



January 18, 2011

LDL LLC Series V  
Mr. Arthur Mays  
3850 W. Tropicana Avenue, Unit B  
Las Vegas, NV 89103

**RE: ARC-44218**

Dear Applicant:

Your request for a Signage Design Review FOR AN EXISTING TATTOO PARLOR/BODY PIERCING STUDIO AND WAIVERS OF TITLE 19.08 SIGN STANDARDS at 1141 South Las Vegas Boulevard (APN 162-03-112-021), C-2 (General Commercial) Zone, Ward 3 (Coffin), was considered by the Downtown Design Review Committee (DDRC) on January 17, 2012.

The Downtown Design Review voted to APPROVE your request subject to the following amended conditions.

West (front) elevation:

1. A waiver is approved to allow a maximum sign coverage of 45% of the total wall elevation, including windows, where 20% maximum is allowed.
2. A waiver is approved to allow no illumination and/or animation for all window signs.
3. All exterior signs shall be illuminated.
4. Illuminated "Tattoo" sign from the east elevation shall be relocated to this elevation and installed above the window.
5. Painted "Tattoo" sign (Sign H), painted door signs (Sign G) and painted signs underneath window (Sign A) shall be removed.

North (side) elevation:

6. A waiver is approved to allow 27% sign coverage of the total wall elevation where 20% maximum is allowed.
7. The "Rear Parking" roof sign (Sign D) and the painted freestanding sign on the existing pole (Sign E) shall be removed.

LAS VEGAS CITY COUNCIL

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East (rear) elevation:

8. A waiver is approved to allow no illumination on the rear door wall sign (Sign F) where 75% illumination and/or animation is required.
9. The illuminated sign reading, "Tattoo & Body Piercing" (Sign L) shall be removed.

This action by the Downtown Design Review Committee on January 17, 2012 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,



Courtney Mooney  
Urban Design Coordinator  
Department of Planning

CM:nl

Cc:

Precious Slut Tattoo Company  
Ms. Vicki Barela  
1141 Las Vegas Boulevard, South  
Las Vegas, NV 89104