



September 20, 2008

JUSTIFICATION LETTER FOR MONTECITO POINT

Montecito Point is located at Grand Montecito Parkway and Rome Street with a visibility from the I-215. The project consists of a one-story building measuring 187,410 square feet.

All signage on the project is to code and we would ask that you consider the location of the pylon sign on Grand Montecito Parkway to be located approximately 294' from the residence on Fawn Meadow in the 330' Buffer Zone (see attached). The sign would be located at the north entrance.

This is the only location that the sign can be placed because of the set back requirements.

Please consider our request for the master sign plan for Montecito Point.

Sincerely,

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

Rich Hinshaw
Account Executive

RECEIVED
SEP 22 2008

MSP-30236
11/20/08 PC

NCL: 780 / 780B



YOUNG ELECTRIC SIGN COMPANY

Las Vegas Division

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

5119 South Cameron Street
Las Vegas, Nevada 89118-1559

SIGN TABLE MONTECITO POINT SIGNAGE

Zoning: MS-TC

Parcel Number: 125-20-810-002

Acres: 7.96

1. Street Frontages

Grand Montecito – 906 linear feet
Rome – 179 linear feet

2. Freestanding Ground Signs

Maximum sign area – $187,410 \div 150 \times 1 = 1,249$
Proposed sign area = 317.75

Pylon on Grand Montecito – 270 square ft
Project ID monument on corner of Grand Montecito and Rome – 47.75 square feet

Pylon

Allowed – 24 feet
Proposed – 15 feet

Set Back – 5 feet or more (both pylon and monument)
Located in Buffer Zone- Approximately 294' from Fawn Meadow
Sign area for pylon is 270 square feet
Sign area for monument is 47.75 square feet

3. Wall Sign Table

South Elevation – View 7 – Illuminated signs

90'-6" high x 223'-0" wide x 15% = 3,027 square feet allowed
Sign zones 4'-0" x 110'-0" = 440 square feet
4'-0" x 85'-0" = 340 square feet
780 square feet proposed

West Elevation – View 2 – Illuminated signs

90'-6" high x 223'-0" wide x 15% = 3,027 square feet allowed
Sign zones 4'-0" x 76'-0" = 304 square feet
4'-0" x 110'-0" = 440 square feet
744 square feet proposed

North Elevation – View 3 – Non-illuminated signs

90'-6" high x 154'-0" wide x 15% = 2,090.55 square feet allowed
Sign areas 4 each at 2'-6" x 20'-0" = 200 square feet proposed

East Elevation – View 4 – Non-illuminated signs

90'-6" high x 154'-0" wide x 15% = 2,090.55 square feet allowed
Sign areas 4 each at 2'-6" x 20'-0" = 200 square feet proposed

Northeast and Southwest Elevations

No signage for tenants
Two (2) sets of illuminated address numbers

RECEIVED

SEP 22 2008

**MSP-30236
11/20/08 PC**



MONTECITO POINT SIGN CRITERIA

INTRODUCTION

The intent of this Sign Criteria is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment at Montecito Point.

Performance of this Sign Criteria shall be enforced and any nonconforming sign shall be removed by the Tenant or Tenant's sign contractor at Tenant's expense, upon demand by Developer.

The Developer shall review exceptions to these standards. The Developer will retain full rights of approval of any sign used at Montecito Point.

