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August 24, 2011

Flinn Fagg
City of Las Vegas- Planning & Development
333 N. Rancho Drive
Las Vegas, Nevada 89106

Re: **JUSTIFICATION LETTER FOR THE RESUE OF THE DOWNTOWN
TRANSPORTATION CENTER**

SDR Application - APN 139-34-501-008

Dear Mr. Fagg:

Please accept this as an official justification letter for a Site Development Review for general retail within a plaza area encompassing the reuse of the Downtown Transportation Center located on 2.83 acres at 300 N. Casino Center Drive, Las Vegas, NV 89101 zoned C-2 (General Commercial). The Application is FOR AN SDR FOR GENERAL RETAIL WITHIN A PLAZA AREA.

The proposed reuse design for the Downtown Transit Center includes the creation of a Farmers/Retail Market to energize the area north of Stewart Avenue. The site plan and programming has outdoor activities of both Retail Pop-Up Kiosks and Haute Cuisine Food Trucks. Additional retail and a Farmers Market will be located within the existing 11,361 SF building.

A Pop-Up Retail Kiosk, while small and temporary, can build up consumer interest by exposure. Pop-up retail allows a company to create a unique environment that engages their customers, as well as generates a feeling of relevance and adds an element of surprise, urgency, and must-have/must-see to shopping, dining, entertaining, lodging, exhibiting and so on. Pop-up stores are cheaper solutions than year-round rentals, and they can generate a lot of buzz for companies during essential months. Their often strategically placed during the holiday season for shoppers, or put up in time for events like Fashion Week, the launch of a new line or fragrance or just in time for the launch of a major motion picture. Various retailers will be targeted including artists who sell handmade one-of-a kind crafts and more traditional, mainstream retailers.



The operation of the Food Trucks and Pop-Up Retail is planned for Monday – Sunday, 9am - 6pm. The Farmers/Retail Market is initially scheduled for Thursdays at 11am – 3pm. The plan for the interior of the Downtown Transportation center will include both culinary and non-culinary products. It is anticipated that with growing popularity the Market will be extended to the weekend to include Friday, Saturday and Sunday schedules.

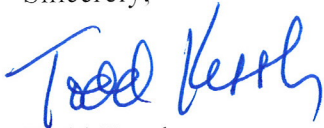
Signage plans include two monument signs and a two sided freestanding sign. The materials will be exterior quality and standard in the signage industry. The signs will be metal framed, vinyl covered and not be illuminated.

The proposed reuse will enhance the revitalization of Downtown by making it a destination that attracts tourists and locals as well as assist in the success of the Mob Museum. The reuse will create more energy, help enhance the attractiveness of Downtown and will be a crucial part of the beautification and revitalization of Downtown. We believe the SDR application is 'in-line' with the vision of the Centennial Plan and will help change the face of Downtown and spark the Renaissance that is currently stalled.

We believe the proposed reuse; can be conducted in a manner that is harmonious and compatible with the existing and future land uses due to the fact that all the adjacent properties are zoned C-2; is consistent with the General Plan and other duly-adopted city plans, policies and standards; has existing site access and circulation that do not negatively impact adjacent roadways or neighborhood traffic; has building and landscape materials that are appropriate for the area and for the City; contains building elevations, design characteristics and other architectural and aesthetic features are not unsightly, undesirable or obnoxious; and the applicant will take appropriate measures will be taken to secure and protect the public health, safety and general welfare.

If you have any questions and/or concerns, please do not hesitate to contact me.

Sincerely,



Todd Kessler
Representative for the Applicant

