

July 19, 2018 (rev. August 10, 2018)

City of Las Vegas Planning Department
PRJ-73937

RE: Justification Letter for proposed build of the Z Life Hotel

This letter is requesting the entitlement to build a new hotel with the followings waivers of Architectural Design Standards, Parking Lot Development Standards, Parking Lot Screening Standards, Parking Lot Spaces Requirements, and Setback/Streetscape Standards.

ZLife at 1025 Main St LLC is in escrow on the 0.8 acre lot, made up of 2 adjacent parcels (139-33-811-028 & 139-34-410-009) of raw land on the corner of Main St and Coolidge, between Main Street and 1st Street. The current zoning for the parcels is C-M (Commercial/Industrial). The parcels are located within the Downtown Centennial Plan Overlay. The proposed development will feature a contemporary 4-story hotel with 76 rooms, a two-story amenity building that will house a restaurant (tenant TBD), and an outdoor pool area. The hotel building is largely aligned with Main Street with the amenities program at the corner of Coolidge Avenue and 1st Street. The pool area and open seating areas are located along 1st Street on the East portion of the property. The aesthetic of the building includes widespread planting, contemporary detailing and varied textures, colors and glazing.

The proposed development will NOT be participating in the City of Las Vegas Green Building Program, LEED certification program, or other certified building applications but uses sustainable building practices by selecting high performance materials, drought-conscious landscaping, and a construction design that lends itself to installation efficiency and minimizes material wastage.

BUILDING DESCRIPTION

The proposed hotel building will be a four-story structure located on the property. The proposed total GSF is 38,656. The hotel square foot is 35,200 with a room count of 76. A two-story amenity building is attached at the southeast corner with 3,458 square feet of space, including a roof deck, reserved for a future restaurant tenant. The outdoor patio/seating area is 905 square feet and the pool area is 5,416 square feet.

The building will incorporate materials that are appropriate within the local climate and the Arts District culture. Orientation of the building puts the main

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entrance and most prominent features of the Hotel at 1st Street with an additional entrance on Main St. The building's iconic glass cube element will be a feature at the corner of 1st St & Coolidge. The entrance is on grade with the pedestrian sidewalk, which encourages foot traffic into an inviting urban setting.

The architectural aesthetic incorporates clean lines and a balance of contemporary design with local colors and textures. The red-brown tones of the façade panels are inspired by the colors of Red Rock National Park, and the green louver elements within the curtain wall façade are inspired by the local palo verde trees. The structure is made up of steel framing (light-gauge steel) and concrete. The façade is a mix of metal panels and floor to floor window system with ultra-high-performance glass coating and integrated louvers.

The development will encourage visitors to stay overnight in the Arts District and provide a social gathering space for locals. This development provides the needed modern accommodations to attract tourists and a diversity of services and spaces in the north end of the Arts District. The development's mix of public spaces, patio, restaurant and rooftop will foster a co-mingling of visitors and locals. The development's attraction as a new-construction building and the embrace of local flair will make it an iconic gem of the Arts District for years to come.

HOTEL

The hotel will be open 24 hours per day, 365 days per year. The hotel is designed to be a 4-star quality boutique hotel that caters to the millennial and Gen X market, specifically the artistic and trendsetting groups that exhibits interest in unique destinations with modern accommodations. The average daily rate (ADR) is estimated at \$200 per night. The hotel's amenities, such as pool, restaurant, and roof top bar, will have limited hours of service during the day and year, which are yet to be determined.

ACCESS

Public access into the hotel property is located on 1st Street and Main Street. The entrance on 1st Street also serves as the main entrance for the restaurant and pool area. The roof deck is accessible by a decorative stair structure or elevator. An entrance for BOH use and deliveries is provided on Coolidge Avenue. There is a planned parking lot at the North end of the site with 22 parking space. The parking lot will provide one-way, right turn-only exit on to Main St. and allow exit in both directions on to 1st Street. The parking lot curbs, layout, and size will allow for emergency and fire vehicle access. Additional public street parking is available along 1st Street, Main Street, and Coolidge Avenue.

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APPLICABILITY

The site is situated in the north end of the Arts District neighborhood, north of Charleston. The development plans adhere to much of the intent and requirements of the Downtown Centennial Plan. It is anticipated that some waivers will be required and provided.

