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OCT 5 2013

City of Las Vegas
Development Services
333 N. Rancho Drive
Las Vegas, NV 89106

To Whom it May Concern,

This letter is in regards to the Downtown Grand Hotel & Casino located at 206 N. Third Street in Downtown Las Vegas. We are requesting a major amendment to the Master Sign Plan #45919 that has already been approved and also had a minor amendment done administratively. We are requesting an additional freestanding sign, Sign #31, that is 12 in height and 15 square feet of sign area. This sign's functionality is as a directional sign due to the unique entrance conditions as the main entrance to the Port Cochere area, where the main casino valet is located is along Stewart Ave. The main entrance to the Casino faces Fourth Street and there is a small turn in opening along Fourth Street. Since Fourth Street is a one way street only this poses a hardship on getting patrons into the Valet area at the Port Cochere. We are requesting this sign to be located along Fourth Street before the small drive so that it can catch passing traffic to turn into the casino before they pass it and back up traffic. This sign will alleviate any confusion for entry and also help with the flow of traffic along Fourth Street and into the Casino. Due to the existing layout of the area with the landscaping, curbs and sidewalks we will be able to fully maintain the required setback, this being said, this is why we are requesting a 12' tall sign. I understand this sign's functionality is actually a directional but due to the location we need to get it up off the ground and the maximum height of 7' for a directional sign will not be enough height here to grab attention so this is the main reason why we are asking for a 12' sign here. Also we are requesting a painted on sign, Sign #2, that originally had an animated LED display in this location which was relocated to the large tri-sided marquee sign on Third Street. With this relocation, this left a large blank wall. In going with the whole "Old era warehouse" design motif, we already have some painted on letters that have a distressed look on the brick wall on this elevation that are indirectly lit with goosenecks so we are requesting the same type of sign here. This painted on sign we are requesting will also have a distressed look as to seem like it has been up for years and faded after time. This sign does not meet the illumination requirements due to the indirect goosenecks so we are requesting a waiver for the illumination. This property is very different than any other in the downtown area and we would like to maintain the integrity of this very different design model.

Thank you,

A handwritten signature in black ink that reads "Lyndsee B. Veltre".

Lyndsee B. Veltre
Ultrasigns Inc
Las Vegas Division
10 Research Lane
Las Vegas, NV 89101

ARC-52859