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July 13, 2010

City of Las Vegas
Attn: John Grider
Development Services Center
731 South Fourth Street
Las Vegas, NV 89101

RECEIVED
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City of Las Vegas

Purpose: Signage Variance Request for APN: 138-21-617-005
(Near Lake Mead Blvd. and Buffalo Dr.)
0.69 Gross Acres

Mr. Grider:

This serves as a justification letter for the above mentioned parcel for the existing McDonalds restaurant. We are proposing to revise the current drive thru configuration, exterior building elevations and modifications to the interior of the building to meet current McDonald's standards.

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.

In addition, we are requesting for a variance for the externally illuminated pole canopy based off of comments received from previous applications submitted for review.

If you have any further questions pertaining to this project, please feel free to contact me.

Thank You,

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

Samantha Johnston
Project Coordinator

VAR-38858