



# DEPARTMENT OF PLANNING

## APPLICATION / PETITION FORM

Application/Petition For: Plaza Hotel & Casino  
 Project Address (Location) 1 South Main Street  
 Project Name Plaza Hotel & Casino Message Unit Proposed Use Advertisement  
 Assessor's Parcel #(s) 139.34.101.006 & 139.34.101.007 Ward # 5  
 General Plan: existing \_\_\_\_\_ proposed \_\_\_\_\_ Zoning: existing \_\_\_\_\_ proposed \_\_\_\_\_  
 Commercial Square Footage 800,000 Floor Area Ratio \_\_\_\_\_  
 Gross Acres 16.7 Lots/Units 2 Density \_\_\_\_\_  
 Additional Information \_\_\_\_\_

PROPERTY OWNER T-UPR-LLC Contact Jonathan Jossel  
 Address 1 South main Street Phone: (702) 386-2507 Fax: \_\_\_\_\_  
 City Las Vegas State Nevada Zip 89101  
 E-mail Address jjossel@tamares.com

APPLICANT ~~Vision Sign Inc.~~ T-UPR LLC <sup>me</sup> Contact ~~Micah D. Lenox~~ Same as above <sup>me</sup>  
 Address ~~6630 Arroyo Springs Street~~ Same as above <sup>me</sup> Phone: ~~(702) 738-7446~~ Fax: ~~(702) 895-7444~~  
 City Las Vegas State Nevada Zip 89113  
 E-mail Address ~~mtenox@visionsigninc.com~~ Same as above <sup>me</sup> <sup>me</sup>

REPRESENTATIVE Vision Sign Inc. Contact Micah D. Lenox  
 Address 6630 Arroyo Springs Street Phone: (702) 738-7446 Fax: (702) 895-7444  
 City Las Vegas State Nevada Zip 89113  
 E-mail Address mtenox@visionsigninc.com

Property Owner Signature\* [Signature]

\* An authorized agent may sign in lieu of the property owner for Final Maps, Tentative Maps, and Parcel Maps.

Print Name JONATHAN JOSSEL

Subscribed and sworn before me

This 13<sup>th</sup> day of June, 20 12.  
Stephanie F. Gantt

Notary Public in and for said County and State

Revised 10/27/08

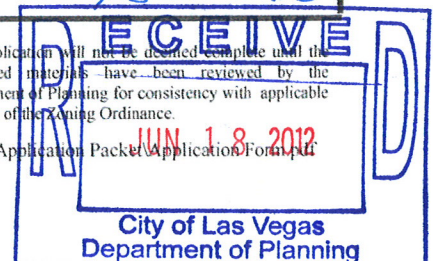


### FOR DEPARTMENT USE ONLY

Case # ARC-45764  
 Meeting Date: 6/28/12 DDRC  
 Total Fee: \$0.00  
 Date Received:\* 6/18/12  
 Received By: [Signature]

\*The application will not be deemed complete until the submitted materials have been reviewed by the Department of Planning for consistency with applicable sections of the Zoning Ordinance.

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## DEPARTMENT OF PLANNING

### STATEMENT OF FINANCIAL INTEREST

Case Number: **ARC-45769** APN: 139-34-101-006

Name of Property Owner: T-UPR, LLC

Name of Applicant: T-UPR, LLC

Name of Representative: Vision Sign Inc.

To the best of your knowledge, does the Mayor or any member of the City Council or Planning Commission have any financial interest in this or any other property with the property owner, applicant, the property owner or applicant's general or limited partners, or an officer of their corporation or limited liability company?

☐ Yes

☒ No

If yes, please indicate the member of the City Council or Planning Commission who is involved and list the name(s) of the person or persons with whom the City Official holds an interest. Also list the Assessor's Parcel Number if the property in which the interest is held is different from the case parcel.

City Official: \_\_\_\_\_

Partner(s): \_\_\_\_\_

APN: \_\_\_\_\_

Signature of Property Owner: [Signature] AUTHORIZED SIGNATORY

Print Name: JONATHAN JOSSEL

Subscribed and sworn before me

This 15<sup>th</sup> day of June, 2012  
Stephanie F. Gantt  
Notary Public in and for said County and State





June 15, 2012

### EXPLANATION OF REQUEST

The Plaza Hotel and Casino, located at 1 Main Street, is requesting the installation of a large 12' x 20' quality LED screen on the 8th floor of our North Tower. The LED screen will face east.

