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September 13, 2023

**VIA UPLOAD**

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

**Re: Justification Letter – Restaurant Row, LLC  
Required Review for Off-Premise Sign (RQR-74229 [PRJ-75580])  
APN: 138-22-713-002 (1991 North Rainbow Boulevard)**

To Whom It May Concern:

Our Firm represents Restaurant Row, LLC (the “Applicant”). By way of background, in 1997, the Las Vegas City Council approved V-0040-97 and U-0030-97 allowing for a 61-foot tall, 14-foot by 48-foot triple-faced off-premise sign located at the southwest corner of Lake Mead Boulevard and Rainbow Boulevard, more particularly described as APN: 138-22-713-002 (the “Site”). The Applicant has subsequently been approved for 5-year required reviews numerous times including most recently the Las Vegas City Council’s approval of RQR-74229 [PRJ-75580] on March 6, 2019 allowing for an additional 5-year approval.

The Applicant is now submitting this review as required by RQR-74229 [PRJ-75580]. The off-premise sign is compatible to the area and should remain on the Site for the following reasons:

- The off-premise sign has been on the Site for nearly 30 years with no code complaints or violations.
- The off-premise sign is angled towards very busy rights-of-way:
  - US 95 freeway
  - Rainbow Boulevard – 100-foot right-of-way
  - Lake Mead Boulevard – 100-foot right-of-way
- The Site is a commercial shopping center with the off-premise sign located in the parking lot.
- The residential uses are buffered or shielded by the existing commercial buildings.
- The Site is zoned C-1 as well as the properties surrounding the Site.
- There have been no substantial changes in the area.

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In addition to requesting the required review, the Applicant is also requesting to remove any additional reviews or time limits. As stated above, the off-premise sign has been on the Site for decades in an area with high volumes of traffic. All the properties around the Site are developed commercial uses, therefore, making the off-premise sign compatible with the area.

We thank you in advance for your time and consideration of this request. Should you have any questions, please feel free to contact me.

Sincerely,

KAEMPFER CROWELL



Anthony J. Celeste

AJC/jmd