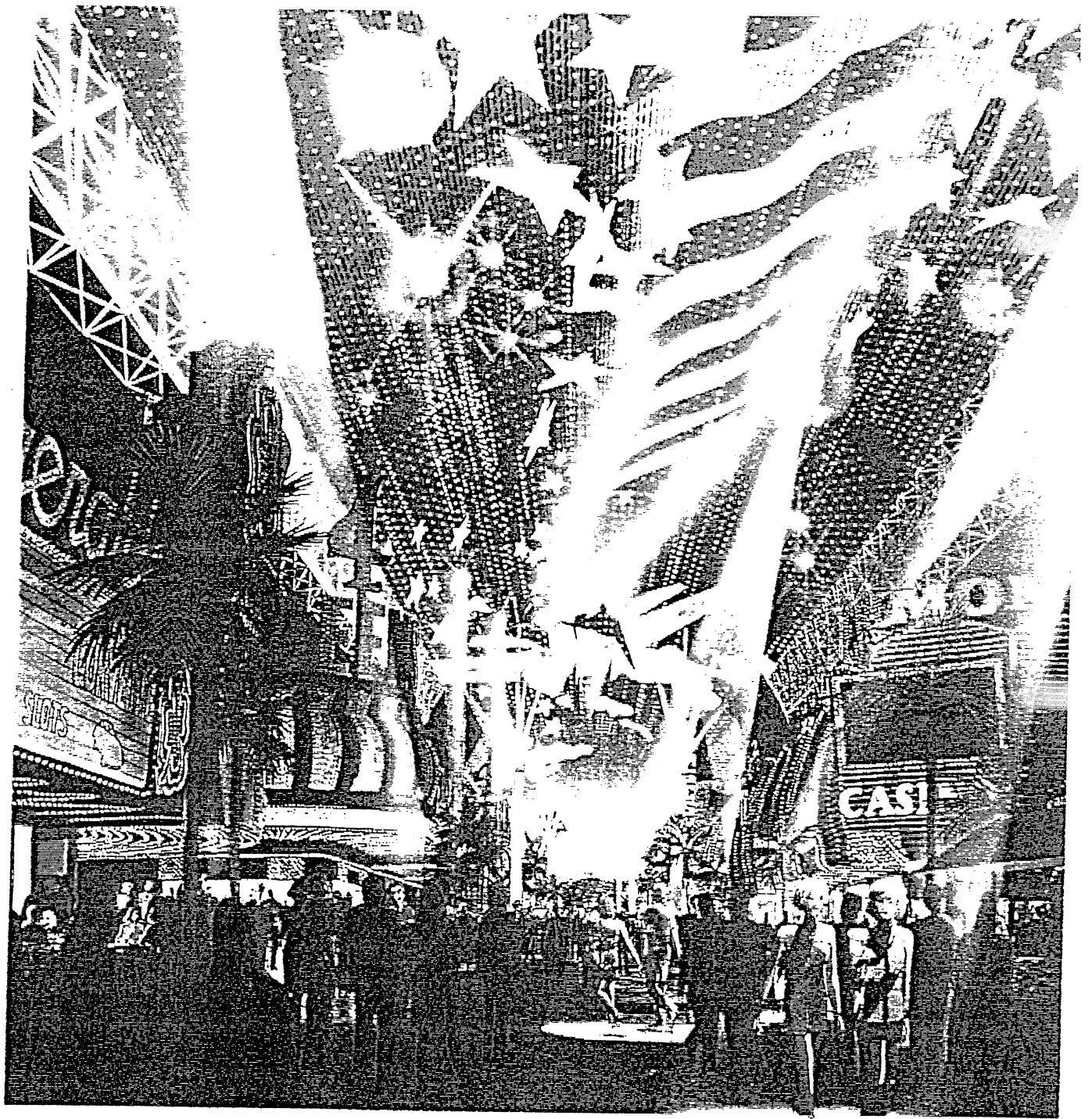


# The Fremont Street Experience

Design Criteria Manual

**The Fremont Street Experience Limited Liability Company**

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THE FREMONT STREET EXPERIENCE



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## THE FREMONT STREET EXPERIENCE

In 1992, the City of Las Vegas and the Fremont Street Experience Limited Liability Company (FSELLC) put in motion the creation of a unique attraction as the stimulus for revitalization of Downtown. The objective was to give form to a lively commercial and entertainment center.

The historic image of Fremont Street has been that of a *street of light*. This image has graced post cards, movie scenes, and peoples' minds. It is essence of the world's impression of Las Vegas. It is the spark which is now being used to turn on a new sensory experience, extending the vitality of Fremont Street into the Twenty-first Century. The mall area has been viewed as two planes of exhilarating illumination (the casinos) and two planes of darkness (the sky and the ground). The new idea is simply to wrap the entire area in light, sound, and motion; to complete a stupendous proscenium as a grand stage for urban theater.

*The Fremont Street Experience* consists of five components: the *Celestial Vault*, the *Light and Sound Show*, mall improvements, a parking/retail structure, and ongoing special events.

## CELESTIAL VAULT

Stretching some 1,400 feet along Fremont from Fourth to Main Streets, the Celestial Vault creates the impression of a spectacular "Foyer to the Casinos." Rising to nearly 100 feet in height, the Vault is supported on tall, slender columns spaced about 200 feet apart. The Vault is an arching web of delicate structural members supporting a lattice covered with lights. The lattice is partially transparent to provide daytime shade but permit the natural flow of air. In early evening the dappled shade of day gradually gives way to first, the apparent twinkle of stars in the early evening, and then to the spectacle of brilliant illumination at night.

## LIGHT AND SOUND SHOW

The Light and Sound Show has been conceived as a sensory experience of ephemeral, mystical impressions, appearing overhead in a ballet of movement, interaction, sound, and effect to entertain and amaze. Presented nightly, the Light and Sound Show is impressive in its scale and variety. It envelopes its audience in swirls of illumination and sound as it plays across its extraordinary stage, as images appear on the Vault's surface, appearing and disappearing in bursts of light accompanied by music and audio effects. Fully controlled by computer technology, the Light and Sound Show presentation can be readily varied to incorporate special themes and promotional events. A concert hall quality sound system enhances the sensory experience as sound and music punctuate the illumination effects.

## MALL IMPROVEMENTS

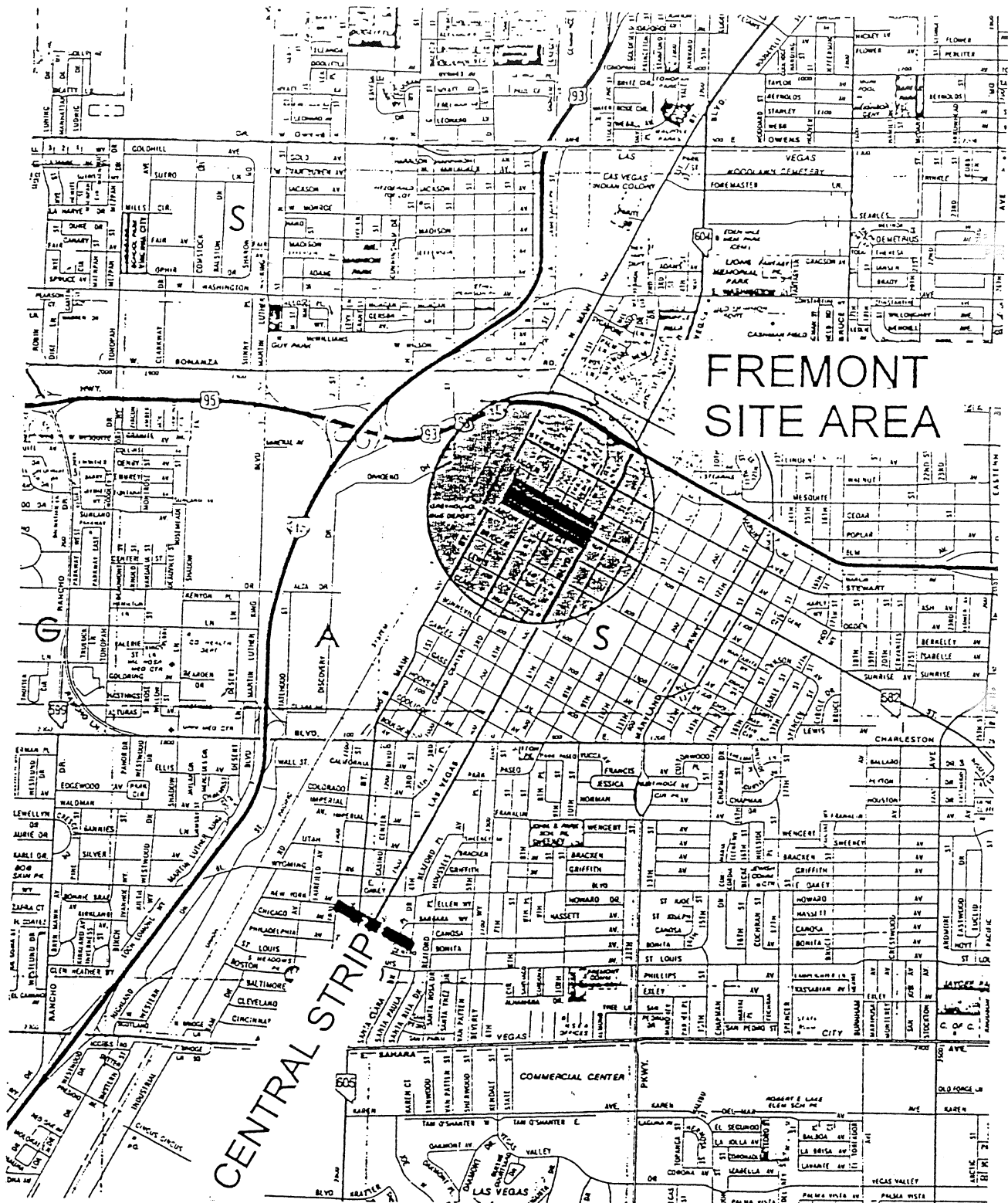
Fremont Street has become the exclusive province of people as a pedestrian mall; vehicular traffic no longer impedes the free flow of pedestrians among the Casinos. This new environment comprises a patterned ground plane accented by shimmering granules plus landscaping and retail elements.

## PARKING/RETAIL STRUCTURE

The eastern end of *The Fremont Street Experience* is anchored by a new parking structure containing 1,400 spaces plus street level retail space. Improvements to Fourth Street, implemented by the City simultaneous with *The Fremont Street Experience*, facilitate convenient access from the Strip to the downtown and readily available parking.

## SPECIAL EVENTS

An aggressive special events schedule of festivals, holiday celebrations, and live entertainment complements *The Fremont Street Experience*. Underwritten by the participating hotel/casinos, these special events will expand the entertainment context of the spectacular commercial complex.



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The Fremont Street Experience is located in the historical heart of gaming in Las Vegas

URBAN CONTEXT PLAN



*The Fremont Street Experience* is a pedestrian mall extending from Main Street to Las Vegas Boulevard

**MALL LEVEL PLAN**

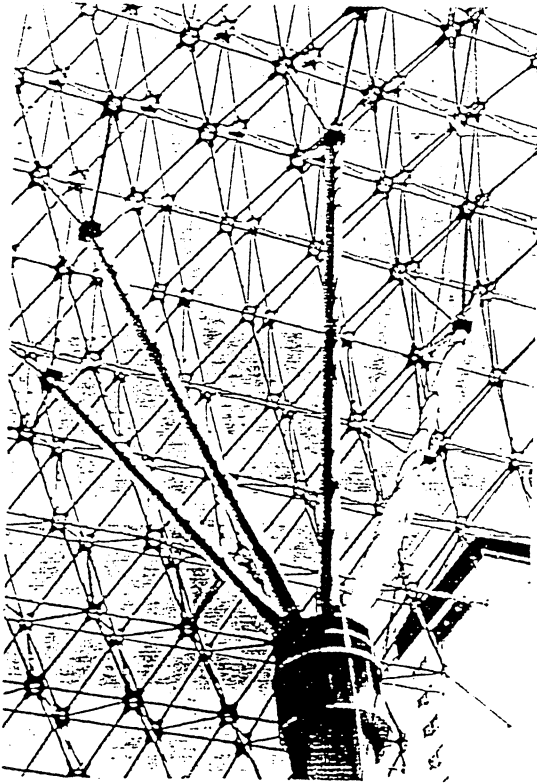




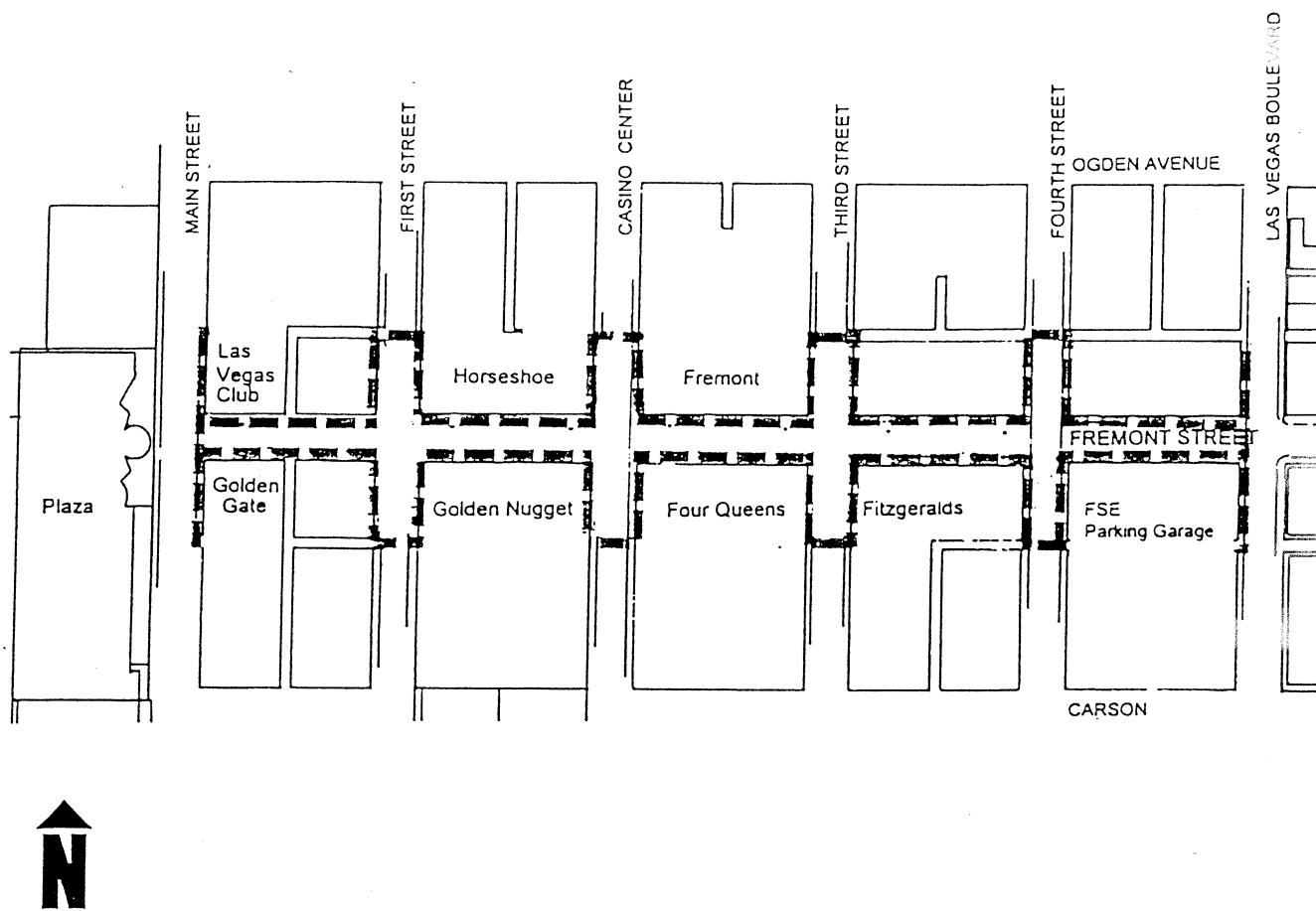
The Celestial Vault frames *The Fremont Street Experience*

ROOF PLAN

The Fremont Street Experience represents a new vision in the on-going evolution of the historic heart of Nevada gaming. The physical character of Fremont Street has changed over time, formed early on by modest buildings, augmented by ever increasingly elaborate graphic identifications, made more notable with the addition of high-rise towers, and now enhanced by the inclusion of a unifying element -- the celestial vault. The spirit of evolution that has characterized Fremont Street is its basic strength, an experimentation and exploration spirit that results in a continual variety of experiences. This criteria is intended to reinforce that spirit of evolution by outlining a series of goals to underpin the next generation of enhancing additions to the environment. Design proposals that reinforce the following goals will make positive contributions to the Fremont Street Experience.



1. Respect the historic development of the Fremont Street mall area as the iconographic capital of gaming in America.
2. Encourage distinct figurative development of signage and lighting in concert with *The Fremont Street Experience*, specifically the illumination show component.
3. Further enrich the concept of the "Foyer to the Casinos."
4. Profoundly activate the urban environment and, specifically, the street edge.
5. Develop urban design strategies related to the following specific focus areas of the immediate vicinity:
  - The intersection of Fremont and Main Streets.
  - The Fourth Street corridor development.
  - Mid-block focus on Fremont Street between Fourth Street and Las Vegas Boulevard.
  - The intersection of Fremont Street and Las Vegas Boulevard
6. Ensure maximum flexibility within the *Fremont Street Experience* in relation to event and performance areas.
7. Nurture the magical ambiance of *The Fremont Street Experience*.



