



6290 S Pecos Road, Suite 600  
Las Vegas, NV 89120  
(702) 733-8822

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October 09, 2024

City of Las Vegas  
495 S. Main St.  
Las Vegas, NV 89101

*RE: John Wick - 3222 W Desert Inn Rd*

To Whom it May Concern:

Image360 formally requests a variance for the installation of two roof signs on the building located at 3222 W Desert Inn Rd. The proposed signs will each measure 29 feet wide by 13 feet tall, exceeding the current code restrictions that limit roof signs to a maximum of 150 square feet and a height of 8 feet.

**Justification for Variance:**

- Visibility and Branding: Area 15 operates in a highly competitive area with multiple attractions. The larger signs will significantly enhance visibility from major thoroughfares, enabling visitors to easily identify our location. Given the height of surrounding structures, our proposed signs will help stand out and attract more foot traffic.
- Architectural Compatibility: The design of the signs has been thoughtfully crafted to complement the unique architectural features of the Area 15 building. The larger dimensions will enhance the overall aesthetic appeal, providing a modern and vibrant look that aligns with their brand identity.
- No Adverse Effects: We believe that our proposed signs will not adversely impact neighboring properties or the overall character of the area. We are committed to maintaining a clean and professional appearance, ensuring that the signs are well-lit and in excellent condition.

We appreciate your attention to this matter and look forward to your favorable consideration.

*Christina Ayala*

Christina Ayala  
General Manager

24-0572  
12/02/2024