



The Capitol Company

Public Policy & Government Affairs

January 27, 2014

Steve Swanton, Senior Planner
Planning & Development
City of Las Vegas
333 N. Rancho Drive
Las Vegas, NV 89106

**Re: Justification Letter, Signage Design Review
Fremont Hotel and Casino
APN: 139-34-510-009**

Dear Mr. Swanton,

Our firm represents the Fremont Hotel and Casino. Our client would like to install two (2) wall signs along a building façade that overlooks a parking lot on Ogden Avenue. Each sign is 200 square feet in size and both of them will be install at 13 feet and 3 inches above ground. On the same wall a 16 feet by 8 feet video unit sign has already been approved by ARC-51940 and it has been installed. The two proposed signs are not animated and they will be illuminated by existing flood lights.

Our client has elected to place these two signs along the northern façade in order to create a more vibrant environment in an otherwise dull streetscape. The reason for this application is that the proposed signs are not animated nor do they incorporate exposed neon or LED which are the standard required by the Downtown Casino Overlay District Special Signage Area (Title 19.10.100). However, our client has already installed a fully animated video and with exposed neon sign on this façade. To add additional video units is a tremendous expense that none of the business in the Downtown area can afford. In addition, there are four signs similar to the proposed ones already installed on the 3d Street Promenade by Fremont Hotel and Casino; therefore, the two proposed signs are nothing out of the ordinary and not out of touch with the surrounding area.

We are submitting this application for your kind consideration and we ask for your favorable recommendation. Please feel free to contact us should you have any questions.

Sincerely,

Dimitrios Karapanagiotis
The Capitol Company