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February 9, 2024

**VIA ELECTRONIC UPLOAD**

Jonathan Boyles  
CITY OF LAS VEGAS PLANNING & ZONING  
495 S. Main St.  
Las Vegas, Nevada 89101

**Re:     *Justification Letter  
Special Use Permit to Convert Existing Consolidated Sign to Off-  
Premises Sign and Variance to Increase Sign Height;  
Major Amendment to a Previously Approved Master Sign Plan  
APN: 162-08-418-002***

Dear Mr. Boyles:

Please be advised this office represents the Applicant in the above-referenced matter. The Applicant owns property located at the southwest corner of Rancho Drive and Sirius Avenue, more particularly described as APN: 162-08-418-002 (the "Site"). AREA15, the interactive restaurant/lounge/ recreation amusement attraction, is located on the Site. The Site is zoned C-2. The Applicant is requesting a special use permit to convert a portion (digital only) of the existing consolidated sign to allow for off-premises advertising. In addition, the Applicant is seeking a variance to increase the off-premises sign height and a major amendment to a previously approved master sign plan.

The existing consolidated sign is located on the northeast corner of Rancho Drive and Sirius Avenue. The existing consolidated sign is 70-feet tall and will remain as is. The Applicant is proposing to convert a portion of the consolidated sign to off-premises. More specifically, the digital portion of the consolidated sign will have off premise signage as well as on premise signage. The poles supporting the signage are approximately 42-feet in height. The signage portion on top of the poles is approximately 28-feet in height. The bottom 8-feet of the sign is to remain on-premises with advertisement to read "AREA 15." The bottom portion of the sign is approximately 224 SF. The Applicant is proposing to convert the top 20-feet of the digital sign to a sign that can advertise both on and off-premises messaging. The top portion of the sign is approximately 560 SF.

With a special use permit approval, an off-premises sign is allowed in a C-2 zoned district. A special use permit is appropriate for the following reasons:

- The Site is zoned C-2.

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- The sign will not face any residential uses. Rather, the sign faces the Rancho Drive and I-15 right-of-ways.
- The off-premises portion of the sign is 560 SF where a maximum allowed square footage is 672 SF.
- The existing sign will not be located within 750-feet of an existing off-premises sign. There are two off-premises sign located across Sirius Avenue located within 750-feet of the existing sign. One off-premises sign has been removed and was approved for removal/demolition via permit # C23-000266. The second off-premises sign is directly across Sirius Avenue and will be removed prior to the conversion of the consolidated sign to have off-premise signage. The remaining two other off-premises signs are located over 1,000-feet south of the existing consolidated sign.

As such, a special use permit to allow off-premises advertising on the existing consolidated sign is appropriate.

The Applicant is requesting a variance to increase the sign height. While the Applicant is planning to repurpose the existing sign, the sign height will remain at the existing height of 70-feet where 40 feet is allowed. Therefore, the Applicant is requesting a variance to increase the overall sign height to 70 feet to allow the existing sign to remain at its current height.

Finally, the Applicant seeking a major amendment to a previously approved master sign plan. The initial master sign plan for AREA15 was approved under MSP-75637 which was then amended by MSP-78543. The Applicant is requesting major amendment to the previously approved master sign plan to note that the consolidated sign will be used for both on and off premise messaging.

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

Sincerely,

KAEMPFER CROWELL



Jennifer Lazovich

JL/mlt