



Date: July 27, 2020  
Project Address: SEC of Martin Luther King Blvd. & West Carey Ave, Las Vegas, NV 89106  
APN#: Multiple - 139-21-510-001 thru 004  
Current Zoning: Limited Commercial District / C-1  
Project Name: Golden Chick Drive-Thru / Restaurant & Corporate Office  
RE: Justification Letter for Design Review

To Whom It May Concern:

### **General Overview**

Our applicant, Golden Chick, c/o Christopher Aslam, is proposing to develop a new “ground-up” quick-serve restaurant and single-story office building project on the subject parcel located at the southeast corner of North Martin Luther King Blvd. & West Carey Avenue. The project will rest on a combined land mass of 1.53 acres (66,665 SF) dimensioned approximately by three-hundred-forty-four (344’) linear feet fronting West Carey Avenue (northern border), and two-hundred-twenty-four feet (224’) fronting Martin Luther King Blvd. at its western border. The site will contain a quick serve restaurant building structure with an approximate footprint of 2,430 SF and a single-story office building with an approximate footprint of 3,067 SF.

### **Vehicular Access/Parking**

The vehicular access to the site will be from the northeast end of the site (off of West Carey Ave -Eastbound), at the west (off of Martin Luther King Blvd.) and westbound on Miller Ave. (southeast corner of the site). Both ingress and egress provide ample movement and cross-traffic flows. Both uses shown are parked over code minimum and provide ample on-site movement/circulation. Appropriate accessible parking has been provided along with a loading zone that can be used for deliveries to either building on-site if the need arises during high traffic periods.

### **Design Elements**

The project will incorporate many interesting design features associated with Golden Chick’s corporate trade dress and a modern industrial color palette. Some elements include but are not limited to, light reflective roofs, warm and harmonious finish selections, pergola, fabric awnings, stone in ashlar patterns, thin brick veneer, and water efficient, desert sensitive landscaping. The drive-thru and trash enclosures shall be screened in accordance with LVMC [19.08.040](#)

### **Signage**

The project Applicant is desirous of incorporating two (2) separate signs, not to exceed the maximum standards/code-regulations delineated in Title 19, Section 19.06. The signs will be backlit or internally illuminated in nature and will not flash or “run” as marquis lights. Simply, a soft illumination is what is being

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envisioned and requested. As a burgeoning residential and commercial area, we believe that the scale and amount of lighting will be appropriate and complimentary to the area.

### **Summary**

This project will complete the “four corners” at this intersection. The subject corner (southeast corner), as of this date, remains the final undeveloped area/parcel. Golden Chick will introduce its first Las Vegas store on this site, with approval. It will serve as a synergistic use and provide another lunch and dinner option to the area by providing both drive-thru and sit-down food service to surrounding uses such as the Clark County Administrative Building and dense single family residential in the immediate area.

**Applicant Requests: None at this time.**

Thank you for your consideration of our project.

Sincerely,



Darryll Brandwine, Design Director  
Managing Partner  
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