

Ballard Spahr LLP

100 North City Parkway, Suite 1750
Las Vegas, NV 89106-4617
TEL 702.471.7000
FAX 702.471.7070
www.ballardspahr.com

Maren Parry
Fax: 702.410.7411
parrym@ballardspahr.com

July 15, 2014

Doug Rankin, AICP
Planning Manager
City of Las Vegas
333 North Rancho Drive
Las Vegas, NV 89106

Re: Justification Letter
Elite Media
NEW Parquees® PY-7 & PY-8
Amendment and Variance for Parquee® PY-6
APN: 139-36-604-001

Dear Doug:

The City of Las Vegas, in partnership with Elite Media, recently held the lighting ceremony for the first set of Parquee® outdoor advertising signs in Las Vegas. The Parquees® have been very well received, and Elite has been working with City officials to identify additional locations to expand the Parquee® network in order to maximize the shared revenue opportunities provided for under the Digital Parquee® License Agreement with Option (as amended) between the City and Elite.

After careful site review and analysis, Elite proposes to place two additional Parquees® (PY-7 and PY-8) on the property located at 3100 Stewart Avenue. The parcel is zoned C-V and is currently used as the City of Las Vegas Detention Center. The site is home to an existing Parquee® (PY-6) already approved by SUP-49534 and constructed on the east side of the parcel at a height of 75 feet. The parcel's northern property line, directly adjacent to the freeway and on the outskirts of the Detention Center, makes it an ideal space for the placement of Parquees® in that they can be readily visible from the freeway, while minimizing the impact on the community. The signs can be constructed and maintained at locations that are already separated from inmate detention areas, and Elite has met with the staff of the Detention Center to confirm that construction can take place in a way that does not impact community or inmate safety.

Each sign will be identical in its face and design to the existing PY-6, and the included elevations indicate a total of 672 square feet of sign area. PY-7 and PY-8 are each proposed to be constructed at a height of 92 feet. As discussed below, this application also includes a request to *increase* the height of the existing PY-6 to this same height of 92 feet.

DMWEST #10998419 v2

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PRJ-54759

07/15/14

REVISED

VAR-55026, SUP-54828, VAR-55027, SUP-54829 & VAR-55028

The nearest residentially-zoned properties to this parcel are located over 300 feet to the east of Pecos Road, and then to the west over 600 feet across both Mojave Road and 30th Street (off the included maps). The site plan depicts the conformance of all three signs with the 300-foot buffer from the residentially-zoned properties located closest to the parcel on the east side of Pecos, with the sign closest to residents (PY-6) already operational.

PY-7

Elite proposes to construct PY-7 on the northwest portion of the property at the location detailed on the enclosed plans. The sign is proposed to be placed inside the Detention Center's western wall, in excess of 20 feet from the right of way line from Mojave Road to the west, and approximately 30 feet from the US-95/93 freeway right of way line that also represents the northern boundary of the property. The proposed location is also over 50 feet from the nearest intersection at Stewart Avenue and Mojave Road, and greater than 750 feet away from all existing off-premise advertising structures, as well as from the proposed location of PY-8 (described below).

PY-8

PY-8 is proposed for construction near the midpoint of the parcel's northern boundary, approximately 25 feet from the north property line that is also the edge of the nearest freeway right of way. PY-8's proposed location is over 750 feet away from the existing PY-6, as well as from the proposed location of PY-7 (described above). The proposed location of PY-8 is currently within the Detention Center fence, but upon completion of the Parquee® the Applicant will pay to have the fence reconstructed so that the Parquee is outside of the fence and can be more easily accessed by way of the roadway that spans the northern parcel line.

PY-6

PY-6 is at the eastern end of the parcel, and was constructed within a landscaped area away from the structures that make up the Detention Center where the parcel narrows as it approaches Pecos Road. It is over 750 feet away from the proposed location of PY-8, 300 feet from the nearest residentially-zoned property across Pecos, and over 50 feet from the intersection of Stewart Avenue and Pecos Road. It was originally approved at a height of 75 feet. Upon construction, it became clear that the visibility of this sign at 75 feet is restricted by the height of the adjacent elevated freeway and its accompanying 20 foot sound attenuation wall. In order to achieve sign visibility, this application includes a request to revise the previously-approved use permit (SUP-49534) to allow the sign to be raised to a height of 92 feet.

The location of this long, narrow, parcel along the curve of the US-95/93 freeway and the height of the sound wall combine to create extraordinary circumstances that result in exceptional practical difficulties in constructing Parquees® that are visible to travelers and that will be marketable as contemplated by the Parquee® Agreement. To better understand the interaction of the proposed Parquee® with the on-site constraints, the applicant retained Jones Media to prepare sight line

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July 15, 2014
Page 3

studies to identify at what height the signs would need to be constructed in order to ameliorate the impact of the site constraints. The results of the study indicate that the minimum common height at which all six of the sign faces will achieve full visibility over the existing sound wall in light of the curvature of the road is 92 feet, and this research forms the basis of the request for a height variance for the three Parquees®. The approval of additional height at the locations of the proposed and existing Parquees® will have no detrimental impact on the public good, and will also be consistent with the overall purposes of the applicable ordinance that already permits the adjustment, relocation, and raising of outdoor advertising structures to achieve visibility.

Elite Media looks forward to expanding its relationship with the City of Las Vegas through the Parquee® program, and appreciates the continued support it has received during the due diligence process related to this proposal. If you have any questions, or require any additional information, please do not hesitate to call.

Sincerely,

A handwritten signature in blue ink, appearing to read "Maren Parry", is written over a horizontal line.

Maren Parry

MP/mp