

VISIBLE INTERNATIONAL
CORPORATE
IDENTITY
GRAPHICS
LOS ANGELES • LAS VEGAS • PHOENIX
6840 HAYVENHURST AVE. SUITE 100A
VAN NUYS, CA 91406
(800) 525-5519 FAX (818) 787-0415

*January 2, 2007
By first-class mail*

Planning Department
Development Services Center
731 South 4th Street
Las Vegas, NV 89101

RE: LEVITZ FURNITURE SIGN

Dear Planning Commission Members:

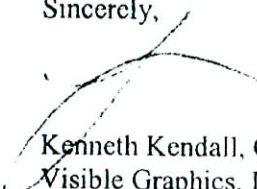
On behalf of our client Levitz Furniture, I am writing to request a review under Las Vegas Zoning Ordinance Section 19.14.060 (F)(5)(c)(ii). As you know, the City Zoning Ordinance ordinarily limits the height all freestanding signs to 40 feet. However, under the above section, the City Counsel, after review by the Planning Commission, may allow an 80-foot sign, if the sign stands within 200 feet of the right-of-way line and can be seen from certain highways.

Our client Levitz Furniture currently has a sign located about 80 S Martin Luther King Boulevard in the City of Las Vegas and standing within 200 feet of the right-of-way line. Although Levitz Furniture found its sign adequate in the past, continuous market competition, gradual decrease in sales, and increasing customer complaints about the lack of the store's visibility from highways and streets compelled our client to re-evaluate its sign requirements. Therefore, to stay competitive, to satisfy its customers' demands, and, consequently, to continue providing excellent jobs and superior services to the local community, Levitz Furniture wishes to replace its current sign with a larger, 80-foot pylon sign.

Accordingly, we respectfully ask that you review our client's request under Section 19.14.060 (F)(5)(c)(ii) and submit a favorable recommendation to the City Council for its final approval and authorization. To that end, we are offering to cooperate with you fully and to comply with any of your requests quickly.

Thank you.

Sincerely,


Kenneth Kendall, CEO
Visible Graphics, Inc.

**SDR-20178
04/12/07 PC**