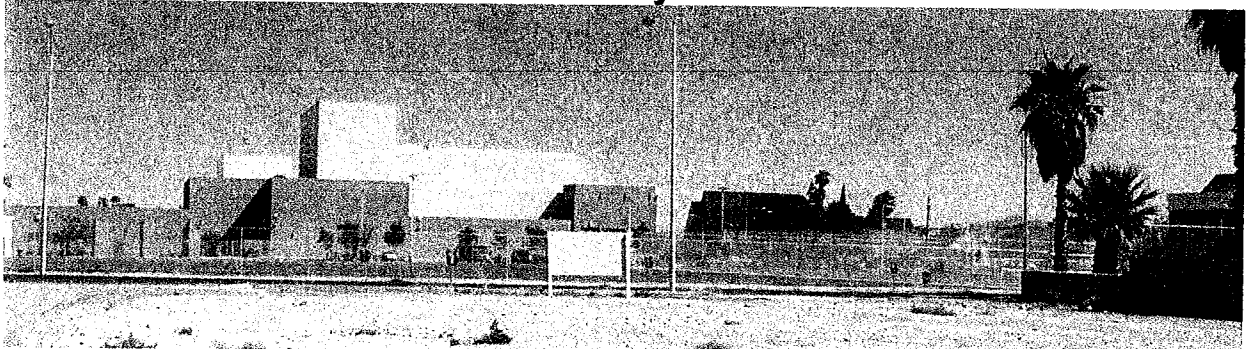


There is another **5 story residential building** located at 8th and Bridger

Just two years ago the applicant completed a renovation of and an addition to the **8 story office building** on the corner of Bridger and 7th.



The scale of Las Vegas Academy located across 7th Street from the project is certainly not residential one story. The recently repainted historic portion of the Academy has a **4 story scale**. And the newer performing arts theater portion has at least a **4 story scale**.



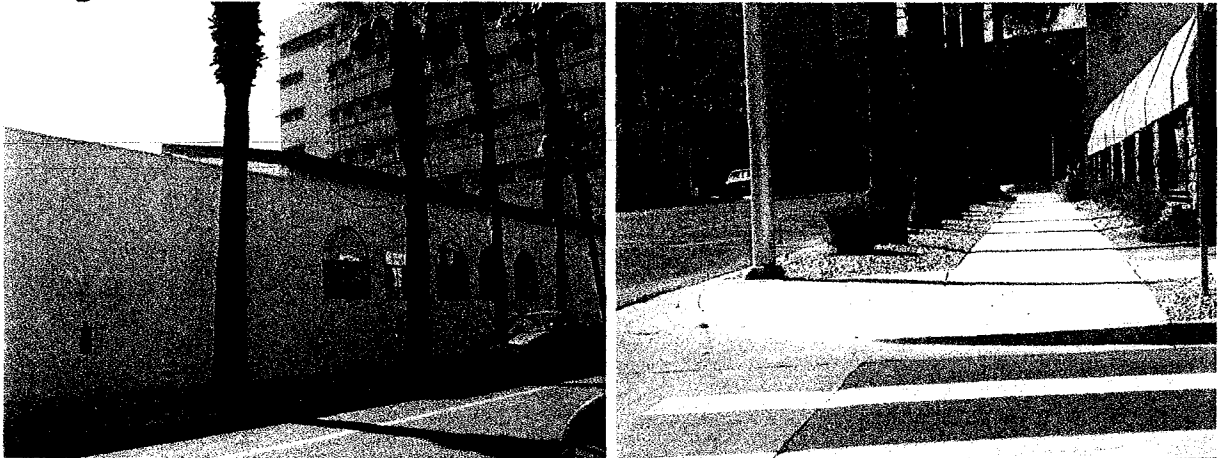
Looking east site in foreground. In this context the proposed **5 story mixed used project** is scaled properly.

Clearly, the 7th Place project is compatible with existing adjacent office, institutional and residential development in the area.

SETBACKS AND SITE COVERAGE

The staff report correctly states that the project does not meet minimum setback requirements and has a site coverage of nearly 100%. But, we need to point out that 100% site coverage without any setbacks **is allowed** within the Downtown Overlay District. The Overlay District **boundary is only 150 feet from this site at 6th Street.**

Many of the properties in this area have been developed with zero or near zero setbacks including Chef Andre Rochat's Restaurant located immediately west of the project across the alley which has **no setback** along Chef Andre Rochat Street.



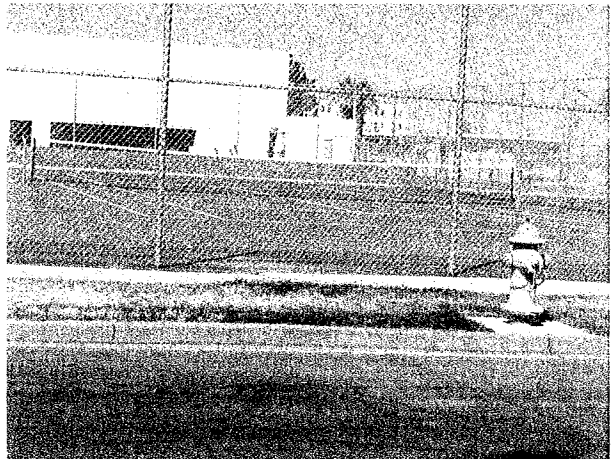
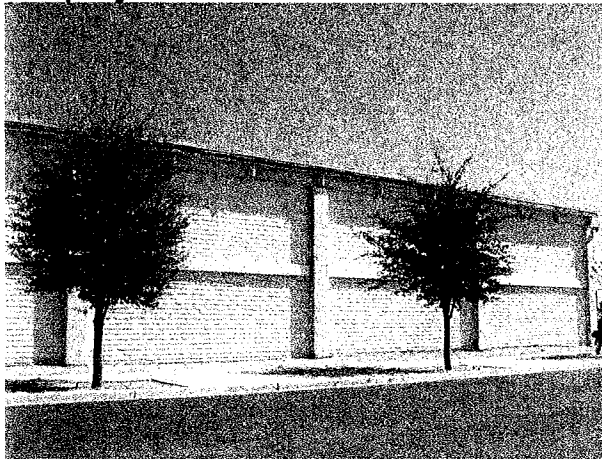
Also the 5 1/2 Story residential building to the north has **no setbacks** along either Chef Andre Rochat Street or along 7th Street.