### INTENDED USE OF REQUEST

The Plaza began an extensive 35 million dollar renovation project at the end of 2010 that included brand new guestrooms and suites, an entirely remodeled casino floor and lobby, and all new restaurants, bars and entertainment options. The LED screen would advertise a wide variety of professionally designed messages that focus both on the results of this high profile downtown Las Vegas renovation, as well as individual messages from the venues located inside the property. The intent is to make aware some of the significant foot traffic that visits the Fremont Street Experience on a nightly basis.

According to the 2011 Las Vegas Visitor Profile, 34% of visitors to Las Vegas visit downtown Las Vegas. While lodging, gaming and dining are small motivating factors for guests to come downtown, the majority of tourists (64%) site the Fremont Street Experience as the main reason for visiting. Since the Plaza is not located directly on the Fremont Street Experience advertising to those tourists via the large LED screen would be extremely beneficial to the property and the locally owned venues located inside. Advertising to Fremont Street Experience tourists is a necessity for our business and we hope that this will allow us to capitalize on the foot traffic on Fremont Street and entice customers to cross Main Street to see all the wonderful new improvements at the Plaza.

### COMPATIBILITY

The sign will be consistent with other LED screens on Fremont Street and the new one that was just installed along Main Street at the Golden Gate. The technology, colors, advertising frequency and size will be very similar to the LED screens at the Golden Gate, The Fremont, La Bayou and many other businesses Downtown.

