

TODD KESSLER
300 Las Vegas Blvd. North – Suite 110
Las Vegas, NV 89101

May 23, 2013

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

Re: JUSTIFICATION LETTER –SUP Application - APN 139-35-211-025 & 026

Dear Mr. Fagg:

Please accept this as our official justification letter for an SUP. The Application is for A SPECIAL USE PERMIT FOR A TAVERN LIMITED LICENSE on 1.15 acres at 1028 Fremont Street, Suite 100, Las Vegas, Nevada 89101 zoned C-2 (General Commercial).

This project is a creative reuse of an existing 69 room motel that will be converted into a 50,768 square feet retail center (with 27,688 sf of exterior space and 23,080 sf of interior space) consisting of 31 proposed suites. Suite 100 will be a 3,750 sf Tavern consisting of 2,000 sf of interior space and a 1,750 sf patio. The Tavern will serve food and with the appropriate barriers will allow under 21 year patrons so long as they eat a meal.

There will no parking at the project; however there is a 2.75 acre surface parking lot being constructed one block away at the old Ambassador Motel site by the same property owner and patrons of the Retail Center will be allowed to park there for a discounted fee.

The proposed project will provide a much needed amenity to the new wave of urbanites that are now living Downtown as well as attract other suburban area residents to come experience what is occurring Downtown. This Retail Center will further enhance the revitalization of Downtown by making it a destination that attracts tourists and locals as well as assist in the success of the current revitalization of downtown.

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

Sincerely,



Todd Kessler

SUP-49549 SUP-49552
SUP-49553 SDR-49548

PRJ-49472
05/29/13