

LAW OFFICE

Jay H. Brown, Ltd.

A PROFESSIONAL CORPORATION
520 SOUTH FOURTH STREET
LAS VEGAS, NEVADA 89101

TELEPHONE (702) 384-5563
FACSIMILE (702) 385-1023
EMAIL: jay@jhbrownltd.com

November 16, 2006

City of Las Vegas
Planning & Development
731 S. Fourth Street
Las Vegas, NV 89101

Re: Justification Letter
SDR-17312
VAR-17871

Gentlemen:

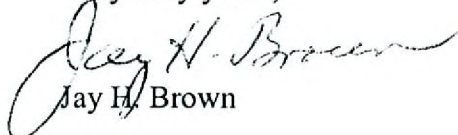
Application SDR-17312 is for a site design review of Déjà vu's Little Darlings' free-standing pole sign, an allowed used in the current M zoning. The freestanding sign is aesthetically pleasing to the eye and meets the design standards set forth in the city code, and is consistent with other signs in the area.

A variance is required to allow the increase in the height of the sign to 80 feet and increase the size of the face of the sign from the allowed 760 sq. ft. to 1,235 sq. ft. for the following reasons:

1. The location of the sign is within 200 feet of I-15.
2. I-15 is elevated approximately 50 ft. and the sign would not be visible unless it was raised to 80 ft.
3. The face of the sign needs to be much larger than the 760 sq. ft. allowed by code in order for it to be spatially appealing while being viewed from I-15.
4. The sign is located on an irregular shaped parcel, which limits the visibility of signage on the property.

We respectfully request that our application for the variance in the height and size of the freestanding sign be approved.

Very truly yours,


Jay H. Brown

JHB:cc

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