

March 30, 2010

Ms. M. Margo Wheeler, A.I.C.P.
City of Las Vegas
Planning and Development Department
731 South Fourth Street
Las Vegas, NV 89101
Phone: (702) 229-6301
Fax: (702) 474-7463

RE: Justification Letter

**SWC and NWC Fremont Street /Eastern Avenue
Las Vegas, Nevada 89101**

Parcel Addresses

2100 Fremont Street, Las Vegas, Nevada 89101
2212 Fremont Street, Las Vegas, Nevada 89101
2216 Fremont Street, Las Vegas, Nevada 89101

SITE APN:

139-35-803-015; 139-35-803-016; 139-35-803-017

NWC Fremont/Eastern

Vacant Parcels:

13935804002 & 13935804010

Land w/Buildings

2219 Fremont Street
2217 Fremont Street

SITE APN:

139-35-804-009
139-35-804-008

This submittal to the City of Las Vegas is for the following actions:

1. GPA-37467: Amend the General Plan from "MXU" to "C".
2. SDR-37470: Site Plan Development Review: SDR for Retail development.
3. ZON-37469: Rezoning: R-4 to C-2 (Portion of "Site B").

The subject sites currently contain the following:

- The Blue Angel Motel.
- Vegas motel.
- Retail stores.
- Par-A-Dice Motel.
- Vacant parcel.

**SDR-37470
REVISED**

RECEIVED
MAR 31 2010

The proposed plan includes:

Development Description:

The Las Vegas Gateway Center is a master planned retail commercial center. The development is located in the heart of Downtown Las Vegas, Nevada.

Redevelopment Renaissance:

The City of Las Vegas, Nevada, Downtown Redevelopment Agency is responsible for the redevelopment and revitalization of Downtown Las Vegas. Major projects include the World Market Center, The Premium Outlet Mall, The Golden Nugget Hotel & Casino expansion The Lou Ruvo Brain Institute, Symphony Park, and The Smith center for the Performing Arts, the new Las Vegas City Hall complex and other major development projects that are in the planning stages.

Las Vegas Gateway Center Master Plan

The Las Vegas Gateway Center is a master planned retail center that will be built on approximately 9.61 (+/-) acres. The site currently contains a combination of vacant parcels and existing structures that are set to be demolished thereby creating the building pads for the retail center complex.

The site is located at the major intersection of Downtown Las Vegas known as "The Four Corners". This is comprised of Fremont Street, Eastern Avenue, Charleston Blvd. and Boulder Highway. Daily traffic volumes at the Four Corners are estimated at 80,000 (+/-) cars per day per C. B. Richard Ellis, making this intersection of arterial streets among the highest traffic volume in Southern Nevada.

The Las Vegas Gateway Center will contain:

Retail shops: 90,595 Square Feet (Gross floor area).

Parking: 395 spaces

Retail uses: Super market
Retail shops
Neighborhood retail shops
Outdoor dining/patios

The existing structure located at 2100 East Fremont Street will remain. The building will be rehabilitated (interior and exterior) and CB Richard Ellis Brokerage firm is actively marketing the project. Any new proposed use will be subject to approval by the City of Las Vegas under separate application.

Entitlements on site: A portion of the site currently lies within the Downtown Centennial Plan. The dividing line is located on Site Plan "B" which is labeled on the site plan.

Waivers of Development Standards:

Request for Waiver of Development Standard for the Downtown Centennial Plan setbacks on "build-too" line along the front property line of Charleston Blvd;

SDR-37470
REVISED

Fremont Street and the Downtown Centennial Plan portion off the site along Eastern Avenue. Siting the buildings on the Eastern Street frontage and the parking behind would create an unsafe environment for patrons.

Request for Waiver of Development Standards for Title 19.08.050 (Commercial Development Standards) Site Plan 'B' to locate Building "D" and "E" behind the minimum setback lines. Siting the buildings on the Eastern Street frontage and the parking behind would create an unsafe environment for patrons.

- Wireless Tower:** The wireless tower that is located on Site Plan 'A' will be remaining.
- Off Premise Signage:** The existing off-premise signage will be removed at the time of construction of Site 'B'. A new sign application will be submitted to the City of Las Vegas for consideration under separate application.
- General Plan Amendment:** The General Plan amendment for the Las Vegas Gateway Center site is being requested for compatibility with the surrounding designations and land use.
- Construction jobs:** 50 full time jobs.
20 part time jobs.
- Permanent retail jobs:** 125 full time jobs.
40 part time jobs.
- Hours of Operation:** Market/24 hours/day/7 days a week
Retail shop uses vary per business.
Fast food pads: 24 hours/7 days per week.
- Neighborhood Meetings:** A posted neighborhood meeting was held on March 16, 2010 at the Las Vegas Community Senior Center along with several individual meetings with local businesses and residents to present, discuss and receive input from residents and businesses.

