



May 7, 2018

JUSTIFICATION LETTER

Re: World Market Center Exposition Center
Parcel No: 139-33-511-011 & 012
South West Corner of Grand Central Parkway and Symphony Park Ave.

Please accept this as the required justification letter for the above referenced project and our request for a Design Review.

Principals

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OVERVIEW

World Market Center Las Vegas, located at 495 South Grand Central Parkway is a 5-million-square-foot showcase for the home and hospitality contract furnishing industry in Downtown Las Vegas. It is the largest showroom complex in the world for the furnishings industry, serving domestic and international sellers and buyers. Twice each year, this complex hosts the "Las Vegas Market", which is the largest home and hospitality market in the country. The Las Vegas Market is so large that three tent structures are required to house the temporary exhibitors on the north end of the site.

Because the tents hold a temporary permit, they must be removed and the World Market Center will build a large exhibit hall to accommodate their temporary exhibitors. In addition to hosting the twice-yearly furniture and gift markets, the new Exhibit Hall is also expected to fill the needs of Downtown Las Vegas accommodating conventions, trade shows, consumer shows, local meetings, banquets, sporting and other local events.

The new exhibit hall will be designed utilizing the ground floor of the existing Parking Garage as a part of the exhibit floor with the roof structure designed to align with the fourth floor of Building C. A future (fourth) permanent showroom building is planned to be constructed over the southernmost hall with a total of 13 additional floors.

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PROGRAM

The primary features of the new project are:

- **Exhibit Hall:** With approximately 255,000 square feet, the new exhibit hall will be designed with the flexibility to attract a variety of customers. The structure will be designed with 90-foot bays and will feature one area that will be column-free to accommodate a large assembly with no view obstructions. The height to the bottom of the structure will be approximately 30 feet.
- **Meeting Rooms:** The meeting rooms will supplement the exhibit functions, and allow the Market Center to attract conventions that require these break-out spaces.
- **Truck Docks and Support Spaces:** Truck docks will allow for ease of load-in, and trucks will be able to drive onto the exhibit floor for unloading. Truck docks are all located on the west side of the site facing Interstate 15. All support spaces including storage, staff break room and restrooms, first aid, concessions and kitchen area will be located on the west side of the building along the truck docks.

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The project is proposed to be built in phases as outlined below (note that phases I, II and III are for existing buildings A, B and C). Note that the future upper floors will function as furniture showrooms similar in nature to the other showrooms in the existing buildings.

- **Phase IV** – Includes exposition center (level 1), back of house areas and north parking lot.
- **Phase V** – Includes showroom floors above exposition center from levels 4-7 (note that to align with the floors on Building C levels 2 and 3 are skipped). This phase will also include an intermediate mezzanine level that will be used to shorten the height of the escalators from level 1 to level 4.
- **Phase VI** – Includes showroom floors above the exposition center from levels 8-16 and additional floors in the parking garage as outlined below.

The building will be constructed of metal panel, painted EIFS panels and glass matching the architecture and finishes of the existing Building C. Total height of the new Expo Space will be approximately 80'-0" with the Showrooms above topping out at approximately 273'-0". All roof top mechanical equipment will be screened from view.

To accommodate the parking requirements, additional floors will be added to the existing parking garage. This garage was originally designed to accommodate a

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total of 15 floors. The overall height of the garage will increase from 100' to 120' (to the top of the elevator core). The new levels on the parking garage will be painted to match the existing levels and consist of painted concrete and painted EIFS panels. The new floors in the parking garage would be constructed as part of phase VI.

Landscaping will be added to the site and will conform to the Unified Development Code (Title 19) around the perimeter of the site. We do however request a waiver to not be required to install parking lot landscape at the interior of the parking lot (refer to waiver request below).

PARKING REQUIREMENTS

The existing campus is parked at 1 stall per 1,000 sf of gross building area with a parking reduction of 0.86. We request that the new Expo Center and showrooms above be allowed to also receive the same parking reduction (refer to waiver request below). The existing campus consists of three buildings (Buildings A, B and C) with a total of 4,843,416 sf and required parking of 4,166 stalls (4,843,416 / 1,000 x 0.86). The new Expo space will add 334 stalls to the campus (387,865 / 1,000 x 0.86) with the 13 floors of show rooms above adding 1,103 stalls to the campus (1,281,878 / 1,000 x 0.86).

The maximum parking required during the twice-yearly furniture market when all buildings and the exposition center are in use would be 5,603 parking stalls. When the exposition center alone is in use during the remainder of the year, it would require 662 parking stalls where 5,775 parking stalls will be provided, refer to the information below for a breakdown of parking provided around the site.

Parking Provided:

Truck Dock at Building A & B:	54 stalls
West Lot at Building B & Garage:	85 stalls
Valet Lot & East Staging Lot	41 stalls
Parking Garage (existing):	3,113 stalls
Parking Garage (new-phase VI):	842 stalls
<u>North Lot (temporary lot):</u>	<u>1,640 stalls</u>
TOTAL:	5,775 stalls

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SITE DATA

Jurisdiction:	City of Las Vegas, Nevada
Parcel Numbers:	139-33-511-011, 139-33-511-012, 139-33-511-004 & 139-27-410-005
Zoning:	Planned Development District (PD) Downtown Las Vegas Overlay District – Market District
Total Site Area:	35.36 Acres (1,540,281 SF)
Developed Site Area:	14.68 Acres (639,461 SF)
Building Area:	1,669,743 SF
Floor to Area Ratio:	2.61
Building Footprint:	408,095 sf
Building Coverage:	63.8%

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WAIVERS OF DEVELOPMENT STANDARDS REQUESTED

We request the following waivers of development standards:

1. Waiver to remove the required landscape at the interior of the north parking area. This parking area is only needed during the twice-yearly furniture market. At all other times WMC would like to keep the parking lot free from obstructions for maximum flexibility. This parking area will also be temporary until the remainder of the buildings are constructed as part of the overall master plan.
2. Waiver to allow the continued use of the 0.86 parking reduction that was granted on the existing buildings on the campus. Many of the buyers that attend the furniture market arrive by bus, which has been accounted for with the 30 bus parking stalls on the north side of Symphony Park Drive. In addition, overflow parking is provided when needed at the lots around the Plaza Hotel downtown with a shuttle service to the WMC campus.
3. Waiver to allow the building to be set back from the front and corner property line where Uniform Development Code requires 70% of the building to align with the front and corner side property lines. Due to the nature of this building it would not be appropriate for the building to front the property line as we have a large volume of people being transported to the site via ground transportation and will need space for loading and unloading at the front of the building. Setting the building back from the property line will also allow the front of the new exposition center and showrooms above to align with the face of building C (existing) and be consistent with the master plan that has been developed for the site.

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4. Waiver to allow 10' sidewalk and 10' landscaping along the West side of Grand Central Parkway from west Clark Ave to Symphony Park Ave. were ROC-6467 for a multi-use transportation trail requires a 10' sidewalk with 5' of landscaping on each side. This request will be consistent with what is already installed along Grand Central parkway south of Clark Ave. This will also allow additional room from the back of the sidewalk to transition the grade change in this area. Additionally, we request not to construct the trail along the north side of Symphony Park Ave and east side of Grand Central Parkway between Symphony Park Ave and North City Parkway. This parcel will be used for a temporary parking lot until the buildings that are proposed in the master plan are constructed. We request that the requirement for the construction of this multi-use transportation trail around the North parcel be required upon permanent development of this parcel and not with the temporary parking lot being proposed.

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Please let me know if you have any questions or need anything additional to complete your review of this project.

Thank you,



Matt Burns, Vice President

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