



YOUNG ELECTRIC SIGN COMPANY

Las Vegas Division

702-876-8080 Telephone
702-944-4500 Fax

February 26, 2007

5119 South Cameron Street
Las Vegas, Nevada 89118-1559

JUSTIFICATION LETTER

This request is to have on file a separate sign criteria with building elevations showing sign areas for the Shea at Tenaya development (Parcel #125-27-114-001).

There is an existing sign criteria on file (see attached) for Tenaya Village. However, Shea Commercial, the developer, has certain standards for uniformity in sign construction (see attached) that they use for all of their projects that differs from the existing criteria.

Shea allows illuminated or non-illuminated reverse pan channel letters and logos only. All signs are uniform in color, painted Satin Black (paint manufacturer and color is Single Source #0072) and has approved font styles.

We would like to request the following two waiver of conditions.

1. F-2-B-2: States that no wall sign that faces existing residential development that is outside the limits of the Centennial Hills Town Center shall be permitted.
2. F-2-B-2-e: Exterior wall and building signs shall not be permitted above the second floor window line except for hotels and high-rise buildings with twelve (12) stories or more which may have a sign panel just below the roof line of the sole purpose of identification.

Shea Commercial's product is designed to have multiple tenants for each building for all of their projects in the Las Vegas Valley. Due to the projects vicinity, there is residential development that faces the south elevation on every building with the addition of the west elevation on Building G. The purpose of placing signs on the south elevations is due to wayfinding purposes once a person has entered the complex. As you can see on the building elevations, except for buildings F and G, there is no access into the buildings except from the east, west and south. In most cases, signs are only allowed on either the west or east elevations because the layout of the buildings are facing each other with no parking between the buildings. We would please ask for your consideration to allow signs of the south elevation for wayfinding purposes. All signs would be uniform in color (Satin Black) and be non-illuminated to avoid any light output at night.

On the two-story buildings A and B, the sign areas are located on the second story because these locations have no slate in these areas. Once slate is penetrated and a sign is removed, then it is almost impossible to repair the slate to its original condition. As you can see on all the elevations, none of the sign areas are located where there is slate.

Please consider our request and justifications to allow a Waiver of Conditions for F-2-B-2 and F-2-B-2-e. The monument signs and locations were previously approved administratively and have been included with the sign plan.

Sincerely,

A handwritten signature in black ink that reads "Rich Hinshaw".

Rich Hinshaw
Account Executive
RH/aw