



D. OLIRAN JOHNSON
VICE PRESIDENT

June 05, 2007

City of Las Vegas
Planning and Development – Development Services Center
731 South Fourth Street
Las Vegas, NV 89101

ARC-22160
CHARC-TC
06/05/07

RE: Centennial Hills Hospital – Master Sign Plan
HKS Project No. 08849.018

MAY 22 2007

To Whom It May Concern:

On behalf of our client, Valley Health System, LLC c/o Universal Health Services, Inc., we would like to submit this Letter of Justification as part of our request for a Master Sign Plan, concerning the exterior signage to be located at their Centennial Hills Hospital Campus, 6900 North Durango Drive, Las Vegas, Nevada 89149.

Centennial Hills Hospital is situated on the northeast corner of North Durango Drive and Deer Springs Way. It is a full service facility offering nearly 250 inpatient beds (when completely built out), a host of outpatient services as well as an Emergency Department. Because of the nature of the services provided and the fact that they are provided 24 hours a day, the visibility, readability, and identifiability of the facility in daylight and at night is essential, particularly for citizens in need of emergency care.

Since the Hospital is situated on a corner and its users will be coming from all directions, it is essential that the facility and its site access points be identifiable from afar in all directions. Currently the adjacent property sites to the South, North and West are 1-3 story, strip-type shopping centers. The adjacent property to the East is currently undeveloped. The immediate visual recognition of the Hospital and its site access points are impeded by the surrounding developments. It is here that we feel the need to provide prominent signage that both identifies the Hospital and directs its users to the correct entrance drive for their desired services.

The look and size of the signs were derived from the wishes of the client to create a signage system that relates to and compliments the architecture of the building. The vertical / horizontal characteristics of the building along with the exact matching of the building colors, are exemplified in the signage.

In addition to approval of the Master Sign Plan, we will be seeking two waivers for approval. The first is to allow a Wall Sign above the 2nd floor of the building and the second is to allow 5 monument signs to be 8'-6" high where as code only permits 8'-0" high monument signs.


As a matter of hardship, the Client's intent to provide healthcare services to the community would be negatively affected if users cannot find the campus to make appointments on time or visit sick relatives. As a matter of life safety, navigating quickly and efficiently to the hospital is of utmost importance, especially for emergency services. Centennial Hills Hospital is unique and deserves

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unique consideration due to the nature of its services and patient needs. In fact, granting the approval of the proposed Master Sign Plan would be for improvement of the public welfare and allow for timely healthcare delivery to injured or sick persons.

We request granting the approval of the Master Sign Plan needed for Centennial Hills Hospital.

Respectfully Submitted,


D. Oliran Johnson

HKS

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ENVIRONMENTAL GRAPHICS

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