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The FSELLC has been designated as the reviewing entity for design approval of building improvements proposed within a defined Administration Area. The boundaries of that area are illustrated on the accompanying diagram. In general, the area extends the length of Fremont Street from the east side of Main Street to the west side of Las Vegas Boulevard, and on the crossing street right-of-ways for a distance of 150' north and south of the Fremont Street pedestrian mall. Proposers of construction improvements occurring within the defined area are required to submit designs for approval as stipulated in the SUBMITTAL AND COMPLIANCE REQUIREMENTS section..

#### ADMINISTRATION AREA DIAGRAM

The pedestrian mall area comprises the most compact commercial district within the City of Las Vegas. The gaming facilities are conveniently adjacent to each other in an organization that encourages an individual to visit several casinos in a single trip to the downtown. Immediately beyond Fremont Street to the north along Ogden Street are other gaming venues that reinforce the sense of Downtown as the historic heart of Nevada gambling. To the south along Carson Street are various civic and commercial facilities.

The three parallel streets, Fremont, Ogden, and Carson, form a compact city core, with the perpendicular streets serving as connectors and as gateways to *The Fremont Street Experience*. The core is comprised of several "districts" which are intended to have discernible purpose and character. Conceptually, the districts are identified on the accompanying "DISTRICT CRITERIA DIAGRAM" on Page 13.

*The Fremont Street Experience* administration area comprises the pedestrian mall on Fremont Street from Main Street to Las Vegas Boulevard, and extends north and south of Fremont Street a distance of 150 feet. This Section describes the purpose of the Fremont Street pedestrian mall and its transverse interceptors.

The downtown core comprises two Development Districts and four Design Focus Areas. The attributes of these zones are as follows (numbers correspond to the designations on the "DISTRICT CRITERIA DIAGRAM" on Page 13).

1. **PEDESTRIAN MALL:** The heart of the downtown core formed as the "Foyer to the Casinos;" a pedestrian environment primarily covered with a shade lattice, intended to facilitate convenient passage among the casinos; the urban stage upon which is presented a spectacular of illumination and sound. Development in this District shall conform the criteria stipulated in the Design criteria Outline Section.
2. **NORTH/SOUTH DISTRICTS:** The gateways to the pedestrian mall; Main Street, Casino Center Boulevard, Fourth Street, and Las Vegas Boulevard are vehicle circulation streets; First and Third Streets are cul-de-sacs for pick-up and drop-off vehicle uses; the intersections at the pedestrian mall are activity and performance venues. Development in these Districts shall conform the criteria stipulated in the Design criteria Outline Section.

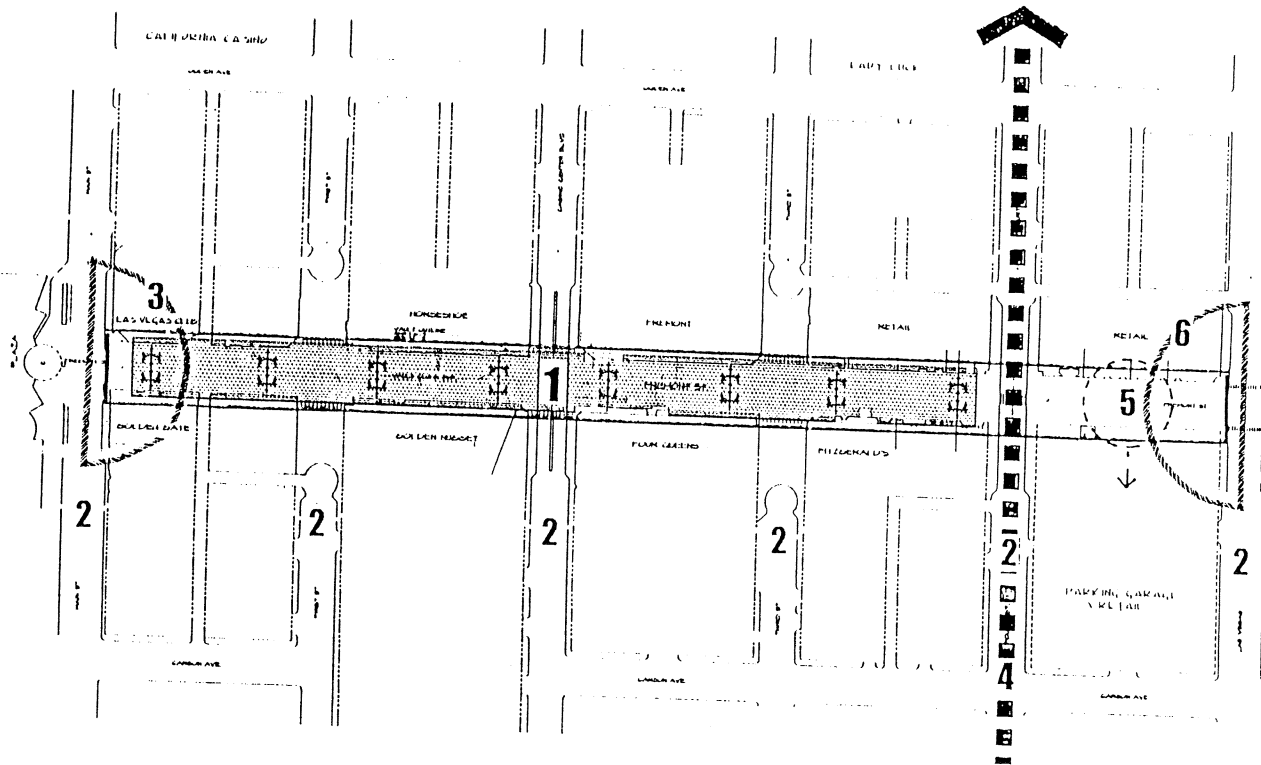
Design Focus Areas have been established as locales of special attention and function. The attributes of these areas are as follows (numbers correspond to the designations on the DISTRICT Criteria DIAGRAM).

3. **FREMONT STREET/MAIN STREET INTERSECTION:** The western terminus of the pedestrian mall; framed by the Plaza

Hotel; view point for full vista of Celestial Vault. Development in this Area shall conform the criteria stipulated in the Design Outline Section.

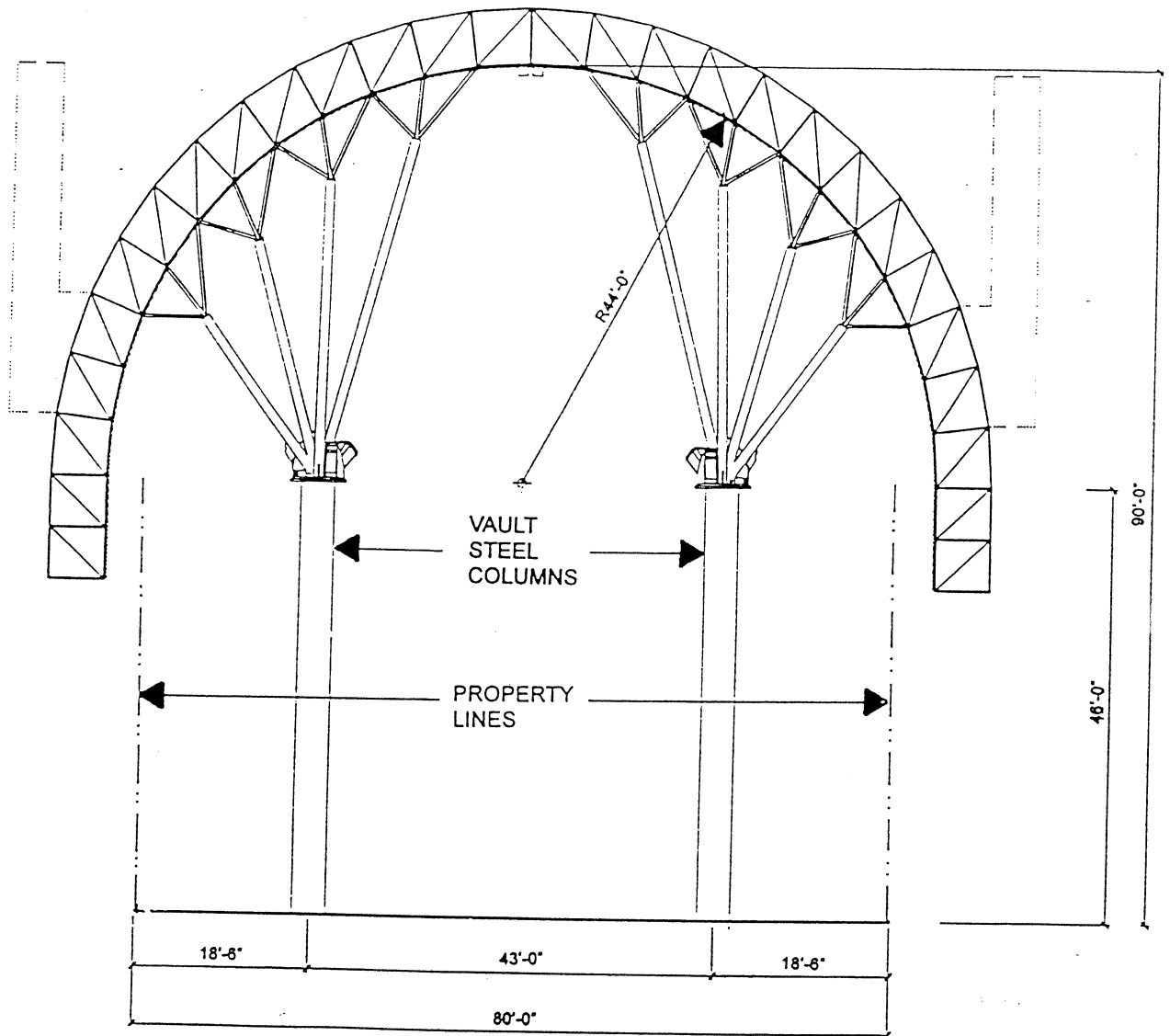
4. **FOURTH STREET CORRIDOR:** Primary access street to downtown from the Strip; enhanced with landscaping and sidewalk paving; eastern terminus of the Celestial Vault. The portion of the corridor contained within the administration area shall conform to the criteria stipulated in the Design Outline Section.
5. **MALL PLAZA AREA:** A feature area in front of the Parking Structure intended as a focus zone for special events.
6. **FREMONT STREET/LAS VEGAS BOULEVARD INTERSECTION:** A primary node connecting the pedestrian mall with the Strip; a focal point for significant icons. The portion of the intersection contained within the administration area shall conform the criteria stipulated in the Design Outline Section.

A Special Use Zone, to accommodate dining or other dedicated uses, will be established within the Pedestrian Mall Administration Area. Separate criteria will be developed to define the permissible means of use and the related design criteria for constructed elements. The criteria will be issued as a supplement to the initial Design Criteria Manual.



- Development Districts
1. Pedestrian Mall
  2. North & South Districts

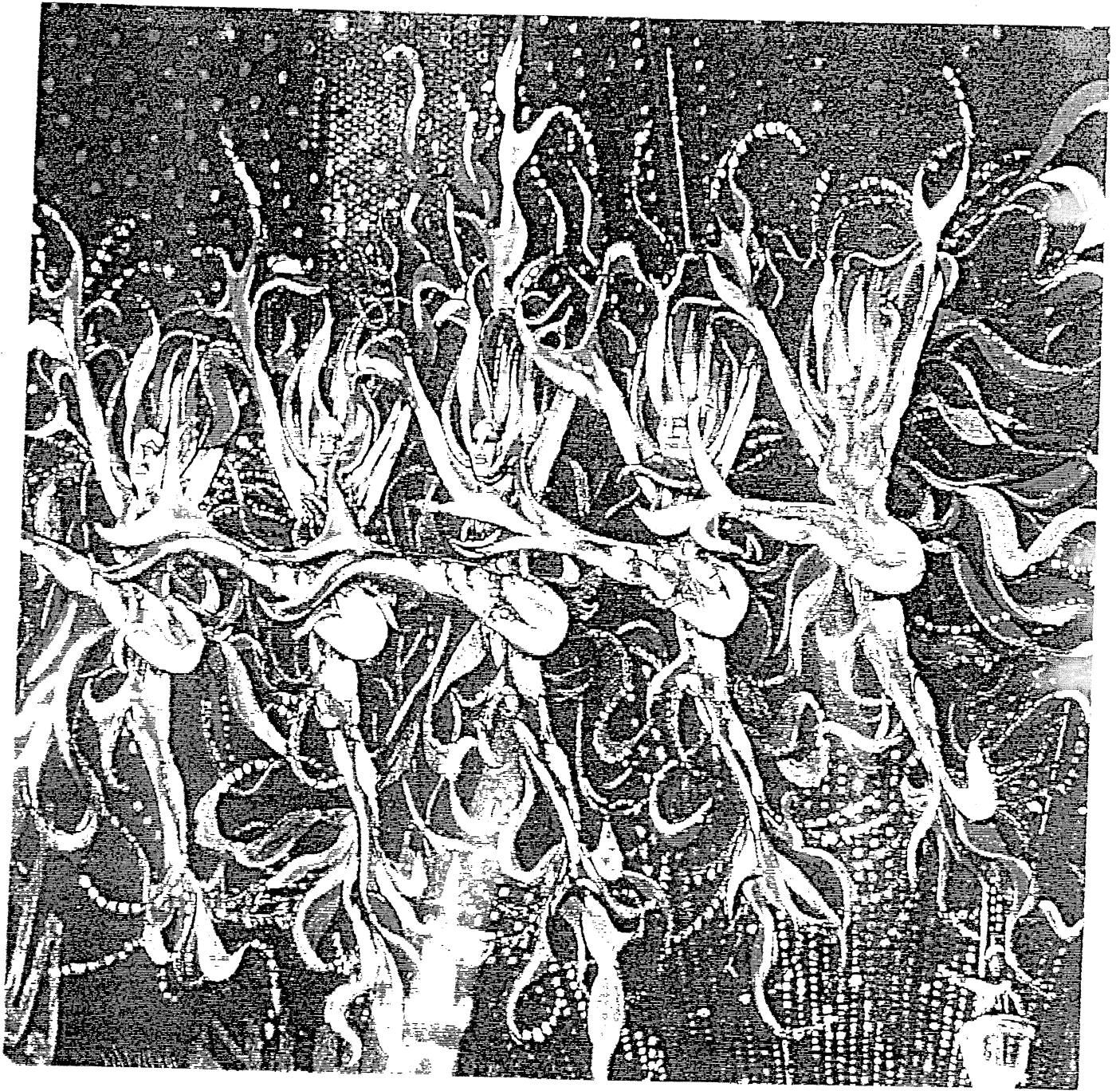
- Design Focus Areas
3. Fremont/Main Street Intersection
  4. Fourth Street Corridor
  5. Mall Plaza Area
  6. Fremont/Las Vegas Boulevard Intersection



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The primary architectural element of *The Fremont Street Experience* is the Celestial Vault. Nearly 1,400' in length and 100' in height to the apex, the vault is the unifying component that creates the "Foyer to the Casinos." The vault comprises a space frame structure supported on pairs of steel columns. The vault overlaps the adjacent buildings to achieve a sense of containment to the pedestrian mall environment. The general profile of the vault, and the control dimensions, are illustrated on the accompanying drawing

**SECTION A-A**  
**PEDESTRIAN MALL CROSS SECTION**



CRITERIA SPECIFICATIONS



The identification of several Development Districts and Design Focus Areas has previously been provided in the DISTRICT CRITERIA section. The specific criteria for design of improvements as applicable to the Districts and Areas are outlined in this Section. Design proposals for new construction shall conform to the objectives and requirements stipulated herein, except that an applicant may, for good cause, request a waiver thereof. Refer to the accompanying Site Plan and Street Sections for the location and profile of each District or Area.