The Owners of the subject site is Mary Barstas Enterprises, LLC. The Executive Trustees for the Mary Barstas Enterprises, LLC is Ms. Sharron Prusse and Mr. Aaron Hanson has made a substantial commitment to the redevelopment and revitalization of the subject parcels as follows:

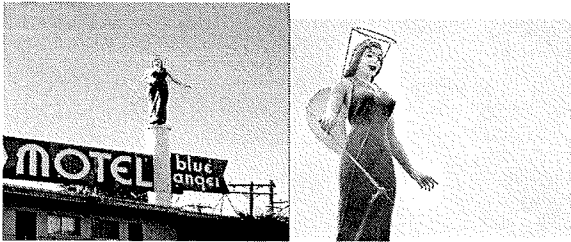
Pre-Development Work Completed to Date:

- Retention of a Development Consultant to coordinate all aspects of the Las Vegas Gateway center.

**SDR-37470
REVISED**

- Architecture/Planning/Master Plan designs.
- Geotechnical Phase 1 Asbestos Abatement reports and explorations for the existing structures on site.
- Demolition bidding for the Blue Angel, Vegas and Par-a-Dice Motels and other structures on site.
- Retention of CB Richard Ellis an exclusive Real Estate Broker for the Las Vegas Gateway Center.
- National marketing campaign by CB Richard Ellis.
- Negotiations with three (3) national credit tenants for leasing opportunities.
- Barstas consultants have worked with City of Las Vegas staff and have had several meetings up to this date.
- Barstas consultants have held a neighborhood meeting to present the Las Vegas Gateway Center project and have met with several neighboring commercial tenants to address any concerns or issues that may arise and to garner support for the project.

The Blue Angel Sign/Neon Museum



The Blue Angel Motel Sign, Las Vegas, Nevada

Discussions are in process with the Neon Museum, Las Vegas, Nevada to preserve the following signs currently located on the sites:

- 1. The "Blue Angel Motel" sign with the iconic "Blue Angel".**
- 2. The "Blue Angel" entry sign.**
- 3. The "Vegas Motel" sign.**
- 4. The "Par-A-Dice" Motel sign.**

It is proposed the four (4) signs listed above be restored placed within the Las Vegas Downtown Redevelopment project area.

It should be noted that the "Blue Angel Signs" were designed by Ms. Betty Willis. Ms. Willis is famous for creating the iconic design of the sign "Welcome to Las Vegas" located on the Las Vegas "strip".

Ms. Willis fashioned the "Blue Angels Sign" after actress Marilyn Monroe.

Each year, numerous tourists and locals come to view the "Blue Angel Sign" for photo opportunities.

Additionally, it is being studied that the signs be placed at the Las Vegas Gateway Center project.

The Las Vegas Gateway Center will provide the following to Downtown Las Vegas:

- A "shovel ready" project.
- Construction jobs: 50 full time
 20 part time
- Permanent retail jobs: 115 full time
 40 part time
- Revenue to the City of Las Vegas.
- Revitalization of the "Eastern Edge" of Downtown Las Vegas, Fremont Street which is badly blighted and is in need of revitalization projects such as the Las Vegas Gateway Center.

The Las Vegas Gateway Center will be the Gateway to Downtown Las Vegas from the four (4) corner major intersection of Fremont Street, Eastern Avenue, Charleston Blvd. and Boulder Highway.

It is anticipated that this development will be a "catalyst" for the redevelopment and revitalization of the eastern corridor of Fremont Street and Downtown Las Vegas.

Respectfully submitted by:

Arnold Stalk PhD

Arnold Stalk Consulting
Mary Barstas Enterprises, LLC

c.c. Steve Swanton, AICP
 Senior Planner
 Planning and Development Department
 City of Las Vegas
 702-229-4714/Office
 702-384-1397/FAX
 sswanton@lasvegasnevada.gov

Tom Burkart
Senior Economic Development Officer - Fast Track Team
Office of Business Development
Las Vegas Redevelopment Agency
400 Stewart Ave., 2nd Fl.
Las Vegas, NV 89101

702-229-6853/O
702-385-3128/FAX
tburkart@lasvegasnevada.com

Mr. Aaron Hanson, Executive Trustee Manger: ahansen@bartsasenterprises.org
Ms. Sharron Prusse, Executive Trustee Manager sprusse@bartsasenterprises.org
Mary Barstas Enterprises, LLC
601 South Rancho Drive
Suite C23
Las Vegas, Nevada 89106