SERVICE AREAS

The proposed use of the site includes a 76-room hotel, a restaurant, a public patio area, a pool, and a rooftop bar located above the restaurant. The restaurant, patio, bar, and pool are located on the East side of the property to provide ease of access, exposure to pedestrian traffic and is shaded by the 4-story hotel structure during summer afternoons.

The service areas that includes the serving of alcohol is the pool area with 4,100 GSF.

PARKING REVIEW

The existing site is rectangular, and the most efficient accommodation of on-site parking is to locate the parking lot at the North end of the property. This provides points of connection on Main Street. and on 1st Street. The extent of the parking lot is maximized at 20 standard parking stalls and 2 handicap parking spaces.

The project is located within the Downtown Centennial Plan Overlay and therefore should be exempt from the standard parking count requirement. The surrounding neighborhood has a wide array of on-street parking.

The proposed development will include an electric vehicle recharging station (one station that can serve two parking spaces) and can include bicycle parking (exact location to be determined).

STREETSCAPE

The site borders 1st Street to the East. 1st Street. has been upgraded to the city's DTCP. The site borders Coolidge to the South and Main St to the West, and both of these streets have been under construction for upgrades by the City with new sidewalks, street paving, and trees. The development has ensured that the building follows the setbacks required per code.

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The proposed development preserves the (new) existing sidewalks and provides a 10' set back from property line to face of building (face of glass). The development seeks a curb cut and lay-by loading area along Coolidge Avenue.

The landscape along all street sides will include a barrier fence of concrete block and/or decorative metal panels. Planters located inside and outside of barrier fence, and along all street sides, will feature a variety of drought-tolerant/climate-appropriate plants, such as cactus, ocotillo plants, grasses and bamboo. Along the west elevation, the site will use a section of the fence for an integrated "art panel".

FIRE ACCESS

The development proposes fire access from 1st Street and Main Street. A 10' curb radii will be provided at corners at Main Street and 1st Street. Trucks and emergency vehicles will be able to enter and traverse the length of the parking lot along the north side of the building.

PUBLIC WORKS

The developer intends to meet with Flood Control to review finish floor elevation and site drainage / water control. The developer intends to meet with Traffic Engineering and other public agencies to ensure appropriate reviews have been completed.

WAIVERS

1. The proposed development is requesting a waiver of the Architectural Design Standards.

The roof will be a lighted toned EPDM. The main hotel building provides a strong cornice line and incorporates varied balconies to punctuate the façade. The solid walls are comprised of a panelized system and artfully composed to provide for an appropriate modern expression. Canopies are not proposed due to the use of the building and proposed aesthetic along Main Street. There is a large canopy proposed in the outdoor seating area and above the rooftop bar. The facades are articulated through changes in glass composition, solid louvers and accent steel channels. The total glazing for the entire property does not exceed 60%.

2. The proposed development is requesting a waiver of the Parking Lot Screening Requirements.

The proposed fencing is not compliant with the Centennial Plan but is proposed as an alternate that meets the intent and is more appropriate to the proposed development aesthetic.

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3. The proposed development is requesting a waiver of the Permanent Parking Lot Development Standards

To maximize the proposed and available parking there are no proposed parking lot trees; however, there are proposed planters along the street adjacent to the parking areas and a robust planting program proposed for the open areas within the property.

4. The proposed development is requesting a waiver of the Parking Space Requirements - Hotel

Due to limited space, the proposed development's parking lot can only accommodate 23 parking space.

5. The proposed development is requesting a waiver of the Parking Space Requirements – Restaurant

Due to limited space, the proposed development's parking lot can only accommodate 23 parking space.

6. The proposed development is requesting a waiver of the Downtown Las Vegas Overlay Setback and Streetscape.
7. The proposed development is requesting a waiver of the Architectural Design Standards related to the screening of the Mechanical Equipment (indicated on Site Plan as #9 – Water/Gas Meter, #14 – Transformer, #15 – Electrical Meter, and #16 – RPDA Box).

The proposed structure is aligned with Main Street as a method of preserving the urban context. Due to this site planning and a desire to provide a buffer and patio areas along the street edge, the building is set back 6'-5" from the property line. The main structure is 14'-6" from the property line along Coolidge Avenue. This is due to a desire to provide loading and preserve the sidewalk requirement along this route. All building components adhere to the established R.O.W.

The proposed development includes 10' sidewalks and 5' amenity zones. The Coolidge and 1st Street intersections as well as the Main Street and Coolidge intersections have already been updated by the City, including planting.

Sincerely,

Anna Olin

Representative for ZLife at 1025 Main Street LLC

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