

October 1, 2010

City of Las Vegas
Planning and Development Department
731 S. 4th Street.
Las Vegas, Nevada 89101

RE: APN: 162-01-801-022

Re: A. Master Sign Plan

To whom it may concern:

Architecture

Engineering

Planning

Interiors

Landscape

We are submitting a Master Sign Plan for review to complement the new façade upgrades and expansion to the existing GMC/Buick showroom, a new Chevrolet showroom and parts building, a new service writer's building and an addition to the service building. Fairway Chevrolet and Fairway GMC/Buick auto dealerships are located on an existing 17.01 acre site at 3100 and 3222 E. Sahara (APN 162-01-801-022). We feel this project will be a tremendous catalyst to help jumpstart the revitalization of the eastern end of Sahara in Las Vegas.

This project is part of the General Motors dealership improvement program and will be completed in phases so that the major operations of the dealerships can remain intact during construction.

Freestanding Signs: Currently there are (6) six freestanding signs along Sahara. The street frontage is 1056.77' and would allow (5) five signs under the current code, but these (6)six signs would be legally non-conforming since they are existing.

Directional Signs: There are (3) two directional signs. Two signs are existing along Sahara stating "Parts/Service" and "Entrance". These existing signs are legally non-conforming due to their size. There is (1) one other sign, with directions to different departments on site. This sign will be within the allowable standards.

Canopy Signs: There will be (8) seven canopy signs. The total sf of the canopy signs is within the allowable standards.

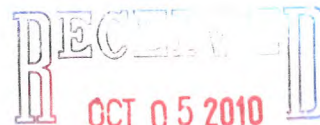
Wall Signs: There will be (14) wall signs. The area of the signs is within the allowable standards.

We feel this project meets and supports existing city regulations for Master Sign Plans. This development is being upgraded aesthetically to be compatible with other development in the area and it is generally consistent with Title 19 standards. We have made every attempt to follow City of Las Vegas Title 19. Please join us in our attempt to bring much-needed high caliber product to Las Vegas residents.

Respectfully Submitted,



Kristen G. Neuman, AIA
APTUS (owner's representative)



MSP-39809

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Riverside
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Sign	Exist. or New	Copy *actual copy may vary*	Type	Location	Height	Width	Overall Height	Area of Sign SF	Wall / Canopy SF	Actual %	Type of Illumin.	Animated
A1	N	BUICK	Wall	On Building	1'-9"	11'-3"	see elev.	19.7	2464	0.8	Internal	No
A2	N	GMC	Wall	On Building	2'-4"	10'-5"	see elev.	24.3	2464	1.0	Internal	No
B	N	Fairway	Wall	On Building	3'-0"	18'-7"	see elev.	55.75	2464	2.3	Internal	No
C	E	Fairway Certified Used Vehicles	Freestanding	Site	8'-6"	8'-6"	30'-0"	72.25	n/a	n/a	Internal	No
D	E	Entrance	Directional	Site	1'-6"	8'-0"	see elev.	12	n/a	n/a	Internal	No
E	E	Fairway GMC/Buick	Freestanding	Site	14'-0"	14'-6"	47'-0"	203	n/a	n/a	Internal	No
F	E	Fairway Chevrolet	Freestanding	Site	11'-0"	11'-3"	36'-0"	123.75	n/a	n/a	Internal	No
G	E	Fairway Chevrolet	Freestanding	Site	14'-0"	14'-6"	47'-0"	203	n/a	n/a	Internal	No
H	E	Parts/Service	Directional	Site	2'-4"	12'-0"	8'-0"	28	n/a	n/a	Internal	No
J	E	Fairway Commerical Specialty Vehicles	Freestanding	Site	6'-0"	6'-0"	21'-0"	36	n/a	n/a	Internal	No
K	E	Fairway Certified Used Vehicles	Freestanding	Site	8'-6"	8'-6"	30'-0"	72.25	n/a	n/a	Internal	No
L	N	Collision Center	Wall	On Building	2'-4"	30'-0"	see elev.	70	1439	4.9	Internal	No
M	N	Fairway	Wall	On Building	3'-0"	18'-7"	see elev.	55.75	8055	0.7	Internal	No
N1	N	Chevrolet	Wall	On Building	3'-0"	24'-6"	see elev.	73.5	8055	0.9	Internal	No
N2	N	*Bowtie*	Wall	On Building	3'-0"	9'-4"	see elev.	28	8055	0.3	Internal	No
P	N	Exit Only	Canopy	On Canopy	4'-0"	8'-6"	see elev.	34	1546	2.2	Internal	No
Q	N	Parts	Wall	On Building	2'-4"	8'-0"	see elev.	19	1275	1.5	Internal	No
R	N	Fairway Quick Lube	Canopy	On Canopy	6'-0"	16'-6"	see elev.	99	1546	6.4	Internal	No
S	N	Service	Canopy	On Canopy	3'-0"	18'-8"	see elev.	56	1546	3.6	Internal	No
S1	N	*Bowtie*	Canopy	On Canopy	3'-0"	9'-4"	see elev.	28	1546	1.8	Internal	No
S2	N	BUICK	Canopy	On Canopy	1'-9"	11'-3"	see elev.	19.7	1546	1.3	Internal	No
S3	N	GMC	Canopy	On Canopy	2'-4"	10'-5"	see elev.	24.3	1546	1.6	Internal	No
T	N	Rental Car	Canopy	On Canopy	4'-0"	8'-9"	see elev.	35	1546	2.3	Internal	No
U	N	Commercial Fleet Service	Canopy	On Canopy	4'-0"	17'-0"	see elev.	68	1546	4.4	Internal	No
V	N	Certified Chevrolet Service	Wall	On Building	6'-0"	24'-6"	see elev.	147	3520	4.2	Internal	No
W1	N	Fairway	Wall	On Building	3'-0"	24'-6"	see elev.	73.5	3520	2.1	Internal	No
W2	N	Chevrolet	Wall	On Building	3'-0"	24'-6"	see elev.	73.5	3520	2.1	Internal	No
W3	N	*Bowtie*	Wall	On Building	3'-0"	9'-4"	see elev.	28	3520	0.8	Internal	No
X	N	*Directional Sign*	Directional	On Wall	3'-0"	4'-0"	7'-0"	12	n/a	n/a	Internal	No
Y	N	Parts	Wall	On Building	3'-0"	15'-6"	see elev.	46.5	8055	0.6	Internal	No
Z	N	Cashier	Wall	On Building	2'-4"	9'-0"	see elev.	21	925	2.3	Internal	No

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