



July 27, 2006

Flinn Fagg, AICP
City of Las Vegas Planning & Development Department
731 S. Fourth Street
Las Vegas, NV 89101

RE: Justification Letter & Sign Analysis Table
Master Sign Plan for World Market Center Las Vegas – Phase II

Dear Mr. Fagg,

Please accept this revision to the existing Master Sign Plan submitted on behalf of our customer, **World Market Center Las Vegas** located at 495 South Grand Central Parkway.

World Market Center (WMC) is currently under construction with Phase II of the 57-acre home furnishings campus slated to become the largest trade complex of its kind in the world.

I have attached all the required documentation to assist you in reviewing and approving this Master Sign Plan Amendment request. From our analysis of your Downtown Centennial Plan Standards, the signage we are proposing in this plan does exceed the existing policies and regulations however, with a project of this magnitude and stature, it requires tasteful and noteworthy signage to efficiently assist visitors and vendors year around to negotiate a campus of this magnitude. We feel the signage designs in place are tasteful, created with the owners needs in mind, complimenting the buildings and keeping with the overall feel and look of Las Vegas as well. The people that live in and around the City and the millions of visitors that come will all appreciate the beauty of this architectural development. The details for the exterior signage for World Market Center Phase I and II - Las Vegas are listed on page 2 of this letter.

We look forward to your response. Should you have questions please contact me anytime at (702) 739-6789.

Respectfully,

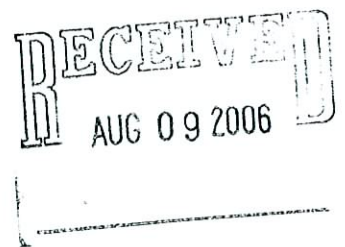
A handwritten signature in black ink, appearing to read "Joe DeJesus", written over a circular stamp.

Joe DeJesus
Vice President

MSP-15823
09/21/06 PC

SIGN ANALYSIS TABLE

SIGNAGE	QTY	DESCRIPTION	LOCATION	ANIMATED
PROPOSED SIGNAGE:				
SIGN C1	1	Illuminated 10' H (OA) letters to read "WORLD MARKET CENTER" with a 23' H (OA) Logo with Underscore. This set of letters and logo are approximately 192'W (OA).	South elevation of Phase II building, approximately 260' (OC) above ground level.	NO
SIGN C2	1	Illuminated 10' H (OA) letters to read "WORLD MARKET CENTER" letters surface mounted to a flat non-illuminated logo painted silver.	North/East elevation of Phase II building, approximately 160' (OC)	NO
SIGN C3	1	Illuminated 10' H (OA) letters to read "WORLD MARKET CENTER" with a 23' H (OA) Logo with Underscore. This set of letters and logo are approximately 192'W (OA).	West elevation of Phase II building, approximately 260' (OC) above ground level.	NO
C4	2	Two (2) sets of 12" H, 2"D flat cut out non-illuminated sets of "Address Numbers".	S & E elevations at 14' above ground level.	NO



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