Regards,

Jonathan Jossel

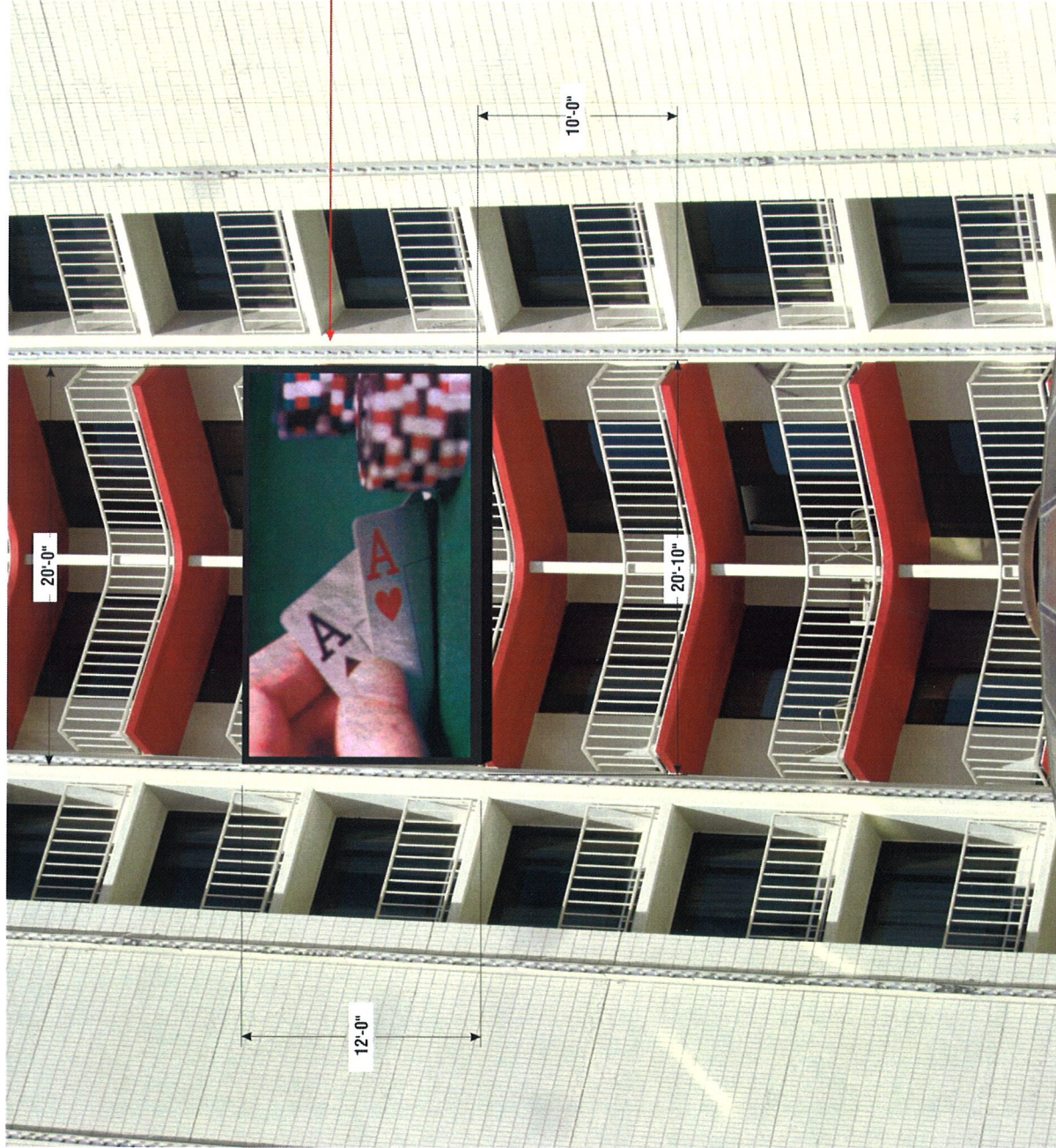
**ARC-45769**  
**06/28/12 DDRC**



1 Main Street, Las Vegas, NV 89101

PlazaHotelCasino.com | 1-800-634-6575





EXISTING ELEVATION w/ CUSTOMER INSTALL MESSAGE UNIT  
SCALE: 3/16"=1'-0"

ALL MEASUREMENTS  
MUST BE VERIFIED  
PRIOR TO ANY CONSTRUCTION  
FIELD SURVEY REQ'D

### SCOPE OF WORK:

INSTALL CUSTOMER SUPPLIED 12'-0" X 20'-0"  
RGB MESSAGE UNIT ON THE 8TH FLOOR LEVEL  
OF THE PLAZA HOTEL. BUILD STRUCTURE TO  
HOLD THE MESSAGE UNIT TOGETHER AND  
STRUCTURE TO ATTACH MESSAGE UNIT TO THE  
LOAD BEARING BEAM ON THE PLAZA.

PER ENGINEER SPECS.

|                          |                                            |                    |                                  |
|--------------------------|--------------------------------------------|--------------------|----------------------------------|
| Type of Signage:         | RGB Message Unit                           |                    |                                  |
| Location of the Signage: | 8th Floor on the West Side of the Building |                    |                                  |
| Height:                  | 12' Above Top Wall                         | Allowed / Provided | 12'10" x 20'-0" (Does Not Apply) |
| Signage Area:            | 20% of Building Elevation                  | Allowed / Provided | 20% (Does Not Apply)             |
| Type of Illumination:    | Allowed / Provided                         | 50% / 100%         | 250' / 100'                      |
| Animation:               | Changes every 30 seconds                   | Allowed / Provided | Changes every 10 seconds         |



INSTALL EXISTING  
MESSAGE UNIT

**VISION SIGN INC**  
6630 Arroyo Springs Street Suite 600  
Las Vegas, NV 89121  
Phone: 702.735.2113  
Fax: 702.735.2114  
These units are provided and subject to the  
approval of the City of Las Vegas and the  
City of Las Vegas Department of Planning  
and Community Development.  
NO CONTRACTOR LICENSE #42776

THIS SIGNAGE HAS BEEN DESIGNED BY ME AND IS THE PROPERTY  
OF VISION SIGN, INC. ANY UNAUTHORIZED USE OF SAME  
IS PROHIBITED AND WILL BE PROSECUTED.

The sign is located on the design as  
shown on the drawing. The sign is not to be  
used for any other purpose.  
Will be subject to the City of Las Vegas

|                                     |
|-------------------------------------|
| 15416                               |
| DATE: 05/07/12                      |
| DESIGNER: DESERICK                  |
| PROJECT: MICHAEL                    |
| FILE NAME: PLAZA HOTEL MESSAGE UNIT |
| VERSIONS MADE:                      |

