



8905 W. Post Road, Suite 100
Las Vegas, NV 89148
Phone: 702.367.7705
Fax: 702.367.8733

June 15, 2010

City of Las Vegas
Attn: John Grider
Development Services Center
731 South Fourth Street
Las Vegas, NV 89101
Tel. (702) 229-6301

Subject parcel: Signage Variance Request for
APN: 139-25-101-002, 139-25-101-003, 139-25-101-004
(At the Corner of Eastern Ave and Owens Ave.)
0.89 Gross Acres

Mr. Grider:

This serves as a justification letter for the above mentioned parcels for the proposed McDonalds restaurant. We are proposing to demolish the existing McDonalds building to replace with a 5,153 sq.ft. McDonald's restaurant located on the same parcels as mentioned above. In addition to the Site Development Review application that is being submitted concurrently with this application, we are requesting a variance to the signage requirements set forth in Title 19.14.

This request is for the approval of incidental directional signage that exceeds seven feet in height, per Title 19.14. The incidental directional signage includes the Welcome Point Gateway for the drive thru entrance, the Drive Thru Twin Pole Canopy with Built in COD, and the Freestanding Modular Outdoor Menu Board.

The Welcome Point Gateway and the Drive Thru Twin Pole Canopy with Built in COD are both approximately 11' – 0" in height. The Freestanding Modular Outdoor Menu Board is approximately 8' – 0" in height. Please see signage information included within this package.

Since these are standard McDonald's signage that are currently in use over the Las Vegas Valley, we are requesting that this variance request be approved for the overall height requirements set forth in Title 19.14.

If you have any further questions pertaining to this project, please give me a call.

Thank You,

A handwritten signature in green ink, appearing to read 'Samantha Johnston'.

Samantha Johnston
Project Coordinator

VAR-38587

RECEIVED
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