

JUSTIFICATION LETTER – CENTENNIAL HYUNDAI NEON REQUEST

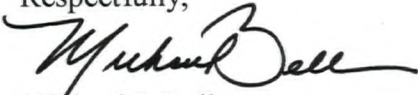
Thank you for the opportunity to present this justification letter with regard to our application to permit the minimal use of neon on the already approved Centennial Hyundai facility located on Centennial Center Drive in the Town Center area of Las Vegas, Nevada. The following shall be a brief description and explanation of why we feel this request is justified at this time.

This request is to allow the installation of a minimal amount of neon on the Centennial Hyundai auto dealership in the "Town Center" area of Centennial Hills. The request is made in order to provide the new Centennial Hyundai dealership with equal opportunity to visually market its product along with the other existing auto dealerships in the Town Center area. Prior to making this request, we reviewed the use of neon on the existing businesses in the Town Center area, including, but not limited to, auto dealerships, restaurants and retail stores. We have found, and hope you will agree, that our request is consistent with the use of neon on these businesses currently in operation. This request is not made lightly and in full understanding of the current codes and regulations regarding the use of neon in this area.

The Centennial Hyundai auto dealership is currently under construction, fully entitled and approved for the purpose of new and used auto sales. No waiver of any condition was required or requested with regard to the Centennial Hyundai facility. No GPA, Rezoning, Variance or Special Use Permit was required or requested when that facility was approved. We have met with the City Councilman for this area, Steve Ross prior to submitting this request, and presented both he and his staff with photographic evidence of the current use of neon in the Town Center area. A meeting was held with his staff and current planning staff members including Mrs. Margo Wheeler regarding this request. We now file this application only after it was conveyed to us that all in attendance, including the councilman, would support our request.

In conclusion, because this request is being made only for the use of a minimal amount of neon and to give Centennial Hyundai an equal amount of "curb-appeal" as the rest of the businesses in the area, we hope that you will look favorably on our request. Should you have any further questions or require additional information, please don't hesitate to contact me via cell phone at (702) 501-6392. Thank you for your time and consideration.

Respectfully,


Michael J. Bellon
As Owner's Representative

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