

TODD KESSLER
300 Las Vegas Blvd. North
Las Vegas, NV 89101

June 27, 2012

Flinn Fagg

City of Las Vegas
Planning & Development
731 S. Fourth Street
Las Vegas, Nevada 89101

Re: SUP Application re APN- 139-34-612-005

Dear Mr. Fagg:

Please accept this as our official justification letter for a SUP for a Tavern Limited License SDR encompassing the proposed shipping container retail plaza located at the corner of 7th Street & Fremont. The Application is for A SUP FOR A PROPOSED TAVERN LIMITED LICENSE on 1.29 acres at 707 Fremont Blvd, Las Vegas, NV zoned C-2 (General Commercial).

We are extremely excited about this project and believe it will be a one of a kind iconic development that will further enhance the revitalization of Downtown by making it a destination that attracts tourists and locals and assists in the success of the many other ongoing projects. It will also create more energy, help enhance the attractiveness of the Downtown Renaissance and be an integral part of Downtown Las Vegas by further highlighting the beautification and revitalization of Downtown.

We are requesting a Tavern Limited License based on the shipping container theme that permeates the entire development and its unique plaza. This theme will be prevalent throughout the project as we intend to use as much shipping container elements in the plaza area as possible including making tables, planters from the material and even the restrooms will be an actual shipping container. Shipping Container developments are growing in popularity worldwide and provide a unique setting to a typically conventional retail plaza. We believe our SUP Application is 'in-line' with the vision of the Centennial Plan and will further help change the face of Downtown.

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

Sincerely,

Todd Kessler

Todd Kessler



SUP-45948