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October 4, 2010

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VIA HAND DELIVERY

Attn: John Grider, Planner I
Planning and Development Department
City of Las Vegas
Development Services Center
731 South Fourth Street
Las Vegas, Nevada 89101

RE: ***Application for Special Use Permit and Waivers of the Distance to Residential; Distance to Financial Institution, Specified; and the Condition on Hours of Operation***

To Whom It May Concern:

I am writing on behalf of Moneytree, Inc., in support of the application for a special use permit for the addition of auto title loan use to an existing Moneytree location at 2950 West Sahara Avenue (APN #: 162-05-816-006). Moneytree also seeks waivers of the separation requirement from residential use and another financial institution, specified, as well as the hours of operation condition.

This location is zoned C-1, Limited Commercial. The addition of the auto title loan use would not adversely affect surrounding properties, as this store is surrounded by commercial uses and is located along the major commercial corridor of Sahara Avenue. Although the commercial center lot containing the Moneytree site touches a parcel with residential use, requiring a waiver of the 200-foot distance separation requirement to allow a 90-foot distance separation, the Moneytree is buffered by other commercial buildings and parking, as well as a street that separates the residential and commercial uses. Moreover, although the Moneytree may be more than 1,000 feet away from another auto title loan; auto pawn; or financial institution, specified, use when measured building to building, a waiver of the distance separation to allow 900-

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feet distance between such uses when 1,000 feet is required when measured property line to property line.

As the auto title loan use is also consistent with the current financial institution, specified, operations that exist at the location, there would be no variable impact by addition of auto title loans. Thus, Moneytree will continue to maintain its standard of operations, and the design, traffic generation, lighting, and noise at this location will remain the same. Moreover, the addition of the proposed use would not contribute in any adverse way to traffic, fire safety, or citizen safety.

Moneytree has been in business at this location since October 2002 and currently operates from 7:00 a.m. to 11:00 p.m., Monday through Saturday, and 9:00 a.m. to 9:00 p.m. on Sunday. In order to maintain its current operational standards, Moneytree respectfully requests a waiver of the condition that the auto title loan use be limited to the hours of 8:00 a.m. to 11:00 p.m.

Moneytree is an established company with operations throughout southern Nevada that are aesthetically discreet and that maintain a low impact on neighboring properties. The company is an excellent corporate citizen that has contributed to local charitable organizations. Moneytree has also worked with the Nevada State Legislature during past sessions to enact regulations that prohibit predatory lending practices.

In this current economy, banks have often been unwilling to extend short-term loans. An auto-title loan allows customers seeking such financing the opportunity to obtain immediate, necessary funds while allowing the use of their vehicle to continue. Moneytree is looking to offer auto-title loans so that customers have the option of utilizing a variety of short-term loan that is most convenient to them.

Because Moneytree is an existing establishment that is compatible with the surrounding area and the addition of the auto title use is consistent with current operations at this location, the company respectfully requests a special use permit to add auto title loan use with waivers of the distance to residential; distance to another auto title loan, auto pawn, or financial institution, specified, use; and the hours of operation condition.

Please call me if you have any questions or need additional information.

Sincerely,

Jennifer Roberts

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cc: Ms. Chung-yu Lin

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