Further north along 7th Street the Christian Science Church has **zero setbacks** on both 7th and Bridger.



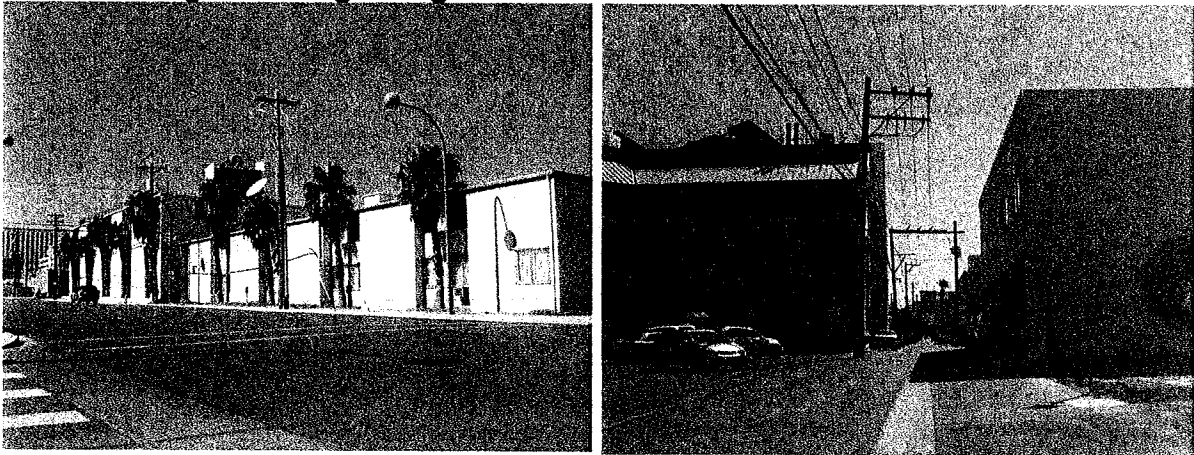
Other properties along 6th Street including the office building on the corner of Chef Andre Rochat Street have nearly **100% site coverage and zero setbacks**.

A later addition to Las Vegas Academy which fronts 7th Street across from the project to the east has **no setback**.



We should also point out that the tennis courts and playfields at Las Vegas Academy across 7th Street from the project have **zero setbacks**, since they have high fencing immediately adjacent to the sidewalk.

The buildings fronting Bridger Avenue have **zero setbacks**.



The buildings along the alley west and north of the project have **zero setbacks**.

Given these precedents, the requested setback and site coverage variances are appropriate for this project.

This project will provide nearly 200 parking spaces for both guests and tenants (more than required) in a safe, secure environment. Unsightly overhead power lines will be buried. New fire hydrants will be installed. The new housing units and the retail space on the ground floor will contribute after-hour surveillance and daytime activity to neighborhood streets reducing crime.

LANDSCAPING

Street trees are planned along both Chef Andre Rochat and 7th Streets at 20 feet on center. This density of street trees meets or exceeds those visible in the photos of the surrounding properties shown above.

Combined with the retail frontage, these trees will create a pedestrian friendly environment year round.

MODERN DESIGN

The staff report takes issue with the “very modern” design of the project. It also faults the project for neither preserving the two existing homes in their **original state** nor limiting additions to their rear. We need to point out that the two homes are presently **boarded up** and that previously they had been **remodeled** and used as law offices not as residences.

Using a **modern design** vocabulary within a block of the new Federal Courthouse seems not just appropriate but unavoidable.

It should be obvious that the proposed design is appropriate for the context. The north elevation acknowledges the Art Deco precedent of Las Vegas High School across the street. The east elevation conceals the parking levels behind a loft styled facade. The retail and lobby functions are expressed along the street frontage.

An architectural design approach which would strive to imitate/copy the historic features/details of neighborhood structures would be wholly inappropriate and would undermine the authenticity of the surrounding area.

Jeff Albregts

From: John Carnesale [John@taylorfinancialllc.com]
Sent: Sunday, September 21, 2008 3:11 PM
To: Louis Carnesale; Kelvin D. Haywood, Assoc. AIA; kokohzu@yahoo.com; Kris Robinson
Cc: Heidi Carnesale
Subject: FW:

From: DAVID MASON [mailto:davidmason1948@mac.com]
Sent: Saturday, September 20, 2008 10:08 AM
To: John Carnesale
Subject: Re:

John
 Sorry for the mix up: I withdraw my protest.
 David Mason

On Sep 19, 2008, at 3:10 PM, John Carnesale wrote:

Dave,

Thank you for taking the time to discuss our Downtown project on 7th street.

Per our conversation, we are adhering to the City right of way landscape not the additional building set back landscape.

I appreciate your support of the project.

John Carnesale
 CEO
 Taylor Financial, LLC

Phone: (702) 366-0465 ext. 104
 Fax: (702) 366-1656
 Email: John@taylorfinancialllc.com