

To Whom It May Concern:

Rockspring Plaza was built in May of 2006 and is located on Lake Mead Boulevard, just west of the 95 freeway. This 39,000 sqft shopping center has approximately 600 feet of frontage on Lake Mead blvd with a car count of 50,000 cars a day. We feel that this is an ideal location to construct a billboard for the following reasons:

1. It is surrounded by existing billboards in the area.
2. It meets all the set backs and requirements to our knowledge for a billboard structure.
3. It is located in a heavily commercial area and will have no effect on any residential.

We would kindly ask you to consider our request to establish an off-Premises advertising sign at this location(billboard).

Sincerely Yours,


Ali Kaveh
Managing Member, RockSprings Plaza
7175 W. Lake Mead Blvd.
APN 138-22-701-007
Cell: 277-0194



SUP-43285