



*City of Las Vegas*

Agenda Item No.: 128.

**AGENDA SUMMARY PAGE PLANNING & DEVELOPMENT  
CITY COUNCIL MEETING OF JANUARY 17, 2007**

DEPARTMENT: PLANNING & DEVELOPMENT  
DIRECTOR: M. MARGO WHEELER

Consent  Discussion

SUBJECT  
VARIANCE

VAR-17871 PUBLIC HEARING APPLICANT: DEJA VU'S LITTLE DARLINGS -  
OWNER: ARNOLD AND JEANMI GRANT - Request for a Variance TO ALLOW A  
PROPOSED 80-FOOT DOUBLE FACE 2,470 SQUARE-FOOT FREESTANDING SIGN  
WHERE 720 SQUARE FEET IS THE MAXIMUM ALLOWED on 2.46 acres at 1508 Western  
Avenue (APN 16-04-602-010), M (Industrial) Zone, Ward 3 (Reese). Staff recommends  
DENIAL. The Planning Commission (5-0 vote) recommends APPROVAL

**PROTESTS RECEIVED BEFORE:**

**APPROVALS RECEIVED BEFORE:**

Planning Commission Mtg.	2	Planning Commission Mtg.	0
City Council Meeting	1	City Council Meeting	0

**RECOMMENDATION:**

Staff recommends DENIAL. The Planning Commission (5-0 vote) recommends APPROVAL,  
subject to conditions.

**BACKUP DOCUMENTATION:**

1. Location Map
2. Conditions and Staff Report
3. Supporting Documentation
4. Submitted after final agenda - Protest letter by Stephen Grogan
5. Backup referenced from the 12-21-06 Planning Commission Meeting Item 35

Motion made by GARY REESE to Hold in Abeyance Item 128 [VAR-17871] and Item 129  
[SDR-17312] to 2/07/2007

Passed For: 6; Against: 0; Abstain: 1; Did Not Vote: 0; Excused: 0  
LAWRENCE WEEKLY, LARRY BROWN, LOIS TARKANIAN, STEVE WOLFSON, GARY  
REESE, STEVEN D. ROSS; (Against-None); (Abstain-OSCAR B. GOODMAN); (Did Not  
Vote-None); (Excused-None)

NOTE: MAYOR GOODMAN disclosed he and ATTORNEY JAY BROWN have a shared  
interest in property on Charleston Boulevard; therefore, he would abstain from voting on this  
matter. He then submitted a letter of opposition from the Scotch 80s association that he had  
received.

Minutes:

**CITY COUNCIL MEETING OF: January 17, 2007**

MAYOR GOODMAN declared the Public Hearing open and disclosed his abstention.

COUNCILWOMAN TARKANIAN noted that she was aware that a resident, MR. PARKER, sent in his letter as well, but the City Clerk's office had not received it.

ATTORNEY JAY BROWN, 520 South 4th Street, appeared with DARRYL SHOCK, Vision Signs, 3625 South Polaris Avenue, and stated that the square footage of the sign is 1,235 feet and the request for the variance is needed, as only 770 square feet is the maximum allowed. MR. SHOCK has advised him of the requirements relative to square footage of signage and explained that if the lineal footage of the freeway frontage, a variance would not be required. Because the address is on Western Avenue, that portion of lineal footage in the front has to be applied; thus, the variance is needed.

MARGO WHEELER, Director of Planning and Development, clarified that the freeway is not considered a street so the lineal footage of that area is irrelevant. Regarding the maximum sign area, the 1,235 square feet is one face, the subject sign is double face, therefore, the calculation is doubled as staff noted.

MR. SHOCK stated he spoke with Planning staff regarding the sign and its square footage. He has been in the sign business since 1989 and he understood the calculation to be different.

MS. WHEELER informed him of some written protest from the neighborhood and one protest from the adjacent neighbor was received. MR. SHOCK informed MAYOR PRO TEM REESE that there is an existing 65-foot tall existing sign on site. The intention is to replace the proposed sign with the existing one, as it will be an upgraded version.

After brief discussion, MAYOR PRO TEM REESE decided to hold the items in abeyance until February 7, 2007, as he had concerns with the proposed signage and preferred to discuss the issue further before a decision was made.

COUNCILWOMAN TARKANIAN noted that the top of the signage can be seen from MR. PARKER'S street.

MAYOR PRO TEM REESE declared the Public Hearing closed.