



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

From: Haddies Convenience Store
7711 El Capitan Way
Las Vegas, NV 89143

Contact: High Impact Sign & Design
Mark Whitehouse
820 S. Wigwam Pkwy. # 100
Henderson NV 89014
702-336-3336

Re: Justification Letter – Amendment of Master Sign Plan – Caroline’s Court – Haddies
Convenience Store

To Whom It May Concern;

We respectfully request the following;

- 1) A major design deviation from the approved Master Sign Plan at Caroline’s Court.
- 2) A variance to allow an increase of 22’square feet for an incidental sign.

Justification:

- 1) Gas Price Monument Sign –

Haddies C-Mart is a new pad site within Caroline’s Court shopping center and its address is 7711 El Capitan Way Las Vegas, NV 89143. Haddies will be a Shell Gasoline dealer and our request is that the Shell branded monument with digital gas pricing be allowed in place of the standard approved monuments for Caroline’s Court.

Shell is a worldwide recognized brand, and their signage standards displays that brand. Shell requires all its dealers to have the correct sign branding. Additionally, to maintain consistency with the brand and to be properly recognized by customers we also feel it is very important to have the Shell sign display.

820 Wigwam Parkway, Ste 100
Henderson, NV 89014

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2) Incidental Sign –

This sign will be for viewing while on the property and is not intended for viewing from the Public R.O.W. This sign is over 100' from the street and will help identify the Car Wash for customers. We therefore feel like this sign size increase is justified.

Thank you in advance for your consideration and design review for this request.

Regards,

Mark Whitehouse

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