THE NEON MUSEUM

December 12, 2006

City of Las Vegas
Planning and Development Department
721 S. Fourth Street
Las Vegas, NV 89101

RE: JUSTIFICATION LETTER FOR THE NEON MUSEUM.
APPLICATION FOR PLANNING REVIEW FOR THE NEW NEON MUSEUM.
PARCEL: 139-27-812-043

Dear Sir/Madam:

The purpose of this letter is to provide justification in support of the Planning Review Application and supporting materials relating to the development of the museum building and park complex project.

The project is located at the corner of Las Vegas Boulevard and McWilliams Avenue with a physical address of 770 North Las Vegas Boulevard, Las Vegas Nevada 89101, and the current zoning for the property is C-V (Civic District) which is applicable for this project. The proposed architecture consists of the relocation of the historical and architecturally unique 1,048 SF La Concha lobby and a new addition of 1,720 SF of support space to the rear of the relocated lobby. The lobby will house display space and a reception desk and the support space will consist of restrooms, offices, workrooms and storage. The materials, colors and details of the relocation/renovation and new addition will be consistent with the original design intent of the historic building, inclusive of the type of landscape and hardscape.

We are proposing ± 8,000 SF, of front yard landscaping and walkways and ± 31.500 SF, of rear yard exhibition "Bone yard" space for the preservation, restoration and display of the neon sign collection. The perimeter block walls surrounding the site and proposed signage will be consistent with the proposed park across from the project on McWilliams Street.

The proposed development is compatible with the surrounding neighborhood and will provide a significant cultural amenity for the downtown area and an enhancement to the neighborhood.

Your favorable consideration is appreciated for this important and historical project.

Sincerely,

The Neon Museum

Dorothy Wright

Dorothy Wright
Facilities Chair

SDR-18751
01/25/07 PC