



August 20, 2009

Mr. Doug Rankin
City of Las Vegas Planning & Development
731 South Fourth Street
Las Vegas, NV, 89101

Re: Justification Letter – WMC II Associates, LLC
APN : 139-33-511-007
Address : 213 S. Grand Central Pkwy.
Application : Master Sign Plan Amendment

Dear Mr. Rankin:

The application seeks approval of an amendment to its Master Sign Plan to allow for the installation of interchangeable/removable on-premise signage on a parking garage located within the Las Vegas Centennial Plan.

Applicant is seeking approval to install five (5) signs onto an existing parking garage. The proposed signs are 53'W x 56'H and made with "Supreme Mesh". Applicant contemplates installing the signs immediately upon approval, and first displaying the signs for its Sept. 14-17, 2009 tradeshow event, and refreshing and/or changing the signage for tradeshow events occurring thereafter. The signs will depict only the advertisements of either the property owner, or existing tenants and/or business affiliates of the property owner.

This application reflects signage previously approved by the City of Las Vegas in past temporary sign permits, and simply seeks permanent approval of such signage.

Thank you for your consideration. Should you have any questions or concerns, please do not hesitate to contact me at any time.

Very truly yours,


Jonathan P. Leleu
In-House Legal Counsel for
World Market Center Las Vegas

MSP-36336
12/03/09 PC

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