



April 19, 2011

LAS VEGAS CITY COUNCIL

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CITY MANAGER

LVB Ogden Marketing, LLC  
Mr. Rick Matthews  
175 W. Jackson Blvd. Ste. 540  
Chicago, IL 60604

**RE: ARC-41315**

Dear Applicant:

Your request for a sign review on an existing Mixed Use development at 150 N. Las Vegas Blvd (APN 139-34-613-000), C-2 (General Commercial) Zone, Ward 5 (Barlow), was considered by the Downtown Design Review Committee (DDRC) on April 19, 2011.

The Downtown Design Review Committee (DDRC) voted to APPROVE your request, subject to the following amended conditions:

1. Conformance to the sign elevations and documentation as submitted and date stamped 3/28/11 in conjunction with this request, except as modified herein.
2. All signs must be fully illuminated from dusk until dawn.
3. All signage, including temporary signage, shall have proper permits obtained through the Building and Safety Department.
4. All signage that encroaches into right-of-way will need an approved Encroachment Permit from the Public Works Department prior to attachment of the sign to the building.
5. All City Code requirements and design standards of all City departments must be satisfied.

CITY OF LAS VEGAS  
DEPARTMENT OF PLANNING  
DEVELOPMENT SERVICES CENTER  
333 NORTH RANCHO DRIVE  
3RD FLOOR  
LAS VEGAS, NEVADA 89106

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This action by the Downtown Design Review Committee on April 19, 2011 is final unless a written appeal is filed with the City Clerk within ten (10) days of the date of the Downtown Design Review Committee's decision.

Sincerely,

A handwritten signature in black ink, appearing to read 'C. Mooney', with a long, sweeping underline that extends to the right.

Courtney Mooney  
Urban Design Coordinator  
Department of Planning

CM:nl

Cc:

Young Electric Sign Company  
Mr. Michael LeBlue  
5119 S. Cameron Street  
Las Vegas, NV 89118