SUZUKI
MAHINDRA

# JIM MARSH AUTOMOTIVE

KIA
MITSUBISHI

August 5, 2011

City of Las Vegas
Sign Variance Division
333 N Rancho Dr
Las Vegas, NV 89106

RE: Sign Variance Request

Dear Variance Review Committee:

Jim Marsh Automotive has been a supportive and active member of the Las Vegas Business Community since 1971. During this time we have made an effort to be involved with the community by sponsoring various activities such as: Centennial High School events, homeowners meetings, blood drives, Boy Scouts of America, hockey club, art shows, and the Southern Nevada Garden Railroad Society.

We are at this time requesting an approval of a variance in the current sign ordinance that prevents the installation of an electronic message center, justification for this request is as follows:

- Enhance our ability to promote community events. We are committed to using this message center to promote the community at no charge to the sponsored organization.
- Enhance our ability to reach potential customers.
- Enhance our ability to compete with the other dealerships that already have electronic message centers installed. (Ed Bozarth Chevrolet just down the street from us on Ann Rd).

We appreciate your consideration on this request and look forward to your favorable response. Please contact us if additional information is needed.

Sincerely,

Jim Marsh
President
Jim Marsh Automotive

RECEIVED
SEP 15 2011
City of Las Vegas
Department of Planning

8555 W. Centennial Parkway · Las Vegas, NV 89149
(702) 946-1000

SDR-43247