



ELECTRICAL ADVERTISING, INC.

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4/27/2008

Planning & Development Dept.
City of Las Vegas, Nevada
731 S. 4th St.
Las Vegas, NV.

Re: Justification Letter
Property: 2401 Western Ave. L.V., NV. 89102

Dear Members,

This letter is to serve as an explanation in justifying the increased height and width of the current pole sign that has served the property for Grainger™ respectively since 1979.

Currently, we have a two-pole mounted pole sign that was installed when the property was obtained in 1979. Since that time, we have experienced hardships in visibility whereas the property does not lend itself to potential traffic viewing from beyond 100 yards in either direction of Western Avenue. The I-15 freeway and Sahara Blvd. are the primary thoroughfares with expectation in having visibility for Grainger™. Western Avenue has primarily "industrial-type" business that does not reach our customers on a more broad scale.

The current sign extends 40' on two pole mountings. As said, the visibility of this sign does not give a clear indication of where the facility is located thus, losing potential business from much needed clientele. The Grainger sign would be more visible if extended to an overall height of 80' (two-pole mounted) with a cabinet dimension not to exceed 540 s.f. In order for potential and existing customers to see Grainger™, we need this specific height as proposed. We do not abut to any residential areas. It is completely industrial and specific to "like" kind of businesses. We have conducted many studies to make the correct assumptions in size and dimension and understand this sign to be perfect in its presentation and coinciding with the surrounding building types.

We have also taken into consideration the aspect of Sustainable Design and all of our signs shall be fabricated of recycled materials and sustain the electrical consumption though utilizing solar energy as an optional energy source. To date; we know of no sign company in Las Vegas that has utilized this technology or direction. Grainger will be the first beginning in Las Vegas, Nevada. It produces -0- emissions and -0- heat signatures.

VAR-28568
08/14/08 PC

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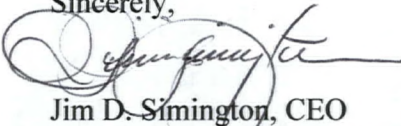
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Continued

The Grainger™ building/warehouse sits back considerably from the street and has a 40 m.p.h. traffic flow in which most drivers exceed. We believe if they can see the sign from a distance when looking for Grainger™, they will be able to find us the first time and not give up and go elsewhere to do business.

This is a real concern for Grainger™ and the city of Las Vegas can enable us to have the appropriate sign for the application we present before you. The sign will be tasteful and very professional and Las Vegas can have the right to approve the first solar-type pylon and building signs of this kind as partners in the "Green" movement.

Thank you for your time and please call me if I can assist you anytime with any questions you may have.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim D. Simington", with a large, stylized flourish extending from the end of the signature.

Jim D. Simington, CEO
Simington Electrical Advertising, Inc.

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