

LIONEL SAWYER & COLLINS

ATTORNEYS AT LAW

1700 BANK OF AMERICA PLAZA
300 SOUTH FOURTH STREET
LAS VEGAS, NEVADA 89101

(702) 383-8888

FAX (702) 383-8845

lsc@lionsawyer.com

www.lionsawyer.com

September 24, 2010

SAMUEL S. LIONEL
GRANT SAWYER
(1918-1996)

JON R. COLLINS
(1923-1987)

RICHARD H. BRYAN
JEFFREY P. ZUCKER
PAUL R. HEJMANOWSKI
ROBERT D. FAISS
DAVID N. FREDERICK
RODNEY M. JEAN
HARVEY WHITEMORE
TODD TOUTON
CAM FERENBACH
LYNDA S. MABRY
MARK H. GOLDSTEIN
KIRBY J. SMITH
COLLEEN A. DOLAN
JENNIFER A. SMITH
DAN R. REASER
PAUL E. LARSEN
ALLEN J. WILT

LYNN S. FULSTONE
RORY J. REID
DAN C. MCGUIRE
JOHN E. DAWSON
FRED D. "PETE" GIBSON, III
CHARLES H. MCCREA JR.
GREGORY E. SMITH
MALANI L. KOTCHKA
LESLIE BRYAN HART
CRAIG E. ETEM
TODD E. KENNEDY
MATTHEW E. WATSON
SHAWN M. ELICEGUI
JOHN M. NAYLOR
WILLIAM J. MCKEAN
ELIZABETH BRICKFIELD
GREGORY R. GEMIGNANI
LINDA M. BULLEN
LAURA J. THALACKER
DOREEN SPEARS HARTWELL
LAURA K. GRANIER
MAXIMILIANO D. COUVILLIER III

MICHAEL D. KNOX
ERIN FLYNN
JENNIFER ROBERTS
MEREDITH L. STOW
DOUGLAS A. CANNON
RICHARD T. CUNNINGHAM
MATTHEW R. POLICASTRO
JENNIFER J. DIMARZIO
PEARL L. GALLAGHER
SUSAN L. MYERS
BRIAN S. PICK
JENNIFER L. BRASTER
LUCAS J. TUCKER
CHRISTOPHER WALTHER

KEVIN J. HEJMANOWSKI
KETAN D. BHIRUD
LAUREN D. CALVERT
ROBERT W. HERNQUIST
CHRISTIAN HALE
TIMOTHY R. MULLINER
COURTNEY MILLER O'MARA
BRIAN H. SCHUSTERMAN
MOHAMED A. IQBAL, JR.
KELLY R. KICHLIN
MARK J. GARDBERG
ELIZABETH A. HIGH
JAMES B. GIBSON
GREG J. CARLSON
ABIGAYLE F. DANG

OF COUNSEL

A. WILLIAM MAUPIN
RICHARD J. MORGAN*
ELLEN WHITEMORE
CHRISTOPHER MATHEWS
MARK A. CLAYTON

*ADMITTED IN CA ONLY
WRITER'S DIRECT DIAL NUMBER:
(702)-383-8946
jroberts@lionsawyer.com

VIA HAND DELIVERY

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 7291 West Lake Mead Boulevard, Suite 120 (APN #: 138-22-712-004). 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 on the major cross-streets of Lake Mead and Tenaya. 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, the Moneytree is located at the farthest corner away from the residential parcel, about 600 feet away. Moreover, the Moneytree is about 1,100 feet from another financial institution, specified, when measured building to building. However, the property line of the commercial center containing the other financial institution, specified, barely rests within the 1,000-foot required separation at about 970 feet away from the property line of the Moneytree. Therefore, Moneytree

RENO OFFICE: 1100 BANK OF AMERICA PLAZA, 50 WEST LIBERTY STREET • RENO, NEVADA 89501 • (775) 788-8666 • FAX (775) 788-8682

CARSON CITY OFFICE: 410 SOUTH CARSON STREET • CARSON CITY, NEVADA 89701 • (775) 641-2115 • FAX (775) 641-2116

WASHINGTON, DC OFFICE: 101 CONSTITUTION AVENUE NW, SUITE 800 • WASHINGTON, DC 20001 • (202) 742-4266 • FAX (202) 742-4267

SEP 24 2010
SUP-39367

REVISED

respectfully requests a waiver of the distance to another financial institution, specified.

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 December 2001 and currently operates on a 24-hour basis. 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 financial institution, specified; and the hours of operation condition.

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

Sincerely,



Jennifer Roberts

RECEIVED
SEP 24 2010

SUP-39367

REVISED

cc: Ms. Chung-yu Lin

RENO OFFICE: 1100 BANK OF AMERICA PLAZA, 50 WEST LIBERTY STREET • RENO, NEVADA 89501 • (775) 788-8666 • FAX (775) 788-8682

CARSON CITY OFFICE: 410 SOUTH CARSON STREET • CARSON CITY, NEVADA 89701 • (775) 841-2115 • FAX (775) 841-2119

WASHINGTON, DC OFFICE: 101 CONSTITUTION AVENUE NW, SUITE 800 • WASHINGTON, DC 20001 • (202) 742-4264 • FAX (202) 742-4265