

LAW OFFICE

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AN ASSOCIATION OF PROFESSIONAL CORPORATIONS

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February 14, 2014

City of Las Vegas Planning and Zoning
333 North Rancho Drive
Las Vegas, Nevada 89106

RE: Review of Conditions for RQR-40298 removal of off-premise sign located on Charleston Blvd.

Dear Sir/Madam;

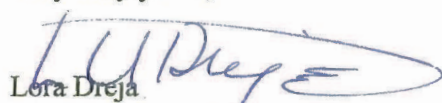
On behalf of our client, Reagan Advertising, we ask the city to reconsider a condition related to removal of the sign; see added condition "A" on the attached approval letter. This condition addresses the removal of the subject billboard upon completion of a paintbrush shaped sculpture at the northeast corner of Charleston Blvd at 4th Street; approximately 190 feet east of this sign structure.

When the paintbrush sculpture was commissioned, it was intended to benchmark the gateway to the Arts District. While the dynamic progression of the Arts district must be acknowledged, much of this activity is concentrated on Main Street and Casino Center Blvd. For the time being, we ask that the present character a proximal segment of Charleston Boulevard also be considered. At this time, westbound Charleston traffic is presented with the paint brush sculpture, then a gas station, an under-utilized building then two blocks of vacant street frontage.

While there have been multiple real-estate transactions between 4th Street and Art Way, at this time development proposals have not yet been submitted to the city. We respectfully request that new construction on the Charleston Boulevard frontage within the Arts District be included as a criteria under consideration when deliberating whether this billboard is no longer compatible with the district.

Please phone me if you have considerations or suggestions.

Very truly yours,



Lora Dreja
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