



Elite Media Inc
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January 23, 2013

City of Las Vegas
Planning Division
Mr. Doug Rankin
Manager
495. S. Main St.
Las Vegas, NV 89101

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Subject: JUSTIFICATION LETTER FOR SPECIAL USE PERMIT

Reference: Digital Parquees™ - City of Las Vegas | East Service Yard, 3415 East Bonanza Road

Dear Mr. Rankin,

Issue:

To obtain the necessary Planning Department approval and permits to move forward with the project in regards to the approved Digital Parquee™ License Agreement between the City of Las Vegas, the State of Nevada and Elite Media, Inc regarding advertising, sponsorship and other items related thereto for the above location.

Per the agreement Elite Media will be installing on a total of 4 sites, 5 digital Parquee™ structures with 9 total LED screens, the above location listed as one of the four sites. The below lists all of the locations as per the approved agreement with the City of Las Vegas.

- **Mike Morgan Family Park:** One double sided digital Parquee™ sign with LED sizes 18'9"W x 28'H (two total LED screens)
- **Ed Fountain Park:** One double sided digital Parquee™ sign with LED sizes 18'9"W x 28'H (two total LED screens)
- **Dula Center:** Two double sided digital Parquee™ signs with LED sizes 34'10"W x 65'H (four total LED screens)
- **East Service Yard:** One single sided digital Parquee™ sign with LED sizes 18'9"W x 28'H (One total LED screen)

Information:

Elite Media has 5 employees that provide sales and administrative functions only. Elite Media will contract Yesco Electronics with specialization in the fabrication and installation of these signs. These Parquee™ structures will be the first of their kind in the City of Las Vegas. Yesco has over 100 years of experience in fabrication and installation of signs. (See attached information on Yesco).

Required State Licenses: YESCO NV Contractors License Nos.0074289,0074290,0075739

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Sustainability: The Parquee TM structures are designed with the latest in LED technology. These displays provide energy efficiencies requiring 36%+ less power than older displays.

Findings: Pursuant to the contract with the City, this project meets/supports existing City regulations whereas this site and surrounding uses are harmonious and compatible.

- a. The proposed digital Parquees™ have an exciting design that complements the City of Las Vegas properties, by emulating the design of the famous "Welcome to Las Vegas" sign originally designed by Yesco. These signs will bring important City information to the public as well as sponsorship opportunities that generate revenue for the City.
- b. The physical site locations for the Parquee™ structures have been preliminary evaluated according to the City maps and zoning restrictions. These sites are determined to be in compliance with the appropriate restrictions.
- c. Street and highway access to the physical site locations is adequate in size to meet the requirements.
- d. The Digital Parquees™ have no impact on public health, safety and welfare.

Thank you for this opportunity. Please let me know if you require any additional information for this special use request.

Sincerely,

Chad McCullough
Elite Media, Inc

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