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November 19, 2007

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

Re: Farm & Durango Justification letter

This project is a second phase within an existing shopping center located at Farm & Durango. The current approved sign plan only allows enough signage to advertise for the current tenants. We are requesting an additional freestanding pole sign to be placed on Durango. The pole sign will be placed at the entrance into the shopping center. By placing the sign at the entrance it will be located within 330' of the residential to the north. The requested building signage will be consistent with the existing signage within the center.

Respectfully submitted,

Darrell Shock
Account Executive

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SIGN ALLOCATION PER LEASEHOLD FOR TULE SPRINGS VILLAGE CENTER

Major 1

West fascia – (1) 4' x 4' = 16 sq. ft, (1) 3' x 42' = 126 sq. ft, (2) 3' x 10' = 60 sq. ft
(202 sq. ft total)

Albertsons Express

Front & Rear fascia – (2) 2' x 9' = 36 sq. ft, (2) 5' x 10' = 100 sq. ft
Gas Canopy -(2) 3' x 3' = 18 sq. ft
(154 sq. ft total)

Pad Building 6

South-West fascia- (4) 3' x 11' = 132 sq. ft
North-East fascia- (4) 3' x 6' = 72 sq. ft
North-West fascia- (3) 3' x 6' = 54 sq. ft
(258 sq. ft total)

Pad Building 7

South-West fascia- (1) 3' x 18' = 54 sq. ft, (2) 3' X 6' = 36 sq. ft
North-East fascia- (3) 3' x 6' = 54 sq. ft
South-East fascia- (3) 3' x 6' = 54 sq. ft
North-West fascia- (1) 3' x 6' = 18 sq. ft
(216 sq. ft total)

Pad Building 8

North-East Fascia – (3) 3' x 6' = 54 sq. ft
South-West Fascia – (3) 3' x 6' = 54 sq. ft
South-East Fascia – (1) 3' x 6' = 18 sq. ft
North-West Fascia - (3) 3' x 6' = 54 sq. ft
(180 sq. ft total)

Pad Building 9

North-East Fascia – (4) 3' x 6' = 72 sq. ft
South-West Fascia – (2) 3' x 13' = 78 sq. ft
South-East Fascia – (3) 3' x 11' = 99 sq. ft
(249 sq. ft total)

Pad Building 10

North Fascia – (3) 3' x 7' = 63 sq. ft
West Fascia – (6) 3' x 7' = 126 sq. ft
South Fascia – (5) 3' x 7' = 105 sq. ft
East Fascia - (2) 3' x 7' = 42 sq. ft
(336 sq. ft total)

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Pad Building 11

West Fascia – (9) 3' x 9' = 243 sq. ft
(243 sq. ft total)

Retail – Storage Building

West Fascia – (1) 6' x 12' = 72 sq. ft, (1) 3' x 40' = 120 sq. ft,
(21) 2'-6" x 13' = 682.5 sq. ft
South Fascia – (1) 2'-6" x 13' = 32.5 sq. ft
(907 sq. ft total)

Freestanding Pole Sign

(2) 24' double-faced pole signs – **576 sq. ft (Existing)**
(1) 24' double-faced pole signs – **288 sq. ft (Proposed)**

Square Footage Calculations

This Master Sign Plan is designed to provide adequate signage for each and every tenant that occupies the retail area of the Tule Springs Village Center, located at Farm & Durango. Signage will include (3) double-faced 24' illuminated tenant pole signs and various wall sign areas (shown on drawings) for individual tenant signage.

Sign Area Allocations

Pole signs proposed	288 sq. ft.
Wall signs proposed	907 sq. ft.
Total square footage of proposed signage	1,195 sq. ft.

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