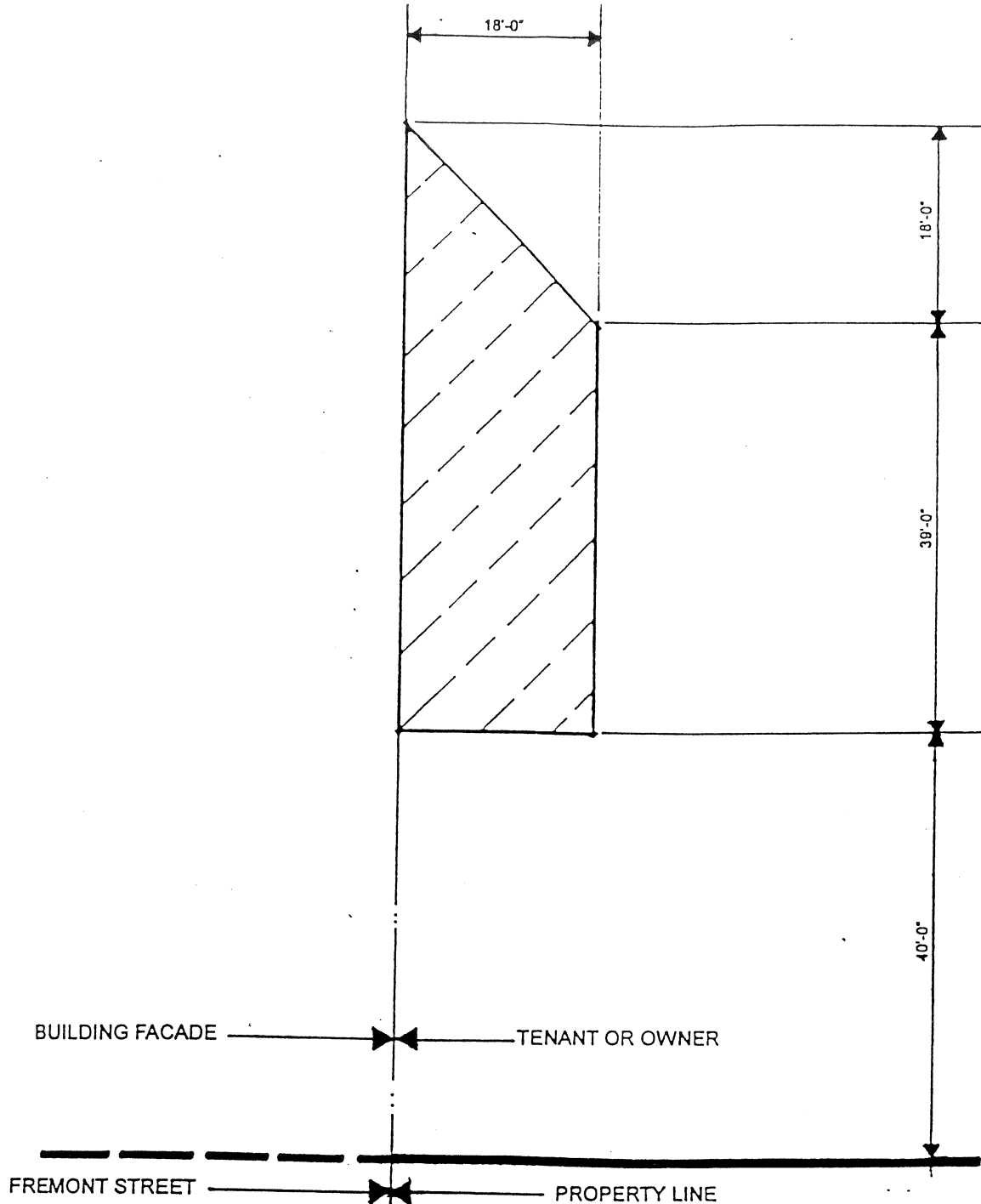
1. **PEDESTRIAN MALL** : The primary district of architectural importance in the downtown core.
  - A. **Facades, Height**: New construction shall extend to a height of not less than 40' above grade for the full frontage of the improvement.
  - B. **Facades, Openings**: New frontage shall contain entrance openings or transparent wall surfaces for a frontage length of not less than 15% for gaming and entertainment facilities, and 80% for retail and other facilities. The transparent surface above the bulkhead extending vertically to the elevation of the adjacent interior ceiling or exterior soffit, whichever is lower. Where transparent wall surfaces do not extend to the floor plane, a bulkhead of not more than 2' in height shall be provided.
  - C. **Facades, Character**: Facades shall have articulated, architectural surfaces. Offsets in wall planes are encouraged to achieve a three dimensional character. Display panels may be incorporated into the facade design and may be credited to the percentage requirement for transparent wall surfaces. Illumination elements shall be incorporated into facades to provide visual accents.
  - D. **Facades, Materials**: Quality materials shall be used in the facades to accentuate a three dimensional character, including, but not limited to: natural stones; ceramic tile; architectural precast concrete; architectural metals; and glass. Use of imitation or simulated products, plastic laminate, wood, and sheet metal is discouraged and will only be approved upon specific request.
  - E. **Soffits (Horizontal Surface above Mall Walkways and Entrances)**: Quality materials shall be used, consistent with those required for Facades. Soffits, signage, banners, and similar elements shall have a clear height above grade of not less than 8'. Projections below the 8' elevation will only be approved upon specific request to the FSELLC. Soffits shall be articulated by means of coffers, borders, or similar devices to be visually interesting. Illumination elements shall be incorporated into soffits to highlight the surface forms.

- F. Fascias (Vertical Surface extending from the Soffit line to the top of the Facade Parapet): Quality materials shall be used, consistent with those required for Facades. Highly articulated and three dimensional fascias are encouraged. The inclusion of elaborate graphic and illumination techniques, including icon type forms, is encouraged as part of the fascia design. Fascia illumination shall be capable of being turned off by the FSELLC show control system during periods of FSELLC entertainment or promotions events. The necessary electrical control interface and installation shall be provided by the applicant at its sole expense, and shall be fully coordinated with FSELLC requirements.
  - G. Mall Surfacing: Refer to "PEDESTRIAN MALL PAVING MATERIALS" Section for acceptable surfacing techniques within the "Designed Area" adjacent to the property frontage.
  - H. Signage or Graphics: Signage and graphics shall be included as a component of the facade design. Refer to the "SIGNAGE OR GRAPHICS" Section for specific requirements.
  - I. Existing Features: Retention of prominent features, such as icon signs and elaborate neon compositions, is encouraged. Permanent removal of such features shall not be implemented as part of any improvements to facades without prior consultation with the FSELLC.
  - J. Refer to the "FACADE ELEVATION" drawing on Page 46 for a graphic representation of the stipulated criteria.
2. NORTH/SOUTH DISTRICTS: The intersecting streets transverse to the Pedestrian Mall. Architectural character of new construction shall be consistent with that occurring on the Pedestrian Mall, and the following:
- A. Facades, Height: Where a facade is an extension of a primary facade along the Pedestrian Mall, the facade shall extend to a height of not less than 40' above grade for a horizontal distance of at least 15' perpendicular to the property line at the edge of the Pedestrian Mall. Continuation of the 40' height for the balance of any new facade length is encouraged.
  - B. Facades, Openings: Comply with the requirements of Paragraph 1.B above.

- C. Facades, Character: Facades shall be consistent in architectural character with facades occurring on the Pedestrian Mall. Comply with the requirements of Paragraph 1.C above.
  - D. Facades, Materials: Materials shall be consistent with those used on the facades occurring on the Pedestrian Mall. Comply with the requirements of Paragraph 1.D above.
  - E. Soffits: Extend the architectural character of soffits occurring on the Pedestrian Mall. Comply with the requirements of Paragraph 1.E above.
  - F. Fascias: Extend the architectural character of fascias occurring on the Pedestrian Mall. Comply with the requirements of Paragraph 1.F above. Facade illumination occurring within 15' of the property line at the edge of the Pedestrian Mall shall be capable of being turned off as required for the primary Fascia.
  - G. Mall Surfacing: Provide surfacing materials consistent with those used in the Pedestrian Mall. Refer to "PEDESTRIAN MALL PAVING MATERIALS" Section for acceptable surfacing techniques. Comply with the requirements of Paragraph 1.G above.
  - H. Signage or Graphics: Extension of signage or graphics to the side fascias is encouraged. Comply with the requirements of Paragraph 1.H above.
  - I. Existing Features: Comply with the requirements of Paragraph 1.I above.
  - J. Refer to the "FACADE ELEVATION" drawing on Page 48 for a graphic representation of the stipulated criteria.
3. **FREMONT STREET/MAIN STREET INTERSECTION:** Gateway entrance to the western end of *The Fremont Street Experience*; focus area defined by The Plaza, The Las Vegas Club, and The Golden Gate Casino.
- A. In addition to complying with the criteria stipulated for Development District 2, special emphasis on the use of large scale, icon type elements is encouraged for the building corners on the east side of Main Street and at the centerline of Fremont Street on the west side. Intrusion into the Air Rights Zone will be granted for a portion of the fascia length west of the end of the Celestial Vault, for the construction of thematic features having substantial visual presence.

- B. Supplemental Illumination: The inclusion of substantial illumination methods is encouraged to enhance the impact of any thematic features constructed in this area. The illumination shall be capable of being turned off as required for the primary Fascia. Refer to Paragraph 1.F above.
- 4. **FOURTH STREET CORRIDOR:** Primary vehicle approach route to *The Fremont Street Experience* from the Strip area to the south; access route to the Parking Structure.
  - A. Comply with the criteria stipulated for Development District 1, and as modified below.
  - B. Facades, Height: New construction shall extend to a height of not less than 40' above grade for the full frontage of the improvement along Fourth Street.
  - C. Supplemental Illumination: The inclusion of substantial illumination methods is encouraged to enhance the impact of any thematic features constructed in this area. The illumination shall be capable of being turned off as required for the primary Fascia. Refer to Paragraph 1.F above.
  - D. Refer to the "FACADE ELEVATION" drawing on Page 50 for a graphic representation of the stipulated criteria.
- 5. **MALL PLAZA AREA:** Feature area in front of the Parking Structure; special events area.
  - A. Comply with the criteria stipulated for Development District 2, and as modified below.
  - B. The building line at the ground level of the Parking Structure, at the center of the block, has been recessed. It is recommended that the building line on the north side of the Pedestrian Mall, at the ground level, mirror the line on the south to facilitate convenient circulation around the special events area in the center of the Pedestrian Mall.
- 6. **FREMONT STREET/LAS VEGAS BOULEVARD INTERSECTION:** Gateway entrance to the eastern end of *The Fremont Street Experience*; prominent view corridor from the east along Fremont Street.
  - A. In addition to complying with the criteria stipulated for Development District 2, special emphasis on the use of large scale, icon type elements is encouraged for the building corners. Intrusion into the Air Rights Zone will be granted for the construction of thematic features having substantial visual presence.

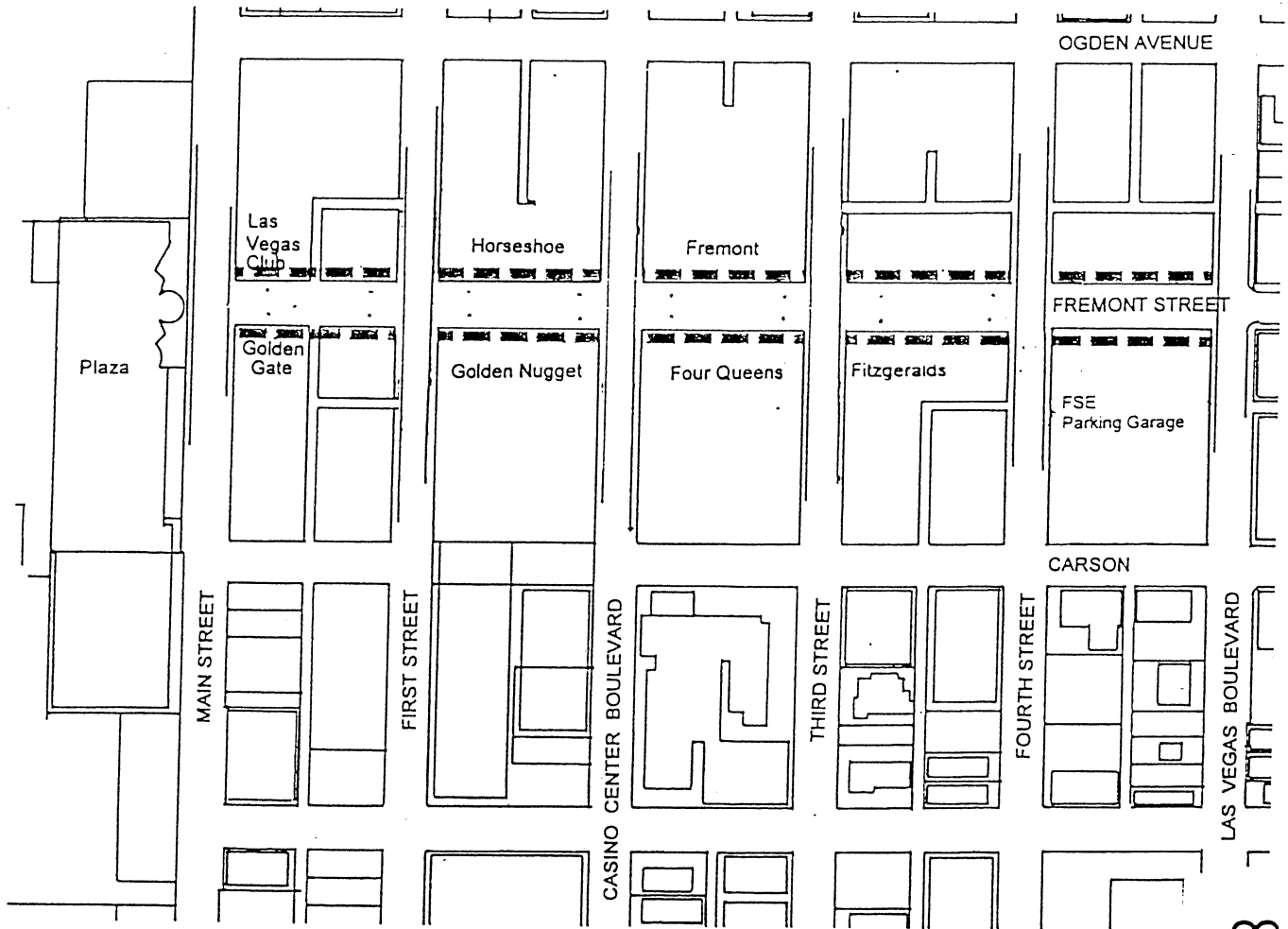
- B. Facades, Height: New construction shall extend to a height of not less than 40' above grade for the full frontage of the improvement along Las Vegas Boulevard.
- C. Supplemental Illumination: The inclusion of substantial illumination methods is encouraged to enhance the impact of any thematic features constructed in this area. The illumination shall be capable of being turned off as required for the primary Fascia. Refer to Paragraph 1.F above.



Agreements have been executed between some of the property owners and the City of Las Vegas to provide for an Air Rights Zone on the north and south sides of the pedestrian mall, from Main Street to Las Vegas Boulevard. The purpose of the zone is to permit the Celestial Vault to extend beyond the property lines defining the edge of Fremont Street. Construction within the zone is prohibited unless approval is expressly granted by the Fremont Street Experience Limited Liability Company.

The boundaries of the Air Rights Zone are illustrated on the accompanying drawing. In general, the zone is an area beginning 40' above grade at the property line, extending horizontally 18' as an encroachment into the property, and terminating on a sloped line beginning 79' above grade.

**AIR RIGHTS ZONE**



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LEGEND

--- Location of Air Rights Zone

AIR RIGHTS ZONE

The ground plane is an integral component of the pedestrian environment. It is conceived as one edge of a picture frame containing the illuminated image of *The Fremont Street Experience*. That edge is elaborated by surface treatment, landscaping and amenities.

The design of the central circulation path, defined by a paving pattern and palm tree colonnades, focuses pedestrian attention to the middle of the mall width. It is at this location that pedestrians will enjoy the most continuous circulation route, one which is unobstructed and leisurely.

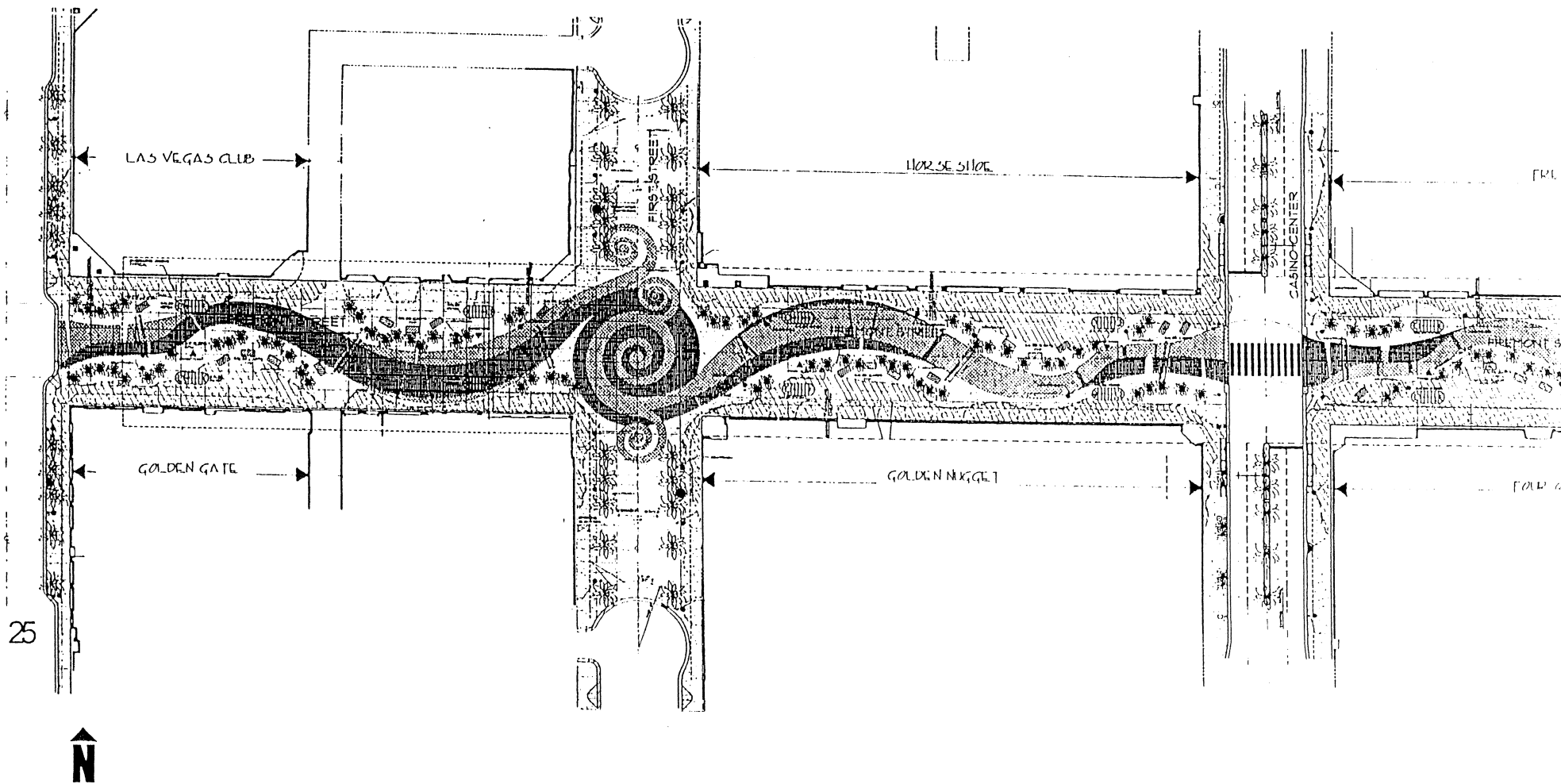
The mall zones outlying the central path are intended for special purposes. These areas are useful as places of congregation, as retail cart or kiosk locations, and as extension zones for the adjacent properties. In this latter context, the surface treatment can be related to the character of the adjacent property.

