

November 15, 2024

To: City of Las Vegas Planning Dept.

495 South Main Street

Las Vegas NV 89101

From: Mark Whitehouse

Sign Centers

3700 Pecos-McLeod Interconnect #100

Las Vegas, NV 89113

Phone: 702-336-3336

Justification Letter – Master Sign Plan Submittal

To Planning Dept.

We respectfully request a review and approval of a new Master Sign Plan for a new Green Valley Grocery Convenience Store with Gas Station.

The signage for this site was reduced by 50% compared to normal sites to maintain harmony with the area.

The site contains Two (2) 20' High Freestanding Signs, one on each frontage, and Five (5) Standard wall signs. The Pylon signs are 20' High where 40' in a commercial zone would be allowed. No Wall Signage will be installed at the back of the building.

This signage matches all the existing sites in the valley and is consistent with Shell Branding Standards.

The signage will not have a negative impact on the surrounding community as the normal signage has been drastically reduced to be good neighbors. Furthermore, the signage digital gas price signage will not face Residential.

We thank you in advance for your consideration of this request.

Regards,

Mark Whitehouse 702-336-3336

24-0655
12/19/2024