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April 19, 2024

City of Las Vegas
PLANNING & DEVELOPMENT DEPARTMENT
495 S. Main St.
Las Vegas, NV 89101

**Re: *Justification Letter
Required Review – Off-Premises Sign (U-0074-95)
7200 W. Lake Mead (Lake Mead/Tenaya)***

To Whom It May Concern:

Please be advised this office represents the Applicant in the above-referenced matter. By way of background, on June 5, 1996, the City of Las Vegas City Council approved U-0074-95 allowing for a 40-foot tall, 14-foot by 48-foot off-premises sign located at 7200 W. Lake Mead (the “Site”) which is located between Tenaya Way and Rock Springs Drive. On June 3, 2015, the City Council has approved a required review, RQR-57974, allowing for the continued operation of the off-premises sign on the Site. Additionally, on October 18, 2018, the City of Las Vegas approved SDR-74737 converting the existing off-premises sign to a Digital Display Unit (LED).

The Applicant is requesting another review of the approved off-premises sign on the Site. As indicated by the prior approvals, the off-premises sign has been operational on the Site for nearly 30 years. Similar to 30 years ago, the Site is zoned C-1 and part of a larger commercial shopping center. The Site is on Lake Mead Boulevard near the US 95/Lake Mead interchange. The immediate area has only become more commercial and more intense. Therefore, the continuation of the operation of the off-premises sign on the Site is appropriate. In addition, with intense commercial uses around the Site and location on Lake Mead near the US 95/Lake Mead interchange, the off-premises sign should not be subject of any additional required reviews.

Thank you in advance for your time and consideration regarding this application. Please feel free to contact me should you have any questions or concerns.

Sincerely,

KAEMPFER CROWELL



Anthony J. Celeste

AJC/jmd

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