A "Designed Area" has been established to define the acceptable extent of special surface treatment which can be included as part of adjacent building improvements. The "Designed Area" varies by Block and is as delineated on the "SITE PLAN" diagram on Page 25. Upon prior approval by the FSELLC, an adjacent property may install a special surface treatment within the "Designed Area," conforming to the following criteria:

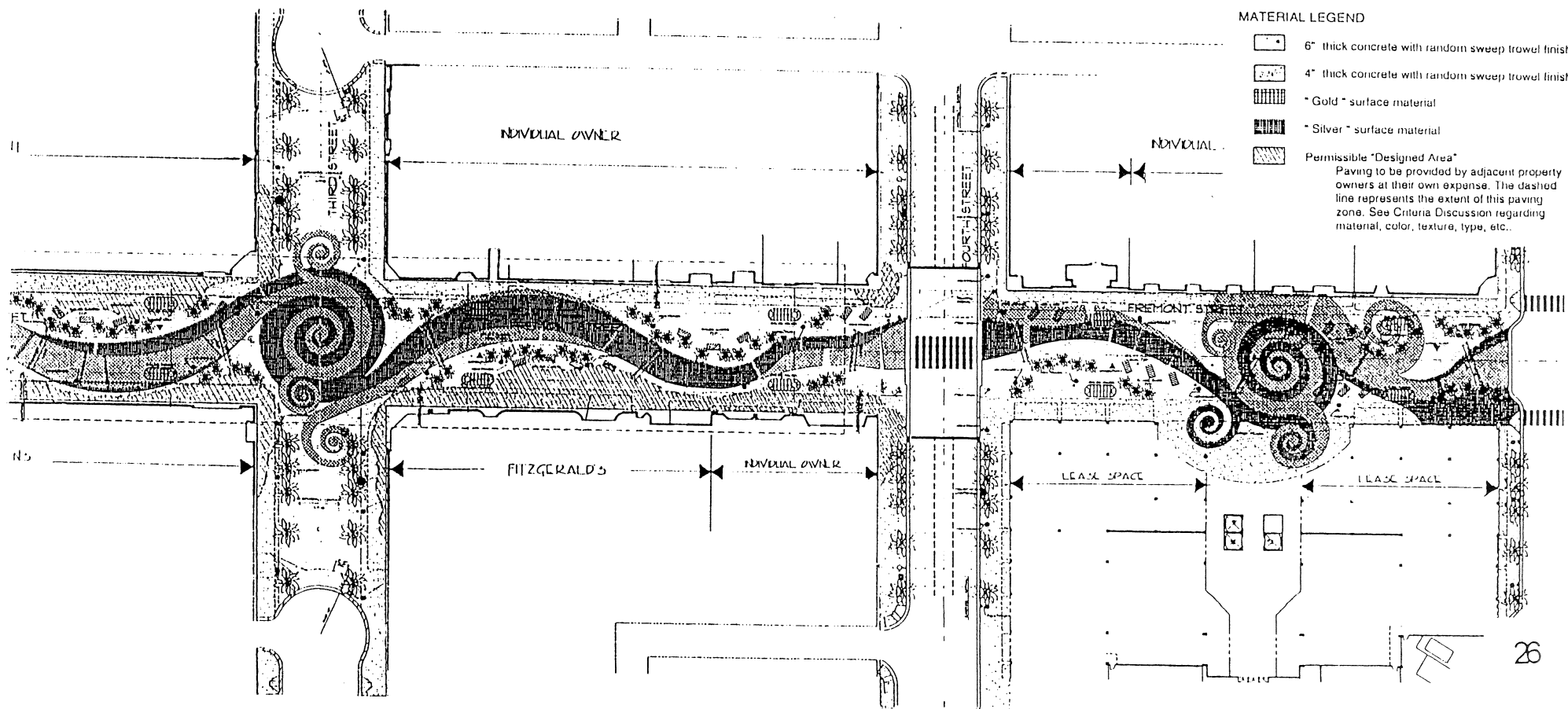
1. The surface treatment shall extend from either the building line or from a defined border line adjacent to the building, to the outer line described on the Site Plan. Adjustments in the outer line position may be made subject to the FSELLC's prior, express approval.
2. The surface treatment shall be consistent in character, color, texture, and thickness, and shall comply with the following:
  - A. Surface applied unit paving materials: maximum thickness 3/8"; thin set installation method; coefficient of friction not less than 0.6. Unit paving materials shall be limited to ceramic, porcelain, or stone tile, and fired brick or similar clay products.
  - B. Textured concrete: embossed, etched, or sandblasted surface; integral pigment or applied stain coloring; coefficient of friction not less than 0.6.
  - C. Monolithic resin, surface applied coating: integral color material compatible with concrete sub-base; coefficient of friction not less than 0.6. Acceptable materials include Poly-Carb and Silikal.

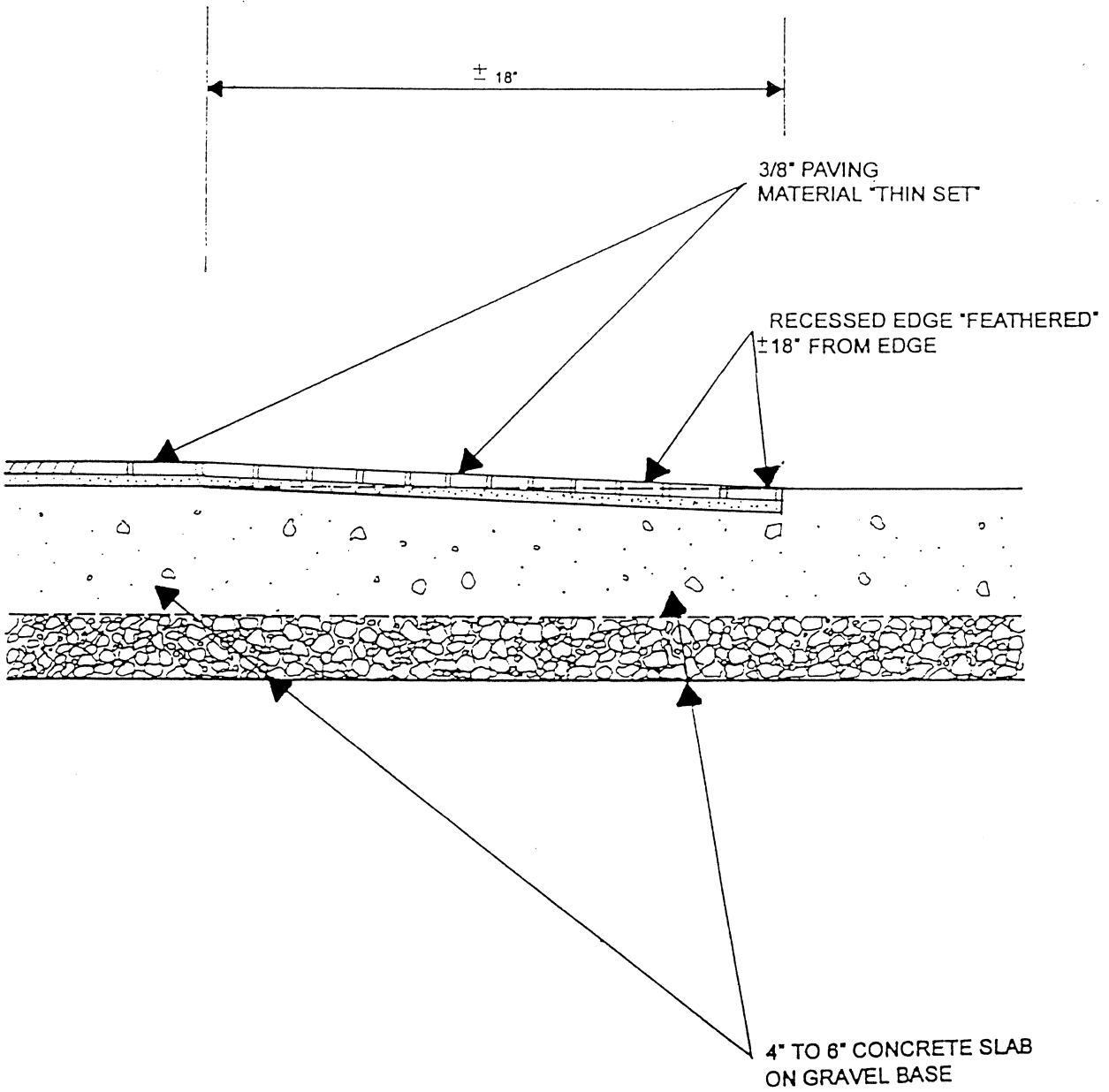


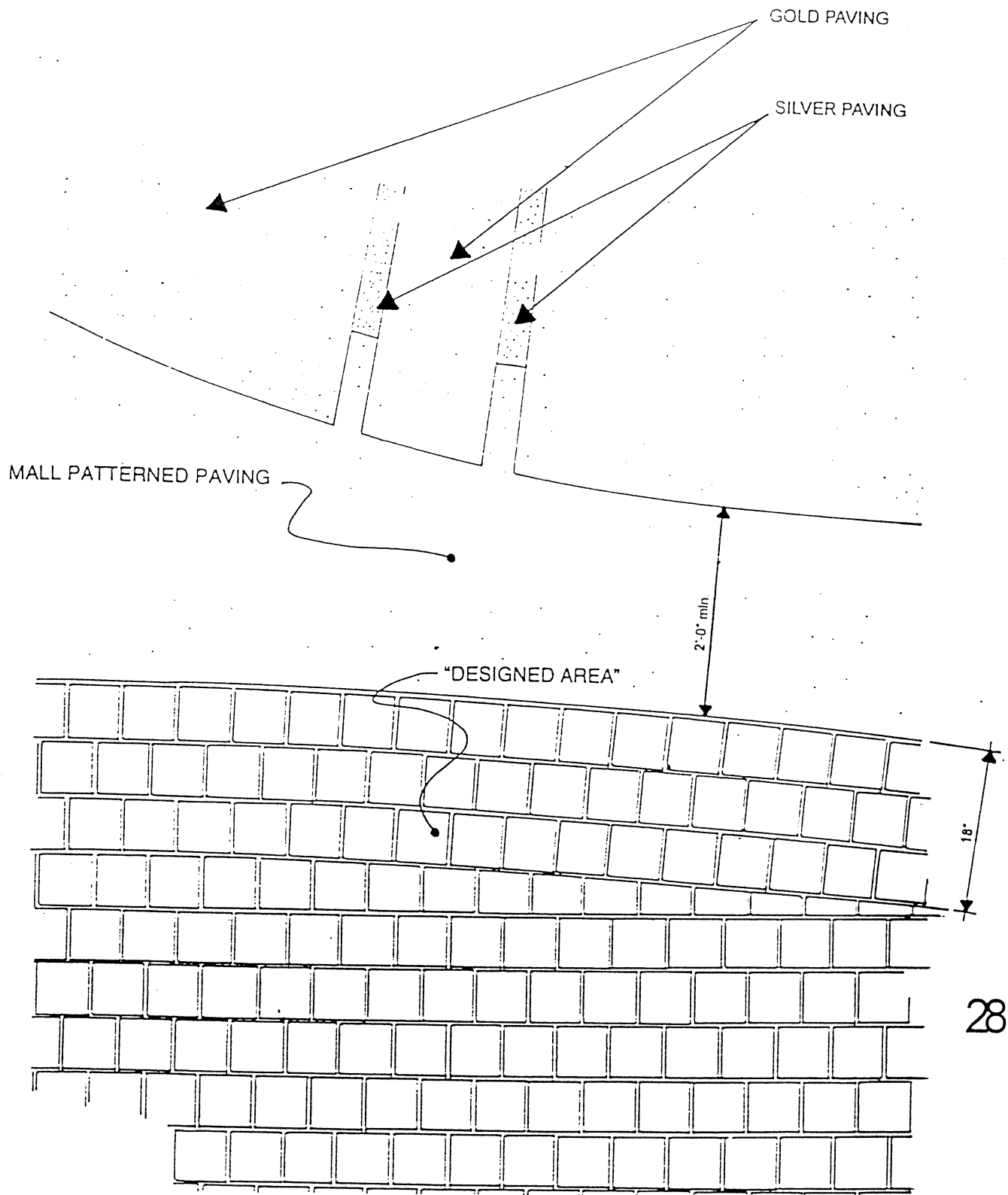
- D. Special surfacing shall have a border treatment consistent with the nature of selected material. Unit paving materials shall have a three-course border oriented tangent to the edge curve. Field paving may be orthogonal or diagonal to the building line. Refer to the accompanying "BORDER ILLUSTRATION" diagram on Page 27 for an acceptable solution.
  - E. Materials intended to be installed on top of the existing mall paving shall be installed with a termination corresponding to the accompanying "EDGE TRANSITION DETAIL" diagram on Page 26. The finished surface of the paving material at the transition edge shall be flush with the adjacent mall surface. The base to which the surface treatment is to be applied shall be suitably roughened to facilitate an adequate bond between the base and the new treatment material.
  - F. Color of special treatment shall contrast from the gold and silver used in the central serpentine of the pedestrian mall.
  - G. Prohibited materials include, but are not limited to unfired clay products, wood, soft stones, carpet, rubber mats, vinyl sheet, plastics and other imitation or simulated materials.
- 3. Where selected surface treatment is of sufficient thickness to require the removal of a portion or of all the existing concrete Mall surfacing, a new concrete base shall be provided having a thickness matching the removed material. The new base shall be reinforced in the same manner as was the removed material.
  - 4. Where an individual property comprises less than 140 lineal feet of continuous frontage, the application of surface treatment shall be limited to the areas illustrated on the accompanying "INDIVIDUAL PROPERTIES PLAN" on Page 28. Generally, surface treatment shall be applied in the area of recessed entries and at the corners of buildings adjacent to street intersections.
  - 5. The surface treatment shall be compatible with the FSELLC maintenance methods and procedures.
  - 6. Where the standard Pedestrian Mall paving is removed to accommodate approved construction within the right-of-way, removal shall extend to the nearest existing paving control or expansion joint beyond the construction area. Replacement paving shall match the adjacent, remaining paving in color, texture, pattern, and appearance.



