



JUSTIFICATION LETTER

Date: 9/16/08

To: City of Las Vegas Planning & Development
731 S. 4th Street
Las Vegas, NV 89101

From: Mark Whitehouse

Attn: Planning/Development Department

Re: Master Sign Plan for Siegel Suites 2000 Paradise Rd. LVNV 89104

To Whom It May Concern:

On behalf of Siegel Suites located at 2000 Paradise Rd. LVNV 89104, Ultrasigns Electrical Advertising will be filing a *Master Sign Plan*. In the package we will show all signage on the property and request the following variances.

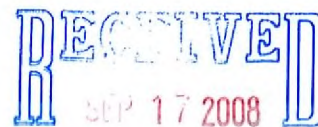
- 50' Main Identification Freestanding Sign in an R-5 zone where a 10' maximum is allowed.
- To allow 7 (seven) Freestanding Signs where 1 (one) is allowed.
- To reduce setback of 5 (five) Freestanding Signs from to 18" where 5' is required. (Main sign will maintain setback.).
- To reduce separation distance between signs to 60' where 100' is required. (Main sign will maintain separation distance.).

The subject site has been recently renovated and has proven to be a welcome addition to an area in need of revitalization. The proposed signage will not only enhance and compliment the building it will not have any adverse impact on surrounding properties. Further, the property owner held a neighborhood meeting to solicit input from the surrounding property owners and only received positive feedback from those who were in attendance.

Thank you for your kind consideration of our request.

Sincerely,

Mark Whitehouse
Ultrasigns, Inc.
(702) 336-3336



VAR-29653
10/09/08 PC - REVISED