



November 12, 2010

City of Las Vegas
Planning and Development
731 South 4th Street
Las Vegas, NV 89101

RE: Master Sign Plan Justification Letter
The Village at Queensridge (Tivoli Village at Queensridge)
Las Vegas, NV

Ladies and Gentlemen:

This letter will serve as the Justification Letter for the application for Master Sign Plan approval for the commercial portion of The Village at Queensridge (also known as Tivoli Village at Queensridge). The project is continuing as one of the few major mixed use developments in the western US, and is eagerly anticipated as a destination development for the western portion of the Las Vegas Valley.

Tivoli Village's old-world design takes its inspiration from authentic European style and architecture. It will include approximately 787,000 gross square feet of commercial space, which will be divided into retail, office, restaurant and entertainment use.

In addition, 340 condominium units are permitted for the project, increasing the pedestrian energy. The residential area signage will be submitted as a revision to the overall Master Sign Plan at a later date, and we anticipate that all residential area signage will be in compliance with Title 19 requirements.

This urban mixed-use center will also feature pedestrian-friendly streets with stone paved walkways, scenic landscaping design, and convenient amenities such as an integrated below-ground parking structure with direct access to the surrounding shops. Limited above-ground parking will also be available, adding to the center's metropolitan vibe without disturbing the pedestrian experience.

The mix of uses will result in activity in the center from early morning office uses, daytime shopping and casual dining, to evening dining at outstanding restaurants that encourage patrons to linger in one of the many beautifully decorated outdoor dining terraces. Hundreds of direct and indirect jobs will be created by this significant source of economic activity.

The project is adjacent to the Alta Drive bikeway, the Angel Park Trail, and bus pullouts have been constructed on both Alta and Rampart. Bicycle parking will be provided, and water friendly landscaping materials are being used. Five vehicle entrance and exit points ensure smooth traffic flow, and valet services are provided for customers. Light reflective roofs are used to reduce heat absorption, and high insulation values are used in all exterior walls.

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The Master Sign Plan is intended to illustrate the potential signage opportunities available for Tenants as well as project identification signage. All signage proposed is in compliance with Title 19 requirements, and no variances are expected to be needed to develop this sign plan.

We look forward to inviting the community into this new "family room", with many entertaining events staged to appeal to all. We are looking forward to your approval to enable us to achieve our Grand Opening in late March 2011.

Should you have any questions, comments, or require further information, please do not hesitate to contact us at your convenience. Thank you for your assistance.

Sincerely,

Gary A. Chappell
Senior Vice President

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