PAVING LAYOUT





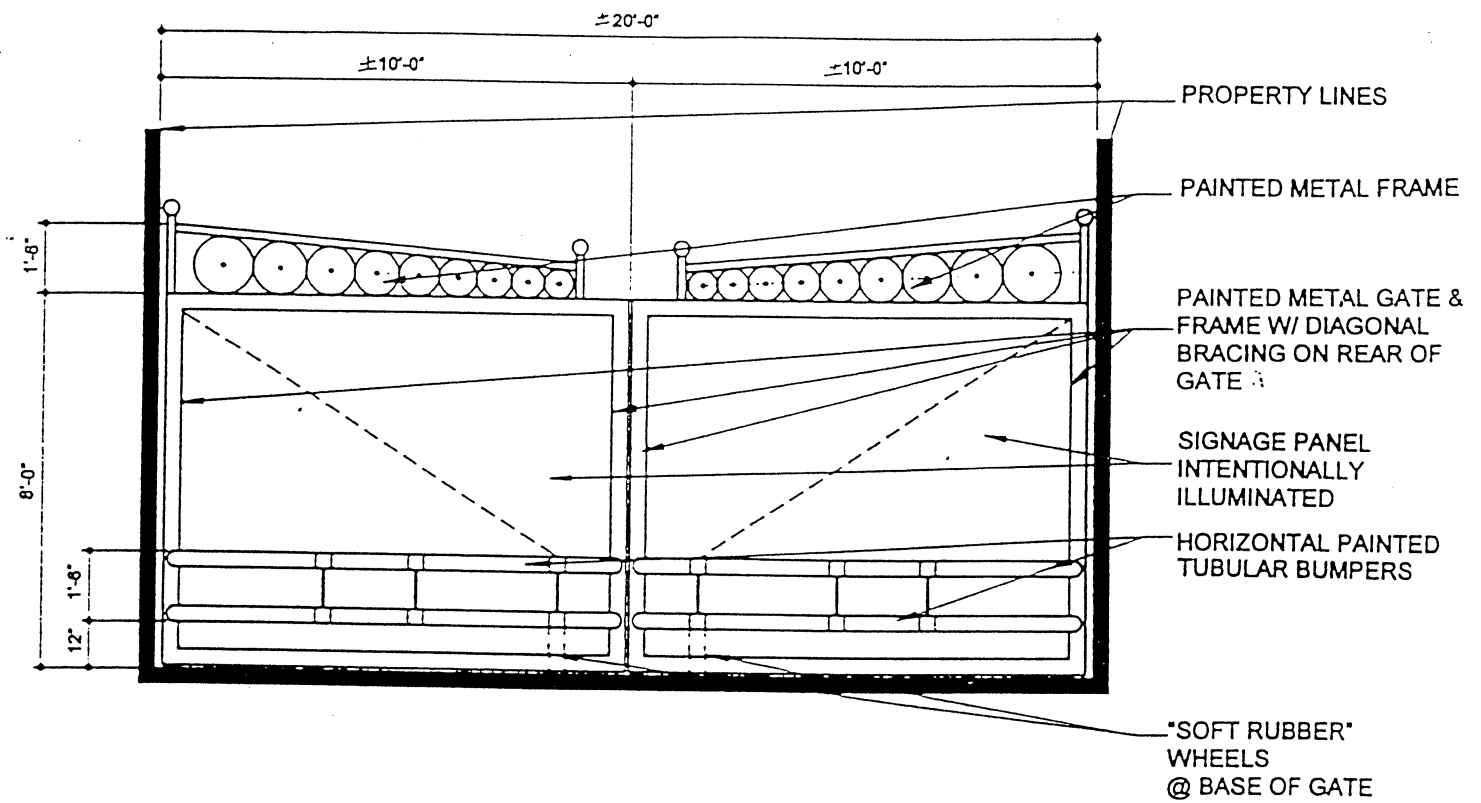


BORDER ILLUSTRATION

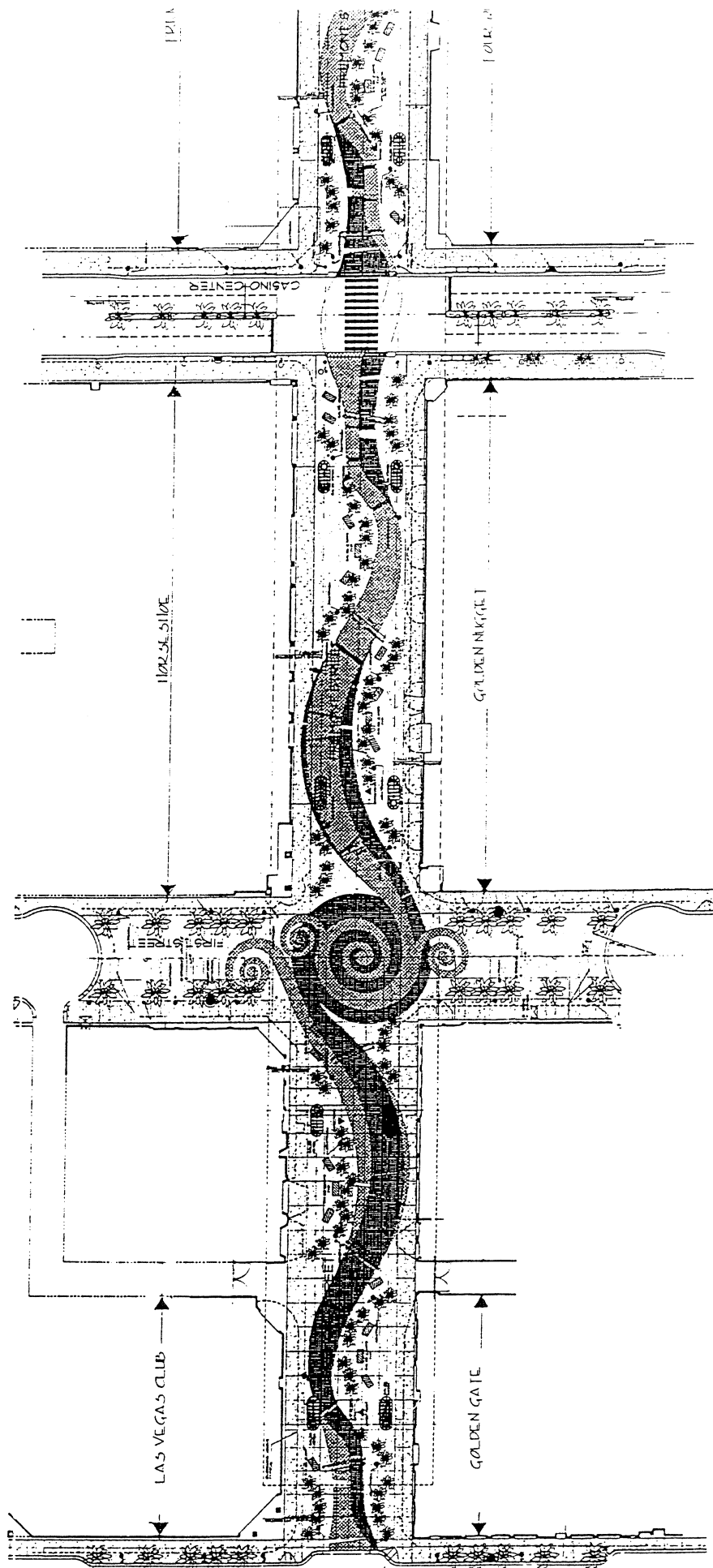


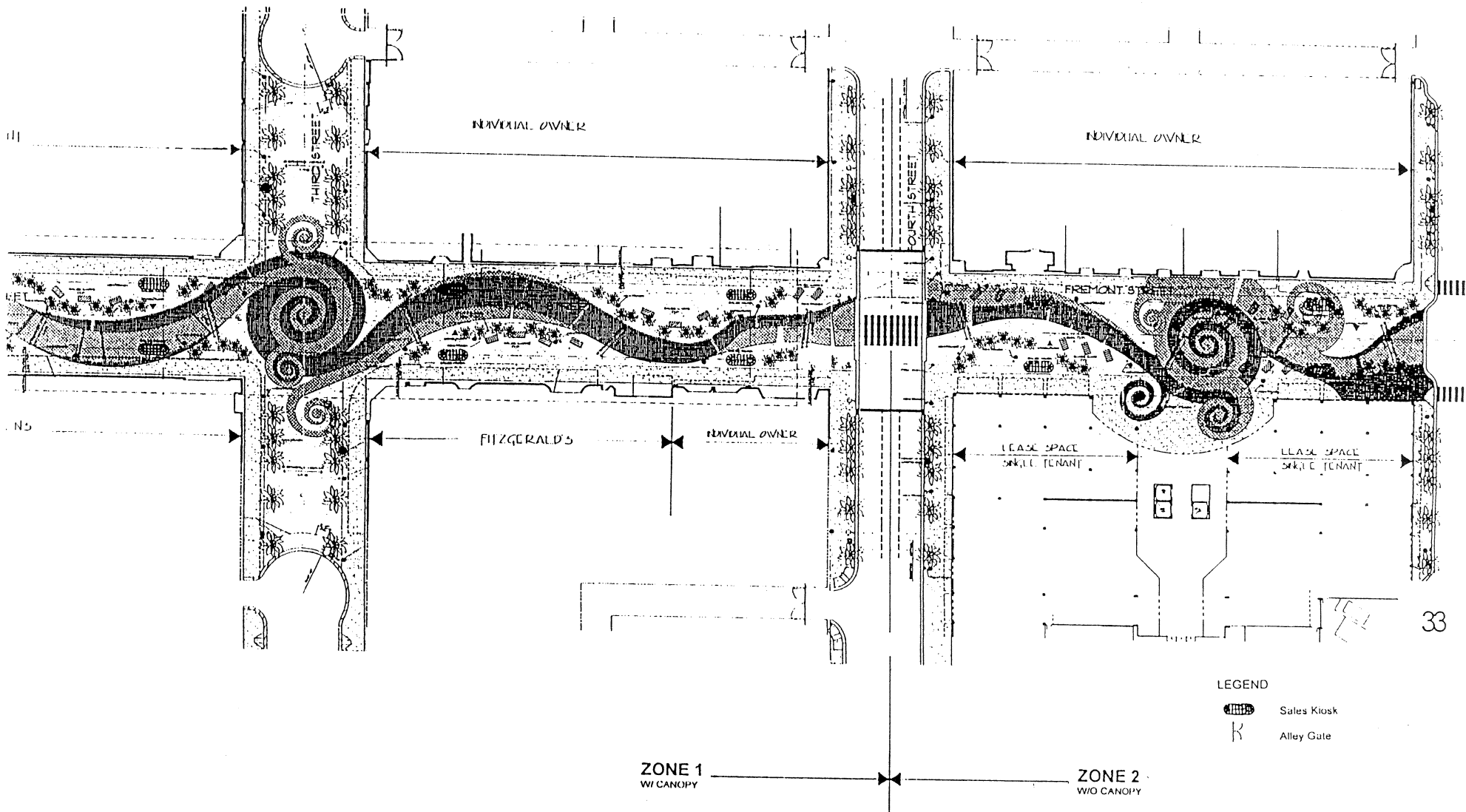
Certain service alleys connect to the Administration Area of *The Fremont Street Experience*. Because the maintenance of a visually appealing environment is a necessary attribute of the area, the alleys should be closed to view. To achieve this objective, a gate system should be installed, conforming to the following criteria. The required locations for the gates are illustrated on the "ALLEY GATE AND SALES KIOSK" Plan on Page 31.

1. The gates shall be a swing style, supported on cantilevered columns installed at the outer boundary of the alley. Heavy duty, bearing type hinges shall be used on the jambs. When required by the weight of the assembly, supporting wheels shall be provided on the leading edge of each gate. A smooth running surface shall be provided for the wheel path. The gates shall be capable of being secured in the closed position. Securing system shall permit convenient release for access by emergency personnel.
2. The preferred design character for the gate system is illustrated in the "ALLEY GATE ILLUSTRATION" Drawing on Page 30.
3. The gates shall be of durable construction, capable of resisting vehicle impact without opening. The frame assembly and accent components shall be constructed of steel plate or tubing. All metal shall have a painted finish.
4. A signage panel shall be provided in the face area indicated. The panel shall have a perimeter metal frame with a sheet metal interior field. The field shall be fully backed with a weather resistant material, such as exterior grade plywood, to rigidize the field.
5. The alley paving surface shall be a concrete slab having the same surface texture and pattern as the standard Pedestrian Mall paving. The slab shall extend from the edge of the Pedestrian Mall to a point behind the gates equal in dimension to the width of the gate panel. The slab shall be graded to slope away from the Pedestrian Mall area.







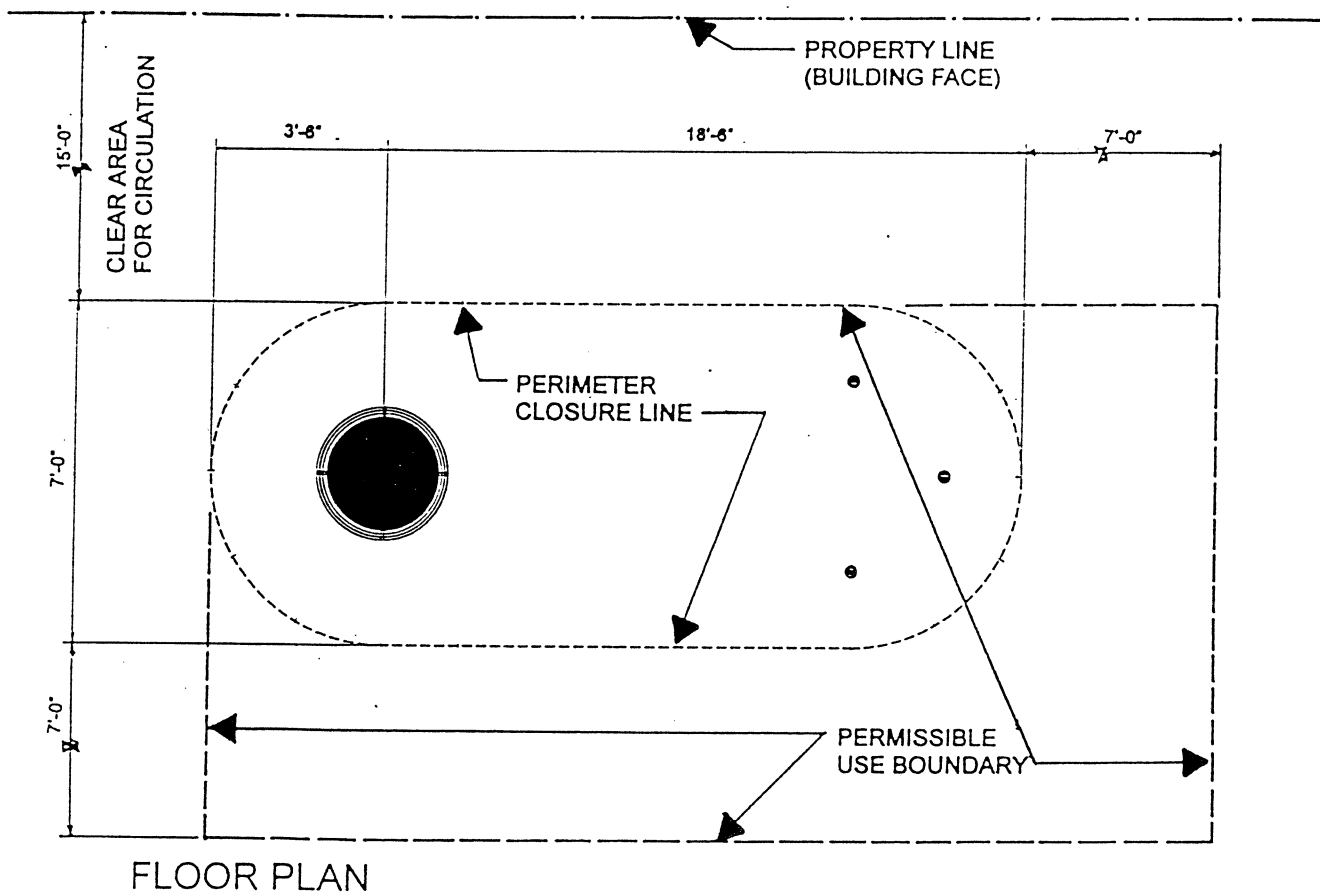
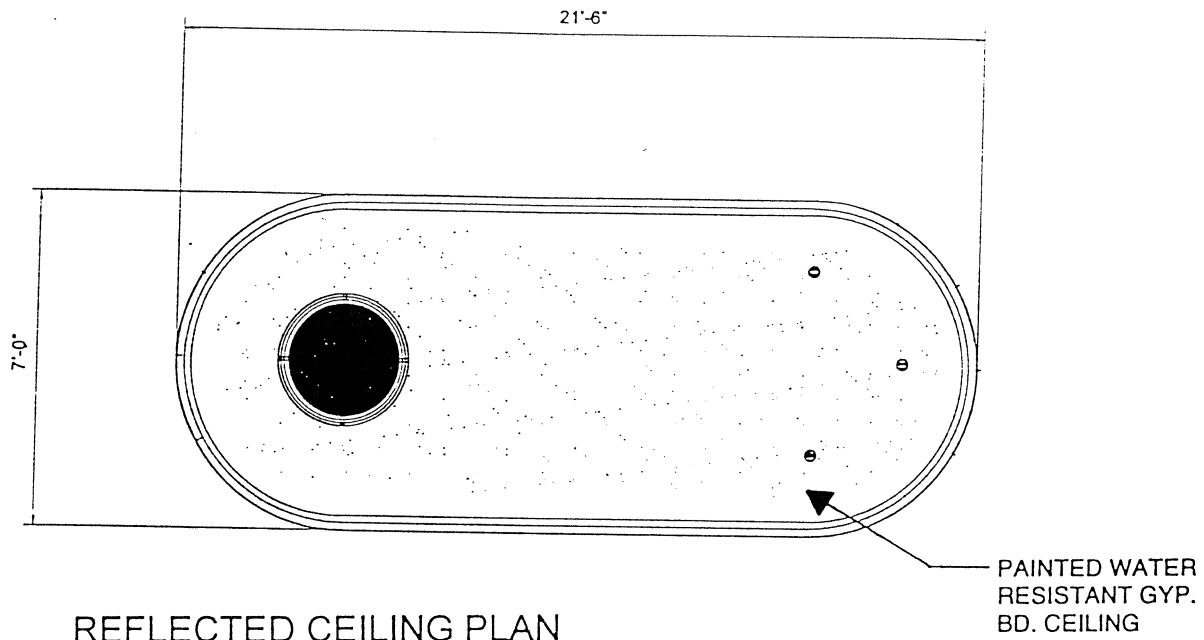


Provision has been made to include sales and information kiosks within the Pedestrian Mall. The intended locations are at the base of each Celestial Vault column. Refer to the "ALLEY GATE AND SALES KIOSK" Plan on Page 31. Certain utilities have been installed at those locations in anticipation of kiosk construction.

