

03/25/13

To: Steve Swanton (DDRC)
City of Las Vegas Department of Planning & Development

Re: GOLD & SILVER PAWN
709 South Las Vegas BLVD
Las Vegas, Nv 89101

On behalf of our customer we are requesting to install a 5'-0" X 3'-1" Double Face illuminated projecting sign at 15.41 Sq.Ft. on the exterior of the building approximately 10' to bottom of sign to AFF. This sign intended use is to redirect customers from the sightseers line to the pawn window. This will free up sidewalk congestion and allow the customer to make up for revenue lost do to long lines. This sign will be animated with light bulbs that run 75% of the perimeter and match the international recognized look of the pole sign that exists.

The design of this sign is to keep with the current theme of The Gold & Silver Pawn Shop so not to look out of place to millions of viewers and to match existing theme of this business and existing freestanding sign. The Pawnshop is a great draw to our city and has had a positive effect on our tourism and is world recognized, the customer is asking for a timely review so this sign can be used in upcoming filming.

We are requesting a Variance of 19.08.120 to allow a Projecting sign where a freestanding sign all ready exists. Due to site conditions it is more suitable to use a projecting sign than a wall sign because of the nature of the sidewalk and this would be better in directing pedestrian traffic and freeing up pedestrian congestion.

We are requesting a Waiver for the requirement of 75% of surface of sign to be animated or illuminated with neon. We believe this sign meets the requirements because of the lights bulbs running the edge it covers 75% of the sign and is visible from both sides and is animated and will match the existing freestanding sign. The signs are a recognized Logo and will have a visual look that will keep with in the desired look and feel of the Pawnshop and will not impact the business in the area negatively but will increase pedestrian flow.

Thank you,
Richard C. Shade II



702-739-9466
Federal Heath Sign Co.
3900 West Dewey Drive
Las Vegas, Nv. 89118

