

September 15, 2016

Mr. Peter Lowenstein
City of Las Vegas Planning & Development
333 N. Rancho Dr.
Las Vegas, NV 89106

Re: Justification Letter – Master Sign Plan Amendment Application

WMCV Phase 1, LLC; WMCV Phase 2, LLC; WMC Land, LLC
APNs : 139-33-610-023; 139-33-610-014; 139-33-511-011
Addresses : 495 S. Grand Central Pkwy.; 475 S. Grand Central Pkwy.;
445 S. Grand Central Pkwy.

Dear Mr. Lowenstein:

Applicant seeks approval of an amendment to its Master Sign Plan to allow for the installation of interchangeable/removable on-premise signage on the north facing façade of Building A, a revision to its existing west-facing and south-facing entitlements on Building B, and for the installation of interchangeable/removable on-premise signage on the east and north facing façade of the parking garage, of the World Market Center Las Vegas located within the Las Vegas Centennial Plan.

Applicant requests a waiver of Parkway Center size standards for signage, within the Las Vegas Centennial Plan, to allow for the addition of seven (7) on-premise supergraphic signs on the existing buildings. All measurements of the proposed signs are enumerated below and within the application packet.

WMCV Phase 1, LLC – Building A

Applicant seeks approval to install two (2) signs onto the existing building. The proposed signs are approximately 125'9" W (at top of graphic) x 154'6" H x 94'5" W (at base of graphic), approx. 17,007sf. Both signs will be constructed using IMAGin® STR328 StreetRap. Applicant contemplates installing the signs immediately upon approval, and refreshing and/or changing the signage for future tradeshow events. The signs will depict only the advertisements of either the property owner, or existing tenants and/or business affiliates of the property owner.

WMCV Phase 2, LLC – Building B

Applicant is currently entitled for two (2) LED signs on the existing building. The first sign is located on the west-facing side of the building and is 150'H x 120' W, approx. 18,000 sf;

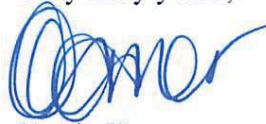
the second sign is located on the south-facing side of the building and is 120' H x 120' W; approx. 14,400 sf. Applicant proposes to move both the west-facing sign and the south-facing LED signs to the corner of building B, creating a "wrap-around" effect. The proposed signs are approx. 140' H x 60' W, approx. 8,400 sf each. Applicant is not seeking any additional signage, and proposed signage will face the same directions as the currently entitled signs. Applicant contemplates installing the signs upon approval, and refreshing and/or changing the signage as allowed pursuant to all federal, state, and local laws. The signs will depict only the advertisements of either the property owner, or existing tenants and/or business affiliates of the property owner.

WMC Land, LLC – Parking Garage

Applicant seeks approval to install five (5) signs along the east-facing wall of parking garage: one (1) on the solid column at the far left end of the parking garage, immediately to the left of the first sign authorized by the Master Sign Plan dated December 17, 2010 ("MSP-50453"), approximately 53' W x 56' H, constructed of SuperPrint® Plus FL 13 oz. billboard and banner material; three (3) immediately to the right of the last sign authorized by MSP-50453, approximately 50' W x 56' H, constructed of UltraMesh® Supreme 9 oz. coated, polyester scrim, mesh banner material, anchored and attached by metal cables; one (1) on the solid column at the far right end of the parking garage, to the right of last approved fifth sign authorized by MSP-50453, approximately 41' W x 56' H, constructed of SuperPrint® Plus FL 13 oz. billboard and banner material; one (1) sign on the north-facing column, on the northeast corner of the parking garage; approximately 41' W x 56' H, constructed of SuperPrint® Plus FL 13 oz. billboard and banner material. Applicant contemplates installing the signs immediately upon approval, and refreshing and/or changing the signage for future tradeshow events. The signs will depict only the advertisements of either the property owner, or existing tenants and/or business affiliates of the property owner.

Thank you for your consideration. Should you have any questions or concerns, please do not hesitate to contact me at any time.

Very truly yours,



Kerrie Kramer
Assistant Director