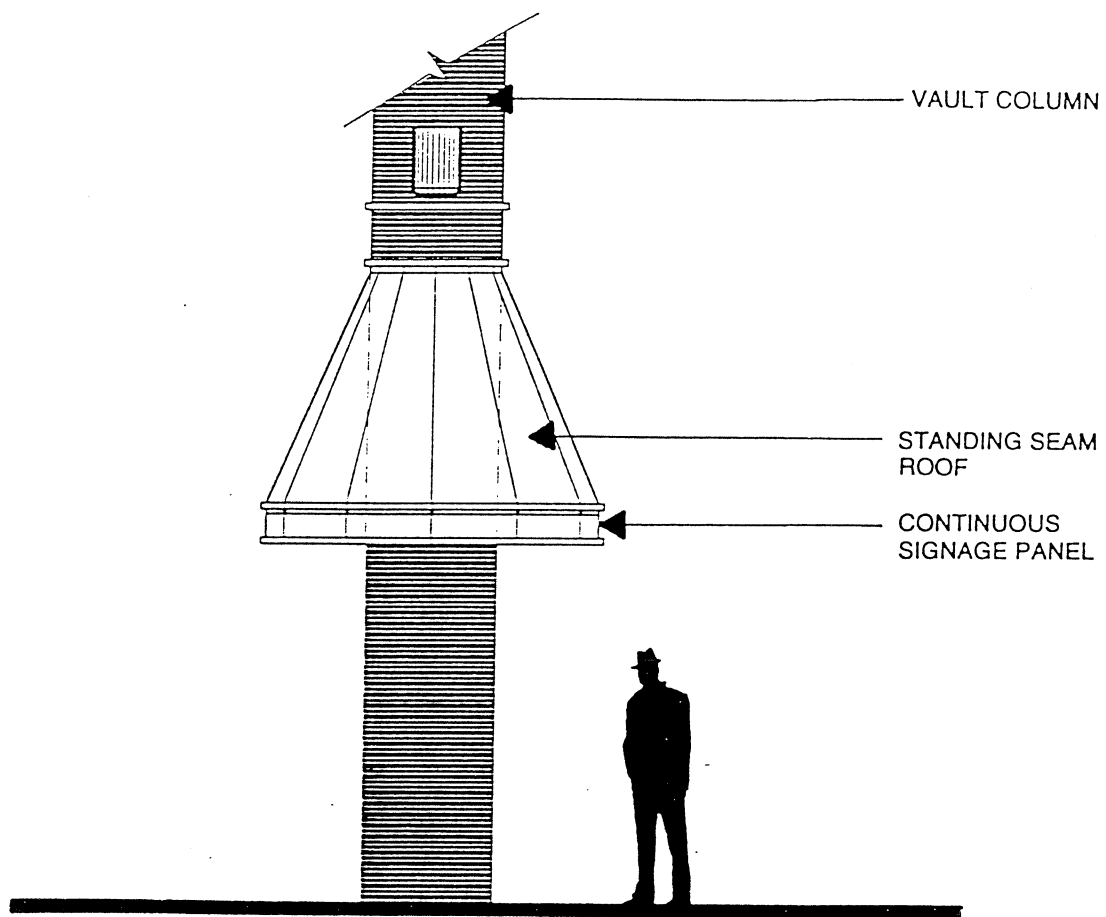
All kiosks are to have a unified design character consisting of a standardized roof form. Specific uses and equipment means within the kiosk can vary from location to location. However, any development must conform to the following parameters:

1. The kiosk roof form shall match that shown on the "SALES KIOSK ELEVATION" drawings shown on Pages 35 through 37. The footprint of the Kiosk shall not exceed the dimensions indicated on the "SALES KIOSK PLAN" shown on Page 34.
2. The construction of the roof form shall be attached to the Vault column at one end and shall be supported from the ground by not more than two slender columns at the open end. The roof form shall be finished with a smooth material and have a standing seam profile. The recommended finish material is integral color fiberglass with gloss finish.
3. Identification signage or graphics shall be installed on the fascia in the area designated "Continuous Signage Panel." In addition, a large, three-dimensional icon type element may be installed in the area designated "Icon Envelope." All signage and graphics shall be capable of being turned off as required for Fascia illumination as described in the "DESIGN OUTLINE" Section. Refer to the "SIGNAGE OR GRAPHICS" Section for additional requirements.
4. Equipment fit out of the kiosk envelope shall be constructed of durable materials. Equipment may be fixed or movable. When movable, equipment shall not be positioned outside of the "Permissible Use Boundary" designated on the "SALES KIOSK PLAN."
5. The design of the equipment fit out shall emphasize creative display of merchandise or product, and incorporate thematic design motifs. The use of natural grain woods with clear finish, stainless steel, metals with gloss finish, and other durable materials with bright colors is encouraged.

6. Design of kiosk shall incorporate a secure perimeter closure system. When kiosk is not in use, the exterior appearance shall be uniform in character and of a flush profile. Signage or graphics will not be permitted on the closure system without the prior, expressed approval of FSELLC.
7. Internal illumination shall be provided to highlight merchandise or product display, and to provide for safe use. Where movable equipment is positioned outside of the roof footprint, illumination shall be provided to adequately light the area immediately around the equipment.



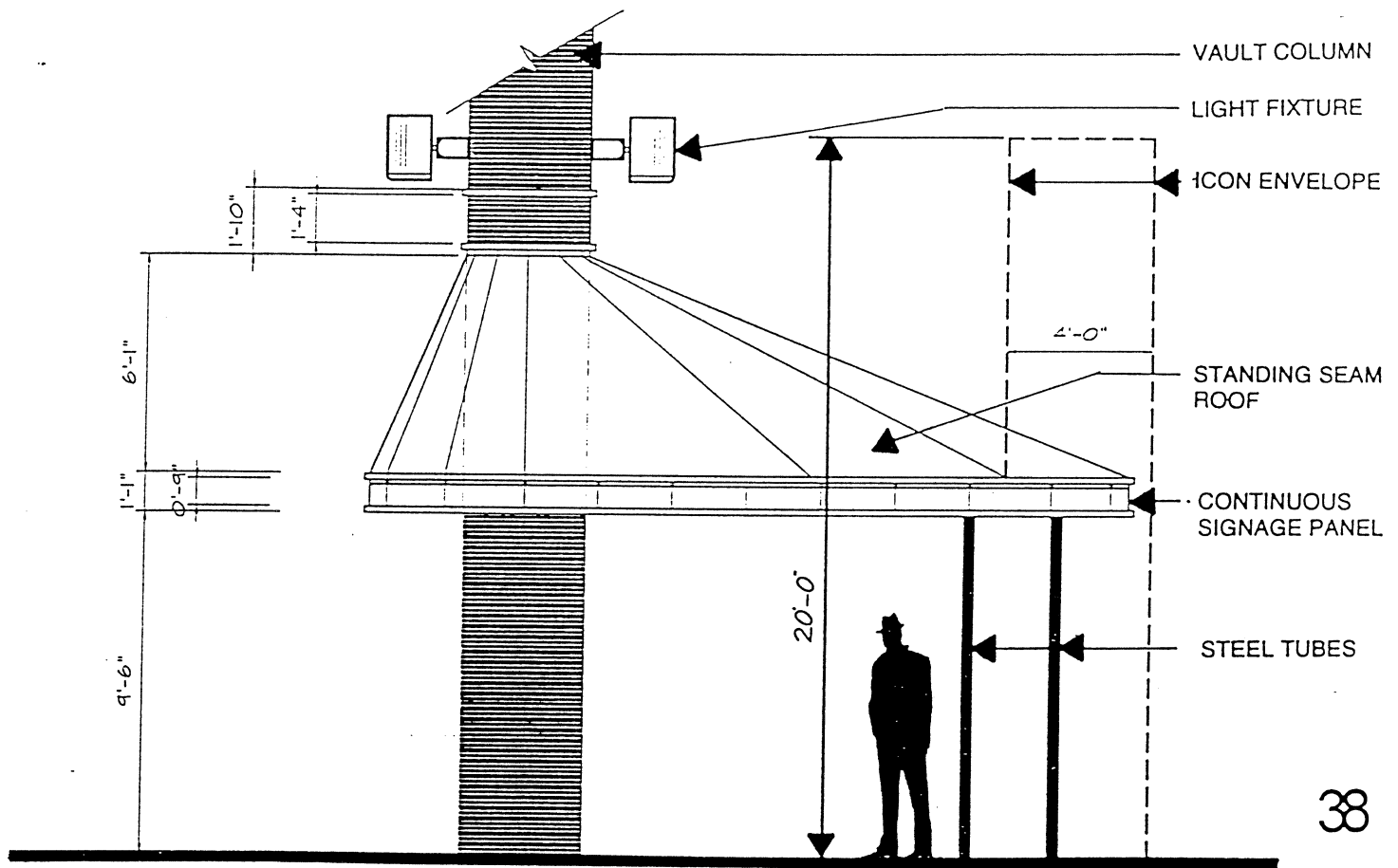
36



37

COLUMN END ELEVATION

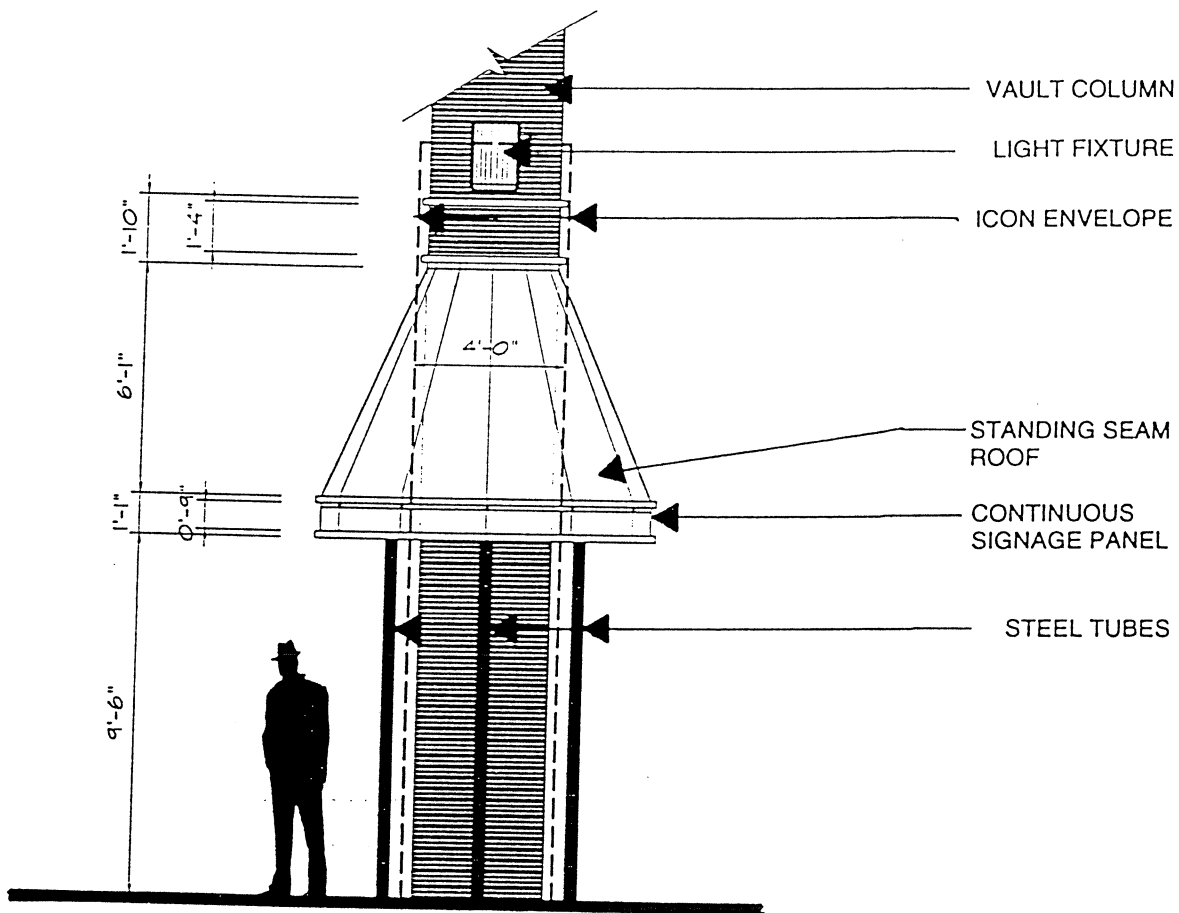
SALES KIOSK



38

SIDE ELEVATION

SALES KIOSK



39

OPEN END ELEVATION

SALES KIOSK



Fremont Street has been identified historically as a venue for spectacular illuminated facades, and iconographic signage and graphic forms. *The Fremont Street Experience* context is intended to reinforce the visual elaboration and motion of the picture postcard image of the environment. This criteria is intended to foster originally in the design, use of form and color, animation, and uncommon thematic character of signage or graphics within the FSELLC Administration Area. Proposed designs shall conform with the following requirements:

1. Prominent signage or graphics shall be located on the lower edge of the Fascia area, immediately above the Soffit line (refer to the "FACADE SECTION" drawing on Page 44 for illustration of the facade area designations). Use of thematic and three dimensional characters is encouraged in creation of signage or graphics.
2. Large scale, iconographic elements are recommended at building corners. Smaller scale signage or graphic elements are encouraged at the midpoint of the length of building facades. Additional signage or graphics may be located elsewhere on the facade area to supplement the primary locations (refer to the "FACADE ELEVATION" drawing on Page 45 for illustration of the recommended locations). Variations in the scale of signage or graphics elements is encouraged.
3. Signage or Graphics components shall be of permanent and substantial construction. Reflective surfacing and compositions of individually formed letters forms, or symbols are encouraged.
4. Signage or Graphics shall be illuminated and shall be capable of being turned off as required for Fascia illumination as described in the "DESIGN OUTLINE" Section.
5. The following examples of signage or graphics are permitted:

- Neon used creatively and decoratively
- Patterns composed of individual illumination elements
- Dimensional letters of solid material
- Dimensional, illuminated halo or backlit letters
- Electronic, reader board type panels for program mable messages and animation
- Formed, iconographic elements incorporating three-dimensional character, illumination, and visual animation
- Decorative, sculptural blade or banner signage or graphics

6. The following examples of signage or graphics are prohibited:

- Internally illuminated can or box signs, except when the can or box is incorporated into the surrounding finishes
- Vacuum formed luminous or injection molded plastic letters or sign faces
- Signs having painted graphics or lettering
- Flat, painted blade signage or graphics
- Non-illuminated signage or graphics
- Components having detachable letters or symbols
- Non-permanent signage or graphics positioned within the Pedestrian Mall area except as expressly approved by FSELLC

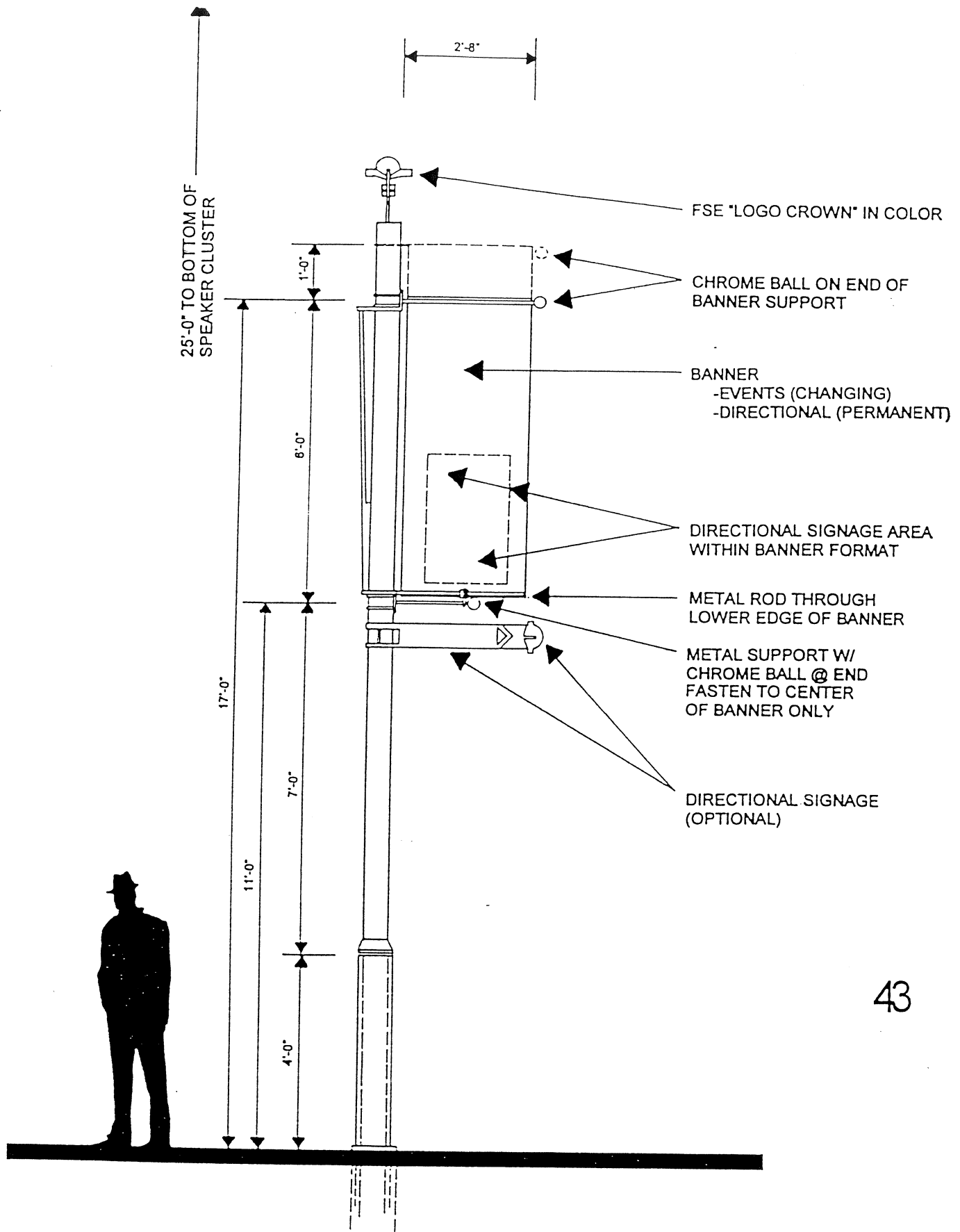
7. Miscellaneous hardware, and electrical components and gear shall not be visible from the Pedestrian Mall area. All supporting structures shall be attached to the building and shall be concealed within the signage or graphic form. Construction of signage or graphics components shall not be permitted within the Pedestrian Mall right-of-way unless expressly approved by FSELLC.
8. The use of audible sounds, flashing illumination, or moving components in conjunction with signage or graphics shall not conflict with FSELLC entertainment or promotion events.
9. Signage or graphic elements shall be included in the documents submitted for FSELLC review as required in the "SUBMITTAL REQUIREMENTS" Section.
10. In addition to complying with the review process stipulated in this criteria, any party proposing to alter existing signs or installs new signs must obtain a permit to do so from the city of Las Vegas. Such party is solely responsible for satisfying the city's review and permitting process.

