



LAMAR ADVERTISING COMPANY

June 4, 2013

City of Las Vegas Planning Department
333 N. Rancho Drive
Las Vegas, NV 89106

Dear Sir:

On behalf of Lamar Central Outdoor, LLC (Lamar), I am requesting a review of condition for an off-premise sign approved at the December 18, 2002 City Council meeting.

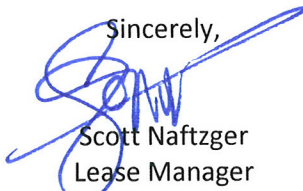
The original application (U-0010-02) was approved with condition #2 stating: *"The off-premise advertising sign (billboard) supporting structure shall be redesigned to finish materials to complement the existing on-site building. The entire face area of both sides of the off-premise advertising (billboard) sign shall be signage area or its border framework; none of the supporting structure shall be visible aside from the support pole."*

Lamar did not design or build this sign but rather purchased it as part of the acquisition of several signs from the previous owner. Our concern is the sign, as it is currently configured, does not match the design elements of the Lamar brand used throughout every market in the company (Brown column and structure, wood panel styled apron and the Lamar logo).

Like many large corporations, Lamar has invested heavily over the last century to establish a brand and design that is instantly recognizable to our customer base throughout the country. Unfortunately, this particular sign does not project the Lamar brand and, with the exception of the logo, does not even resemble the standard Lamar sign.

For this reason, we request the condition requiring the use of finish materials to complement the building be deleted so that we can re-brand it in the familiar Lamar style.

Thank you for your consideration,

Sincerely,

Scott Naftzger
Lease Manager
Lamar Central Outdoor, LLC

ROC-50663

RECEIVED

AUG 08 2013