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November 14, 2024

Comprehensive Planning Department
City of Las Vegas
495 S. Main St.
Las Vegas NV 89101

RE: Justification Letter- APN: 162-03-416-024

Dear Sir or Madam:

There is one existing static billboard on the north side of Sahara Ave, east of Santa Rita Drive. The sign faces are directed to east-west bound traffic on Sahara Avenue. The building on the site was built in 1952. When the property was converted to commercial, the entire site was paved and there was/is no landscaping on the site. This request is to convert the existing sign from static to electronic.

This sign, once converted, will be an improvement to the area, the existing sign is older and changing out the faces to electronic will improve the appearance. This sign faces are facing away from residential towards the commercial area. Each sign face will have automatic timers on them that will adjust the brightness, so the lights are dimmer at night. We respectfully request approval to convert these sign faces. Thank you for your consideration in this matter.

Yours truly,

Lucy Stewart

24-0636
12/05/2024