Street Level Signage will be required to provide specific pedestrian directional information, and to facilitate the inclusion of a banner system for events promotion and other notification needs. The design of the signage system must be complimentary to the overall context of *The Fremont Street Experience*. For that purpose, a pole system has been designed for use where directional or events information is required.

The design of the pole system shall conform to the character illustrated on the "STREET LEVEL SIGNAGE" Drawing on Page 43, and with the following requirements:

1. The pole assembly shall be constructed of steel tubing and plate. Horizontal arms shall be provided to contain changeable banners. Metal finish shall be paint except where accents of polished chrome are indicated.
2. A concrete foundation pier shall be provided to support the pole. Where the pole is installed after completion of the standard Pedestrian Mall paving, a round, core drilled hole shall be cut in the paving slab. The foundation pier shall be formed by augering a hole in the earth. The pier and pole shall be designed to permanently resist displacement or destruction of the assembly. Conflicts with below grade utilities shall be determined prior to augering the foundation pier.

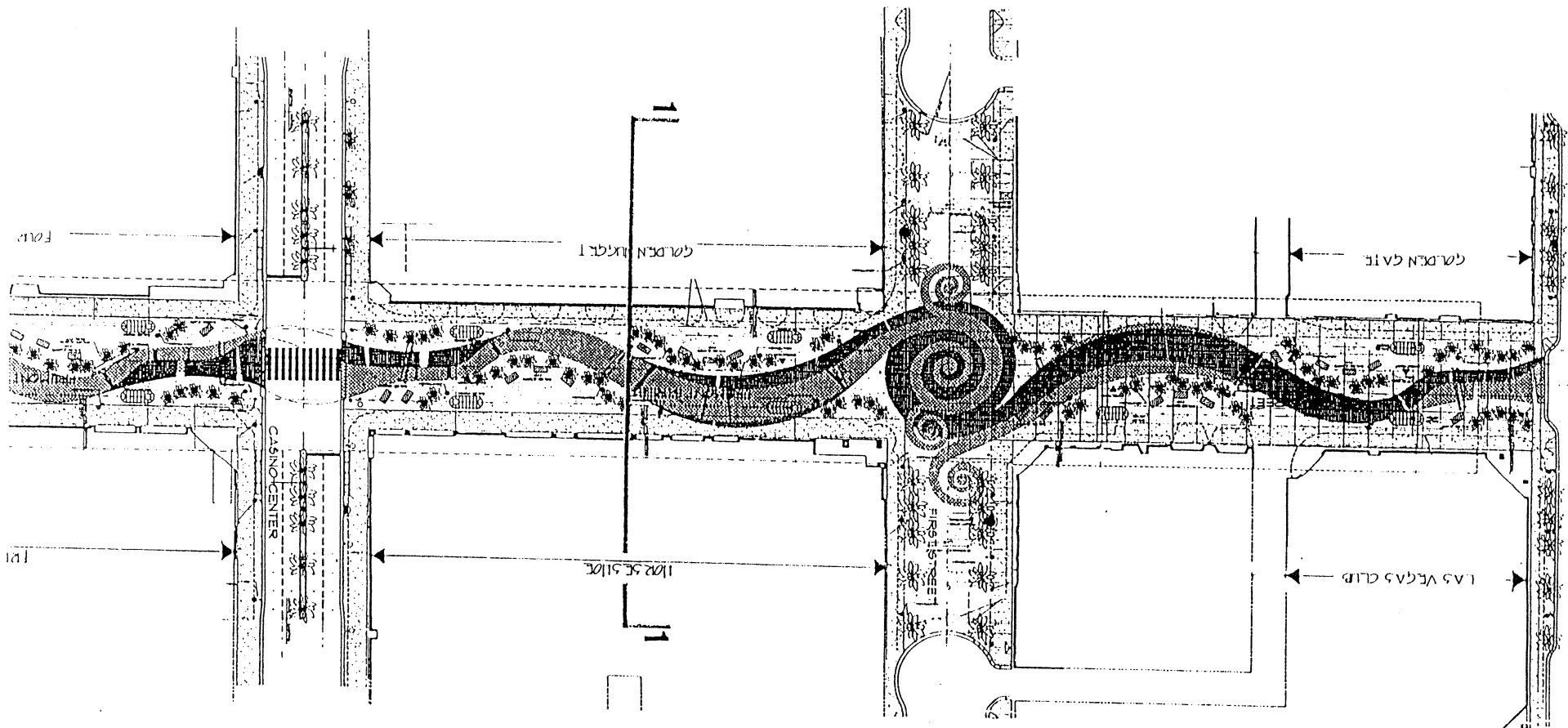
In addition to banners on free standing poles, other banners may be installed adjacent to the 16 Vault Columns. The banner support system may utilize the horizontal cables which stabilize the speaker clusters, and may have other stabilizing mechanisms as required. The design of individual banners and support systems shall be approved by the FSELLC prior to installation. Refer to the procedures stipulated in the "SUBMITTAL REQUIREMENTS" Section. Installation of banners or other elements which interfere with FSELLC maintenance procedures is strictly prohibited.

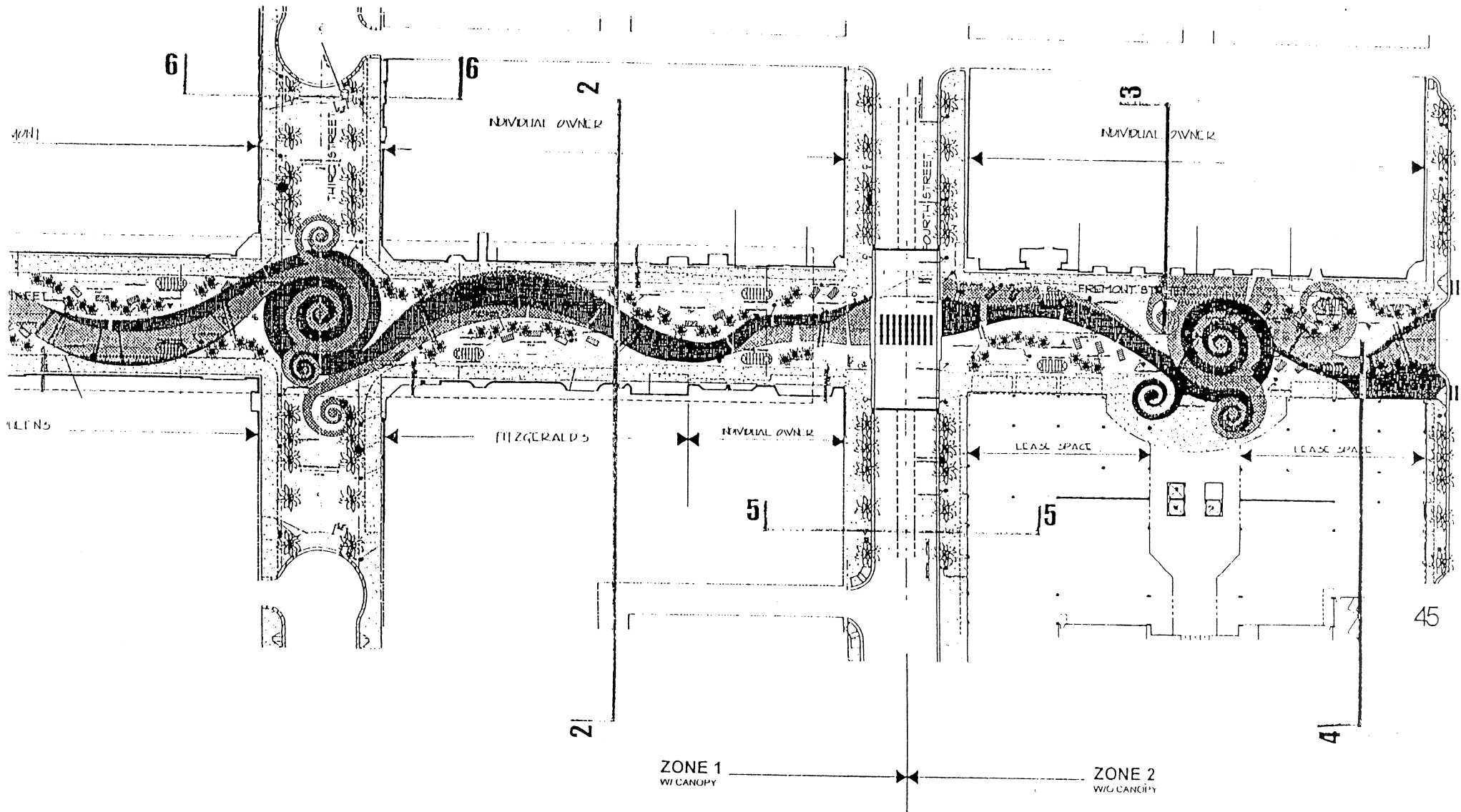


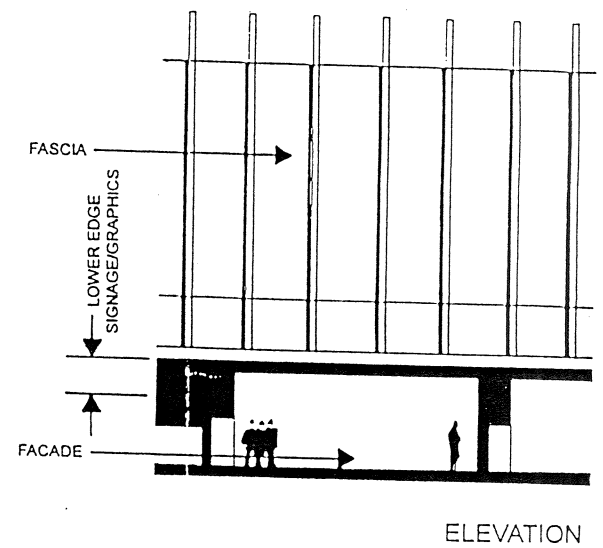
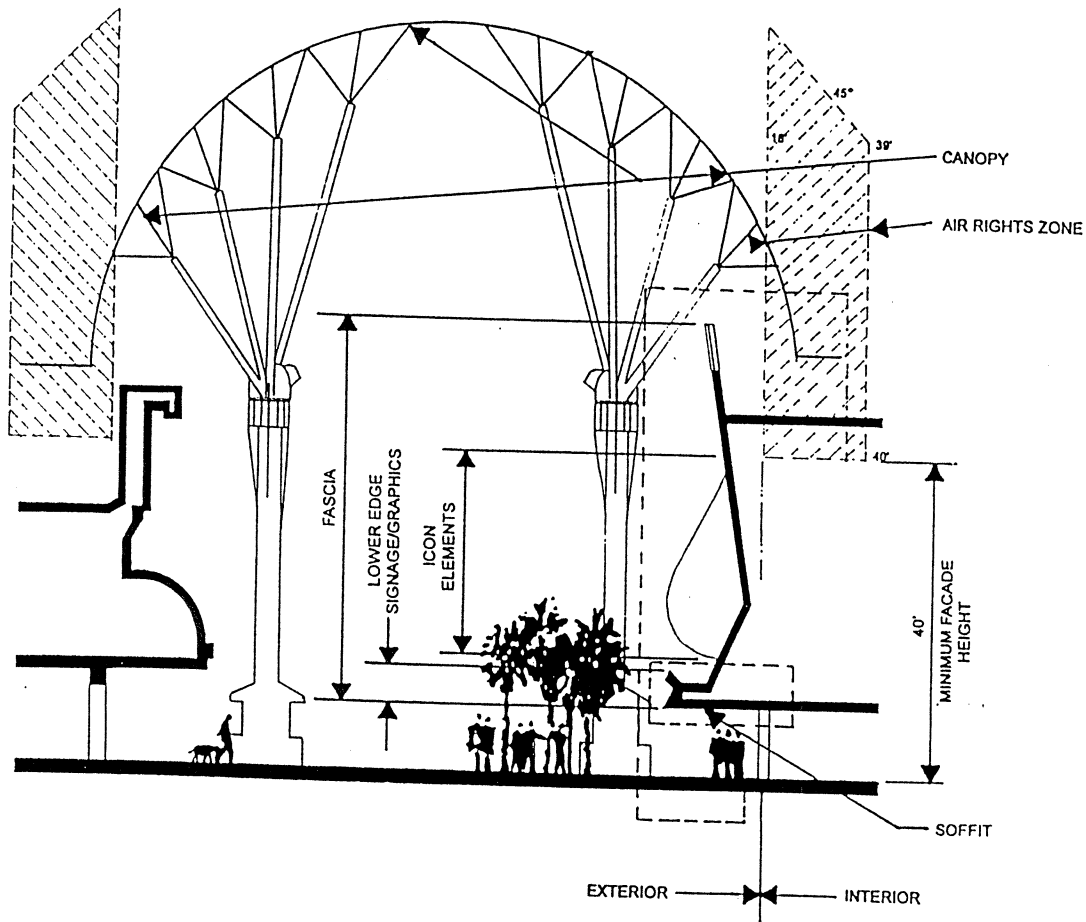
GRAPHIC (BANNER) POLE ELEVATION



DIAGRAMATIC SECTIONS

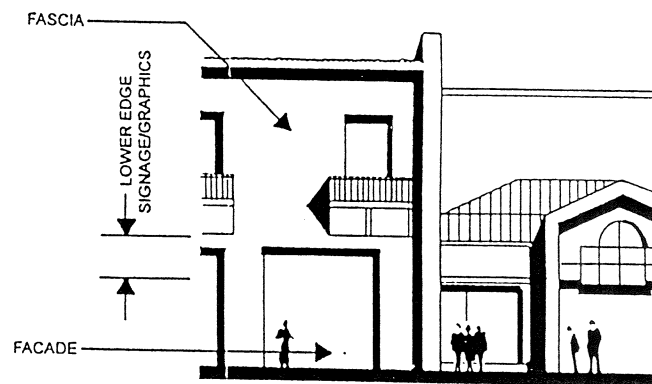
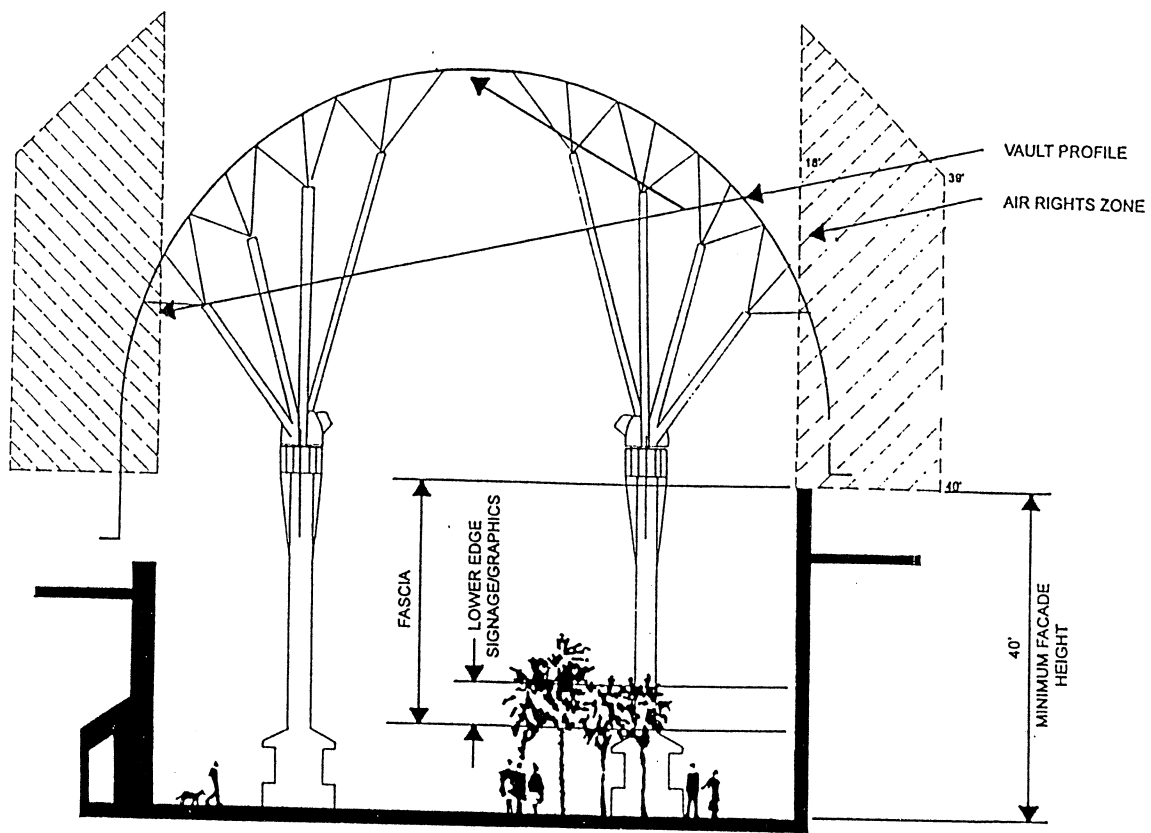






