



To Whom It May Concern:

This letter is in regards to the property located on the northwest corner of Durango & El Capitan. This center is currently in Town Center and zoned SC-TC. This center will have two major anchors, Lowe's and Staples. The total floor area for the entire center is 226,000 square feet. According to Town Center standards, I will be allowed a total of 1,506.67 of freestanding signage square footage. I am requesting a waiver to increase the total square footage to 2,608.35 for all six signs. The freestanding signage I am requesting is a 100' tall triple-sided pylon and five (5) 8' X 8' double-faced monument signs, all to be internally illuminated. I am requesting a waiver to increase the height of the pylon sign to 100'. The property currently sits approximately 40 to 50 feet below the I95 freeway and the Durango over pass. We feel that the only way for this sign to be visible from the freeway and patrons traveling both north and south on Durango is for it to be 100'. There have been other waivers given in town center to increase the height of a pylon sign to 79' for Centennial Center. Currently Centennial Center has two triple faced signs that sit flush with the freeway. Our center slopes down so much that an increase is imperative for any signage visibility at this point. With the major tenant being Lowe's this center will be in direct competition with the Centennial Center Home Depot. We feel that precedence has been set upon the approval of both the Centennial Center 79' triple sided signs and that an increase to 100' is justified due to the position of the property and grade. As for the monument signs, I am requesting a total of five, two along Durango and three along El Capitan. The frontage on Durango is 640 linear feet and we will be allowed one per 300 feet so this frontage meets town center guidelines. The frontage along El Capitan is 820 linear feet, so we would only be allowed two monument signs, we are requesting three. A waiver for an additional monument sign on El Capitan is requested, we are only 80 linear feet short of being able to have the third monument sign. We are also requesting a waiver to allow illuminated wall signage to face residential on the front elevation of Lowe's (north) and the northwest elevation of building G. There will be a considerable amount of landscaping and a trail that has been required by the City by the single family residential which will interfere with sign visibility from those homes. For all building signs, every aspect we conform exactly to town center guidelines, for example, no exposed neon allowed and the total square footage cannot exceed 15% of the elevation square footage. This center, Caroline's Court, will be an upscale, very classy commercial use and we want our signage to reflect that.

Thank you,

A handwritten signature in black ink, appearing to read "Lyndsee Hill".

Lyndsee Hill
Sign Innovations

MSP-34174
05/28/09 PC

RECEIVED

APR 14 2009

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