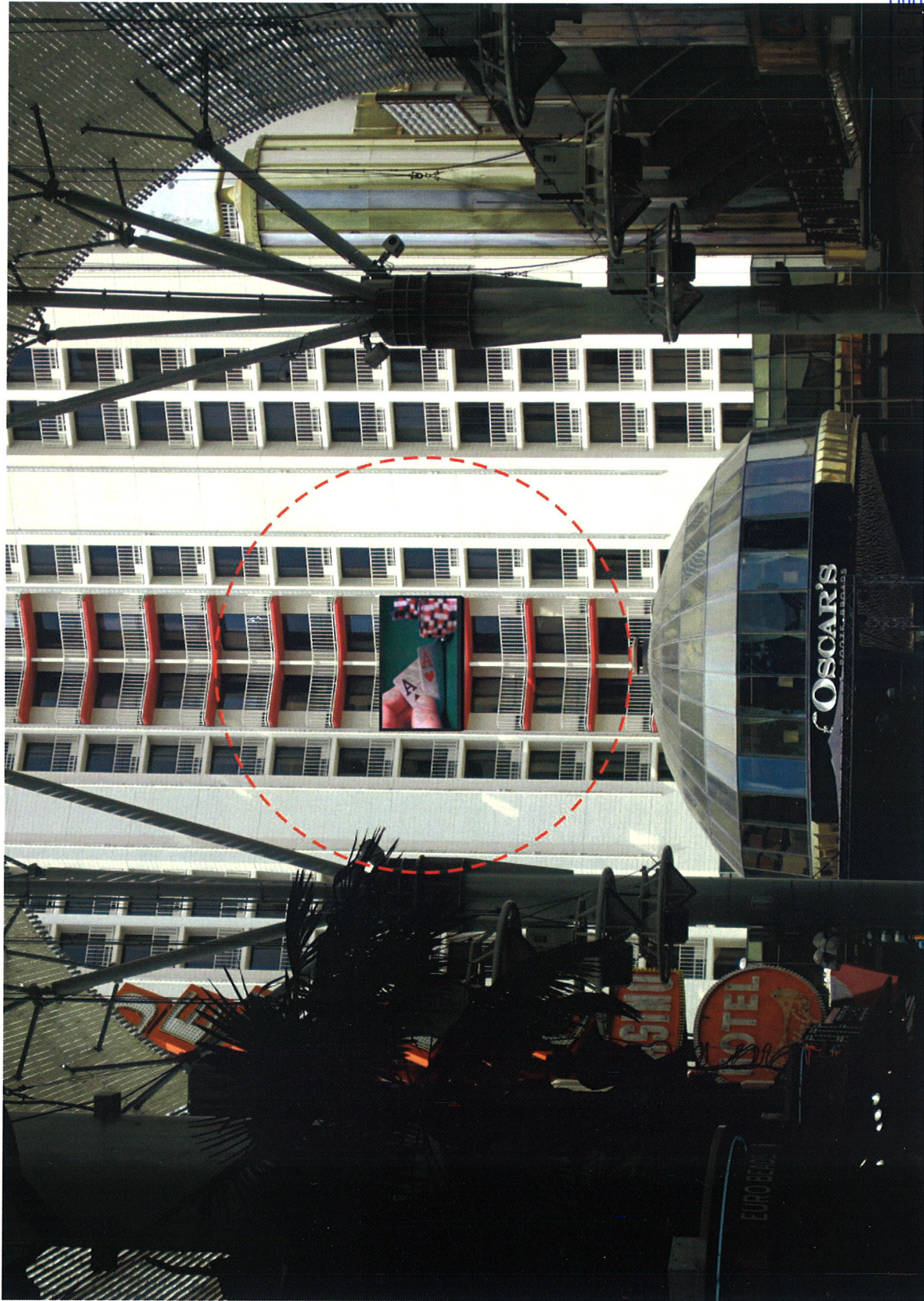
|                |
|----------------|
| FINAL SIGN-OFF |
| DATE SOLD:     |
| SALES PERSON:  |
| DESIGNER:      |
| CUSTOMER:      |

RECEIVED

001

JUN 18 2012

City of Las Vegas  
Department of Planning



RENDERING CONCEPT OF RGB MESSAGE UNIT  
SCALE: N.T.S.

ARC-45769  
06/28/12 DDRC

SEE DETAIL PAGE 001

JUN 18 2012

City of Las Vegas  
Department of Planning

**Plaza**  
DOWNTOWN  
LAS VEGAS

INSTALL EXISTING  
MESSAGE UNIT

**VISION SIGN INC**  
6630 Arroyo Springs Street Suite 600  
Las Vegas, NV 89121  
Phone: 702.895.2474  
These plans are prepared and submitted by the  
applicant as an independent contractor and are  
not intended to be used for any other purpose  
without the written consent of VISION SIGN INC.  
NO CONTRACTOR LICENSE REQUIRED

THIS DRAWING WAS PREPARED BY AND IS THE PROPERTY  
OF VISION SIGN INC. ANY UNAUTHORIZED USE OF SAME  
IS PROHIBITED.

THE SIGNAGE OFFICE OF THE CITY OF LAS VEGAS  
IS NOT RESPONSIBLE FOR THE DESIGN OR  
CONSTRUCTION OF THE SIGNAGE. THE SIGNAGE  
MAY BE SUBJECT TO THE CITY'S SIGNAGE  
ORDINANCES.

15416  
DATE: 06.07.12  
DRAWN: DEB/REK  
CHECK: DEB/REK  
DATE: 06.07.12  
BY: DEB/REK  
PROJECT: PL 15416-01-01-01-01

REVISIONS MADE:

**FINAL SIGN-OFF**  
DATE SOLD:  
SALES PERSON:  
DESIGNER:  
CUSTOMER:

SHEET

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