1

# HISTORIC STREET SECTION

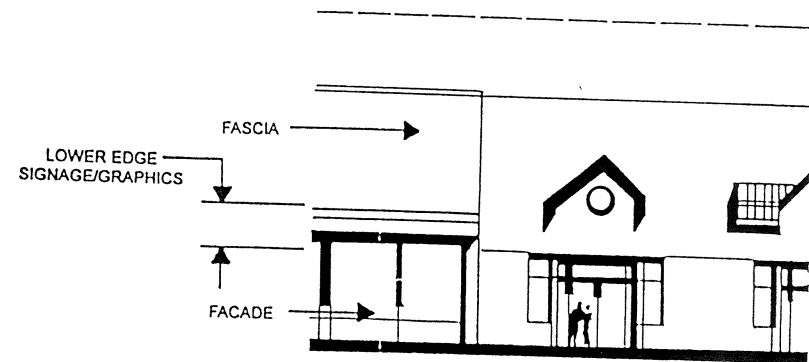
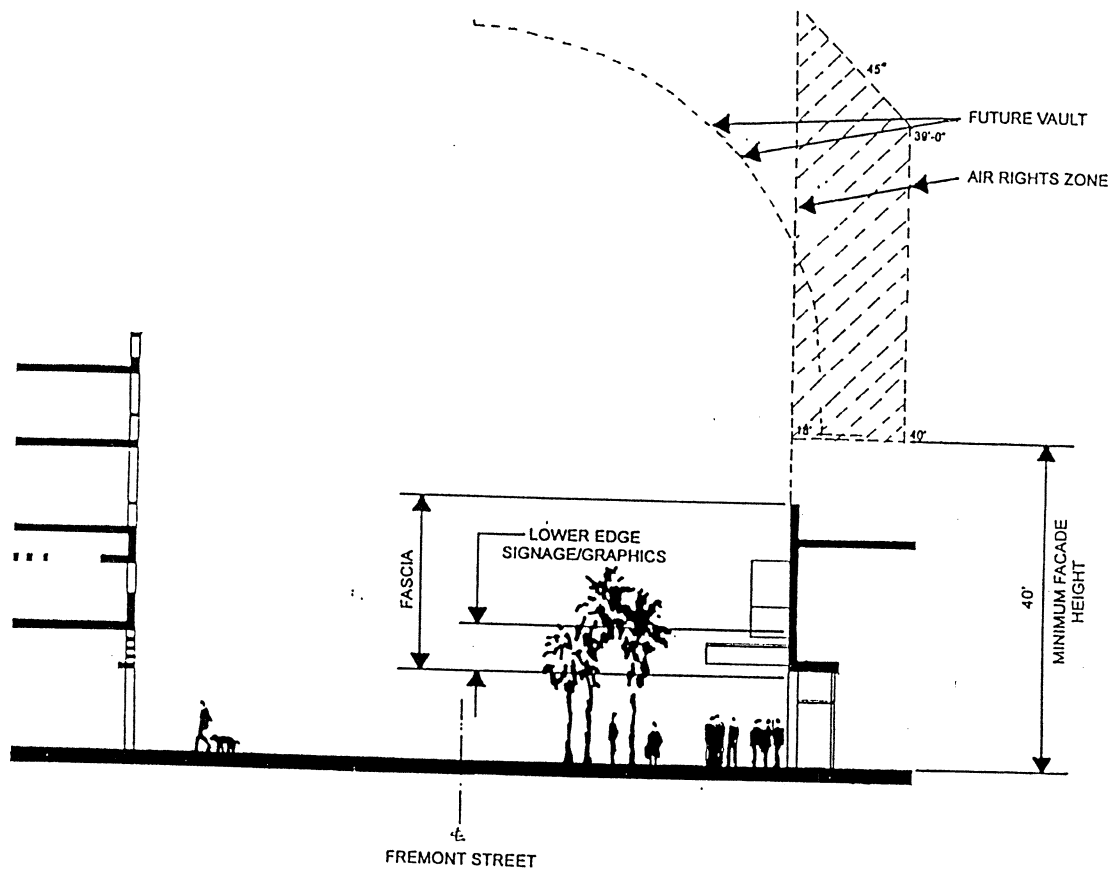


ELEVATION

2

SECTION

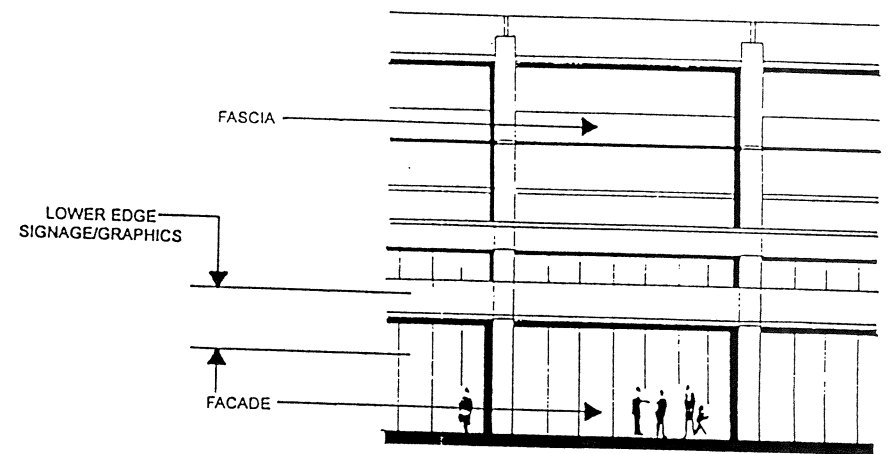
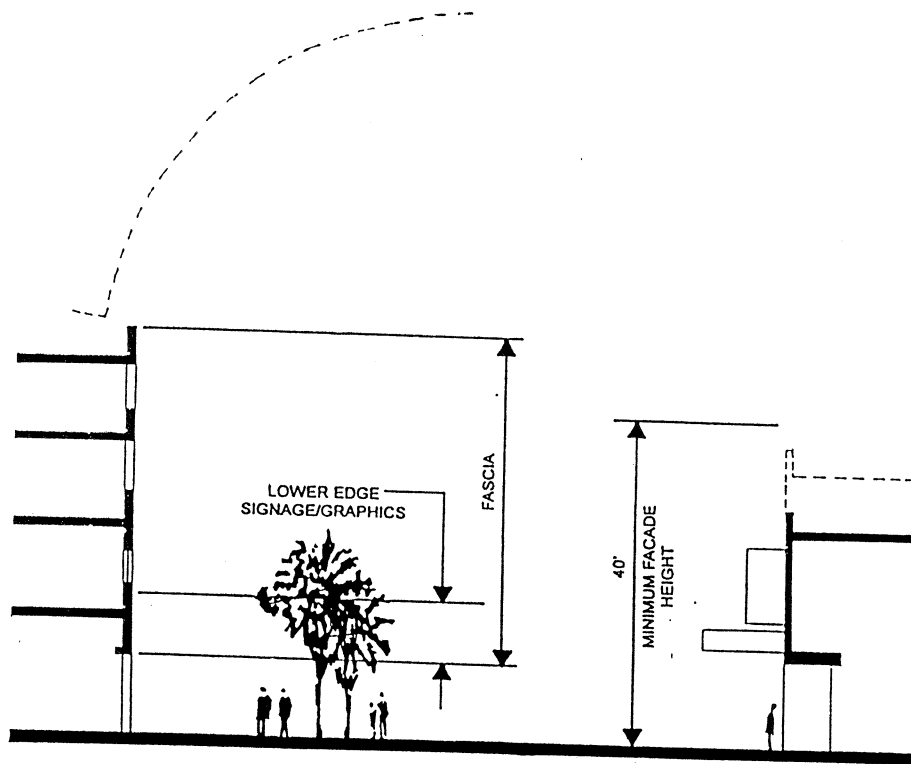




ELEVATION

3

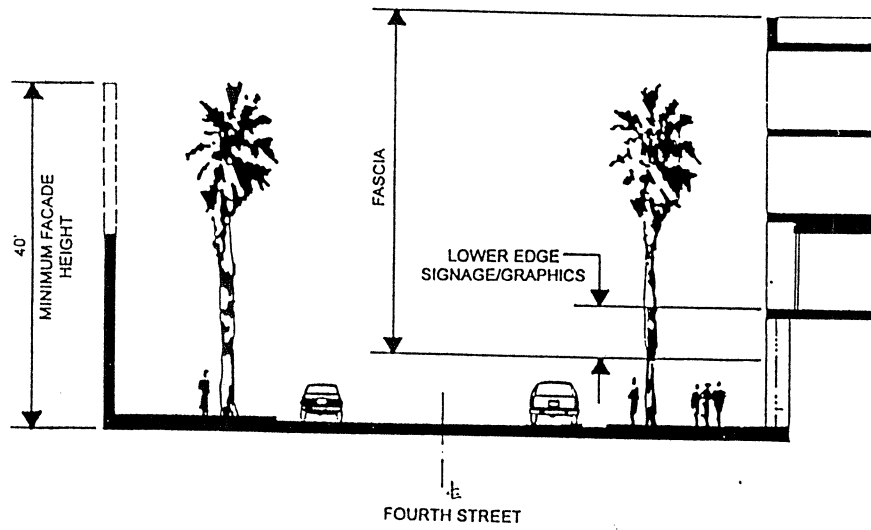
SECTION



ELEVATION

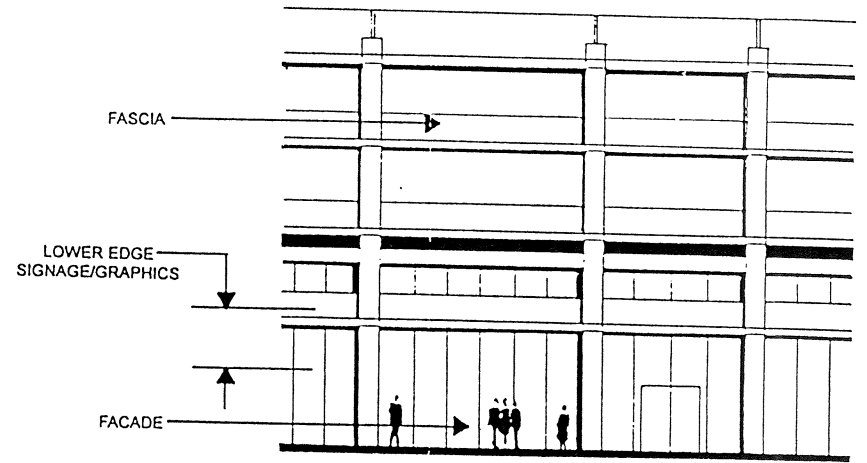
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SECTION

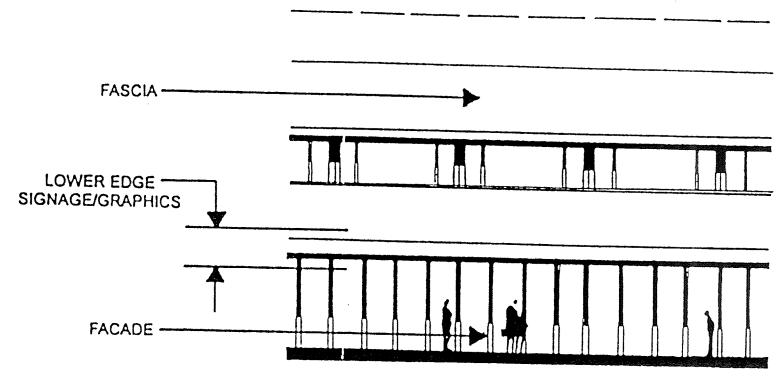
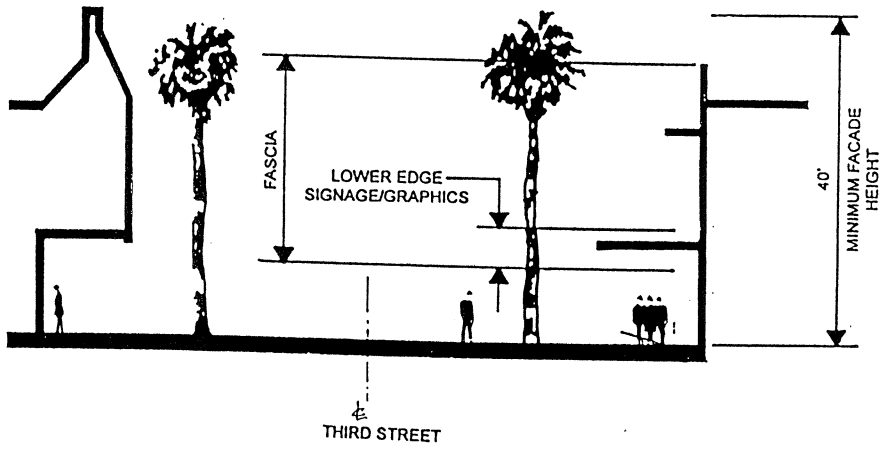


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SECTION

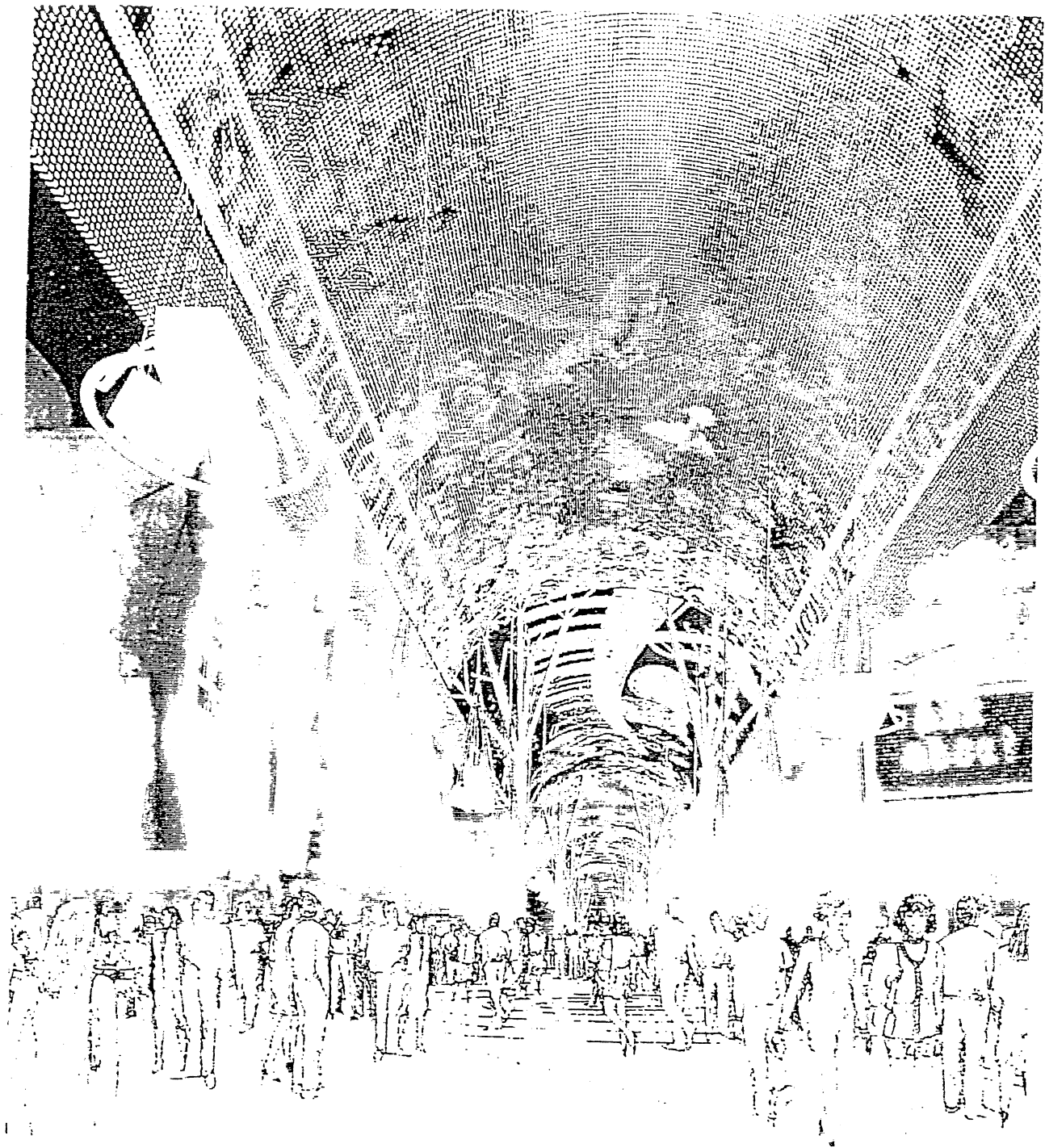


ELEVATION



6

SIDE STREET SECTION



Any person proposing to make new exterior building improvements to property which adjoins and faces the Pedestrian Mall is required to submit to the FSELLC documents which illustrate the intended construction and compliance with the criteria defined in this document. The submittal and its approval are to be completed prior to the issuance by the City of Las Vegas of a building permit, encroachment permit, sign permit or other like permit or approval.

#### SUBMITTAL AND COMPLIANCE REQUIREMENTS