



JUSTIFICATION LETTER

Date: 8/26/08

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 525 E. St. Louis LVNV 89104

To Whom It May Concern:

On behalf of Siegel Suites located at 525 E. St. Louis LVNV 89104, Ultrasigns Electrical Advertising will be filing for a *Master Sign Plan*. In this package we will show all identification signage on the property and request to increase the size of the Main Wall Identification Sign size to 250 square feet where 50 square feet per building elevation is allowed. The Sign will face west and is to advertise only to Las Vegas Boulevard.

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

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10/09/08 PC