RECEIVED

SEP 22 2008

MSP-30236
11/20/08 PC



MONTECITO POINT SIGN CRITERIA

GENERAL DEVELOPER / TENANT REQUIREMENTS

1. Each Tenant shall submit to Developer for approval, three (3) copies of the detailed shop drawings of Tenant's proposed sign, indicating conformance with this Sign Criteria. Drawings must include a detailed method of attachment and be drawn at a minimum $\frac{1}{2}$ " = 1'-0" scale.
2. The Tenant shall submit a sign drawing approved by Developer to the appropriate City of Las Vegas authority for approval prior to the start of any sign construction or fabrication.
3. No sign shall be installed until approved building permits from City of Las Vegas Planning and Building are received.
4. The Tenant shall pay for all signs, their installation (including final connection, transformers and all other labor and materials) and maintenance.
5. The Tenant or his representatives shall obtain all necessary permits.
6. The Tenant shall be responsible for fulfillment of all requirements of this Sign Criteria.
7. Tenant's sign contractor shall repair any damage to any property caused by his work.
8. It is the responsibility of the Tenant's sign company to verify all conduit and transformer locations and service prior to fabrication.
9. Tenant shall immediately remove all signs representing a discontinued service and/or product.
10. The location and sign area of all signs shall be per the accompanying design criteria elevations unless otherwise approved in writing by the Developer.
11. Upon removal of any sign by Tenant, any damage to the building fascia or sign area will be repaired by Tenant, or by Developer at Tenant's expense. Repair work to be completed within a ten (10) day period. Upon removal, Tenant is responsible to patch and paint sign area.
12. Developer shall have the right to remove, at Tenant's expense upon seven (7) days written notice, any signs installed contrary to this Sign Criteria.
13. No temporary or permanent banners will be allowed.

RECEIVED

SEP 22 2008



MONTECITO POINT SIGN CRITERIA

GENERAL SIGN SPECIFICATIONS

1. No exposed raceways, crossovers, conduits, conductors, transformers, etc. shall be permitted.
2. Tenant signage shall be placed in the designated sign areas only.
3. Signs are to be:
 - A. Reverse channel halo illuminated with neon or LED's for sign zones on west and south elevation – maximum letter and logo height is 4'-0"
 1. All channel letter faces and returns are to be fabricated of 24-gauge sheet metal or 0.63 aluminum painted white inside
 2. 3" deep letter returns when using neon or 1½" letter returns when using LED's
 3. Pegged off wall 1½" for neon and 1" for LED's
(Retail or office building)
 - B. Reverse channel non-illuminated flush mounted for sign areas measuring 2'-6" x 20'-0" on the north and east elevations – maximum letter and logo height is 30"
4. 30MA ground fault transformers shall be used for neon and appropriate power supply for LED's.
5. UL approved housings will be used for neon tube systems.
6. All sign letters shall be secured by concealed fasteners.
7. No exposed lamps or sign cans will be permitted.
8. All signs shall be fabricated and installed in compliance with all applicable building and electrical codes. All signage shall be manufactured and installed in accordance with U.L. regulations. All signage shall bear U.L. labels.
9. The "copy" (letter type), logos, and their respective colors shall be submitted to the Developer for written approval prior to fabrication.
10. All signs are to be centered horizontally and vertically in sign area.
11. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition and shall be patched to match the adjacent finish.
12. Any signs, consisting of any moving, swinging, rotation, no raceways, flashing, blinking, scintillating, fluctuating otherwise animated light are prohibited.
13. For purposes of business identification, Tenant will be permitted to place upon each entrance to its demised premises a decal application with lettering not to exceed 2" in height, indicating name of the business, hours of business, emergency telephone, etc.

RECEIVED

SEP 22 2008

**MSP-30236
11/20/08 PC**



MONTECITO POINT SIGN CRITERIA

SIGN CONTRACTOR INFORMATION

1. Contractor must have a Nevada state contractor's license.
2. Entire display shall be guaranteed for 90 days against defect and workmanship, defective parts shall be replaced without charge.
3. Sign company shall carry workmen's compensation and public liability insurance against all damage suffered or done to any and all personal and/or property while engaged in the construction or erection of signs in the amount of \$2,000,000.00. Sign contractor shall furnish evidence of said insurance to Developer prior to fabrication or installation.
4. Sign contractor information for MONTECITO POINT is:

Young Electric Sign Company (YESCO)
Attn: Rich Hinshaw
5119 South Cameron Street
Las Vegas, Nevada 89118
(702) 497-5285 cellular
Email: rhinshaw@yesco.com

Tenant's Initials: _____

Developer's Initials: _____

RECEIVED

SEP 22 2008