



JUSTIFICATION LETTER

Date: 11/19/08

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 Casa Palms 700 N. LV Blvd. LVNV 89104

To Whom It May Concern:

On behalf of Siegel Suites Casa Palms located at 700 N. Las Vegas Blvd. LVNV 89104, we respectfully are submitting a Master Sign Plan. In addition we request the following variances be granted in conjunction with this MSP.

- Allow one 60' overall high sign where a 40' maximum is allowed.
- Allow 7 freestanding signs where 2 would be allowed.
- Allow reduction in separation distance between all signs from 100' to 20', 40' and 47' as noted on the site plan submitted.
- Allow Sign B to have 0' 0" setback from Property Line where 5' 0" is required.
- Allow signs B and C to have 0% neon coverage where 75% neon coverage is required per Scenic Byway Standards. (*Note – Sign A has 80% neon coverage on it and does animated therefore is in compliance with Scenic Byway Standards)

Thank you for your kind consideration of our request.

Sincerely,

A handwritten signature in blue ink that reads "Mark Whitehouse". The signature is fluid and cursive, with a long horizontal stroke at the end.

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

VAR-32024
12/18/08 PC