



February 11, 2025

Department of Planning  
Development Services Center  
495 S. Main Street  
Las Vegas, NV 89101

*Melvin Green  
Principal*

Re: West Las Vegas Library (New Construction)  
1861 N. Martin Luther King Jr. Boulevard  
Las Vegas, NV 89106

*Emanuele Arguelles  
Principal*

APN 139-21-313-032

**RE: Justification Letter For Proposed Animated Electronic Message Unit**

KME Architects LLC and High Impact Signs, on behalf of the Las Vegas Clark County Library District (LVCCLD), are pleased to submit an application for signage review with a variance request, for the new West Las Vegas Library located in a C-PB Zone in Enterprise Park. This project is located at 1861 N. Martin Luther King Jr. Boulevard south of Mount Mariah Drive. The project will be accessible from Mount Mariah Drive and Martin Luther King Jr. Boulevard. The project Site Development Review was approved under 22-0579-SDR1, dated February 16, 2023. The new West Las Vegas Library will complement the vision of the City of Las Vegas Hundred Plan In Action.

**Variance**

We are requesting the following variances:

- To allow an animated electronic message unit located within 200 feet of the property currently zoned or shown on the General Plan to be single-family residential where dense landscape in the medium at Martin Luther King Jr. Boulevard partially obstructs view to signage from residential lot.
- To allow an animated electronic message unit that is approximately 14% of elevation façade where current maximum area is not to exceed 10% of the building elevation façade.

Architecture | Planning | Sustainability

**25-0059**  
02/13/2025

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Principal*

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Principal*

Per Residential Protection Standards animated electronic message units located within 200 feet from property planned or zoned for residential use are not to be visible from the residential zoned properties. The proposed animated electronic message unit is located on the east facade of the library building, approximately 160 feet from an undeveloped single-family property. Martin Luther King Jr. Boulevard is a primary arterial street that has a landscaped median that will partially obstruct the view of the animated electronic message unit from the undeveloped single-family zoned property. Martin Luther King Jr. Boulevard is a very busy street; therefore, single-family development will not be harmonious to the present environment. In addition, per the 2050 City of Las Vegas Master Plan General Plan Future Land Use designation this area is to be designated "Mixed Use Transit Oriented Corridor – Low (TOC-2)." Under TOC-2 animated electronic message units are allowed.

Per title 19.08 wall signage area is not to exceed 10% of building elevation. At the east elevation the proposed animated electronic message unit is approximately 19'-8" height x 46'-0" long with a return of approximately 19'-8" height x 6'-6" long. The proposed animated electronic message unit is about 1060 sf. or about 14% of the east façade facing Martin Luther King Jr. Boulevard. The proposed sign will not project more than 24" from the structure to which is attached, nor will it extend above the top of the wall or parapet.

The proposed animated electronic message unit serves a primary function to the Library District as it shares essential information and event programming schedule for the many resources available at the library, that are critical to health and well-being, such as education opportunities, career advancement, and financial independence for the advancement of the West Las Vegas Community. The Library District expects to utilize the animated electronic message unit during library hours.

Please contact me with any questions you may have regarding this project.

Sincerely,



Melvin Green, NCARB, APEC, NOMA  
Principal