



City of Las Vegas

Agenda Item No.: 89.

**AGENDA SUMMARY PAGE PLANNING & DEVELOPMENT
CITY COUNCIL MEETING OF FEBRUARY 7, 2007**

DEPARTMENT: PLANNING & DEVELOPMENT
DIRECTOR: M. MARGO WHEELER

Consent Discussion

SUBJECT: WAIVER OF TOWN CENTER SIGN STANDARDS

ARC-18824 PUBLIC HEARING - APPLICANT: CENTENNIAL SIGN INC - OWNER: JOSEPH SCALIA
Appeal filed by the applicant of the Denial by the Centennial Hills Architectural Review Committee of a request for a Waiver of the Town Center Sign Standards to raise the height of a previously approved Pylon Sign and to include a reader board sign for Peoples Auto Center at 6401 Centennial Center Boulevard. (APN 125-28-510-003), T-C (Town Center) Zone, Ward 1 (Ross). The Centennial Hills Architectural Review Committee (3-0 vote) and staff recommend DENIAL.

PROTESTS RECEIVED BEFORE:

APPROVALS RECEIVED BEFORE:

Planning Commission Mtg.

Planning Commission Mtg.

City Council Meeting

City Council Meeting

RECOMMENDATION:

The Centennial Hills Architectural Review Committee (3-0 vote) and staff recommend DENIAL.

BACKUP DOCUMENTATION:

1. Location and Aerial Maps
2. Conditions and Staff Report
3. Supporting Documentation
4. Justification Letter
5. Minutes from CHARC-TC meeting of January 2, 2007
6. Appeal letter filed by Ultrasigns

Motion made by STEVEN D. ROSS to Approve Subject to Conditions and amending Conditions 3 and 4 and adding the following condition as read for the record:

3. Waiver from the Town Center Development Standards to allow a pylon sign the maximum height of 90 feet.
4. Waiver from the Town Center Development Standards to allow for two-sided reader board sign or EMU sign, facing the two freeways, where none are permitted.
 - A. The sign size waiver is hereby approved.

Passed For: 6; Against: 0; Abstain: 0; Did Not Vote: 1; Excused: 0

CITY COUNCIL MEETING OF: FEBRUARY 7, 2007

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

Minutes:

MAYOR GOODMAN declared the Public Hearing open.

MARK WHITEHOUSE, Ultrasonics, 40 Reseach Lane, along with HAROLD DREZNER, appeared on behalf of Centennial Signs, Inc. MR. WHITEHOUSE explained the request is for the increase of the sign's height due to a ramp that is 27 feet high located directly in front of the sign. In addition, he requested a reader board at the top of the sign.

TOM McGOWAN, Las Vegas resident, verified with MR. DREZNER that the sign was installed before the ramp.

COUNCILMAN ROSS explained that the sign was approximately 79 feet. The ramp will hinder the opportunity for advertising. He pointed out the height required is not what he had discussed with the applicant. His notes reflect a height of 90 feet and 107-100 feet. MR. DREZNER responded that they are willing to abide by his recommendation and reduce the sign to 90 feet with a reader board. MR. WHITEHOUSE added that the sign complies with the Centennial Hills Sign Standards; the sign has ten feet on all three faces. They are asking for a double face electronic reader board facing only the roadway, and away from residential. He clarified that the fascia area will cover 1,500 square feet.

COUNCILMAN ROSS asked what is the Centennial Hills standard for square footage of the signs. MARGO WHEELER, Director of Planning and Development Department, responded that it is the relationship of the square footage to the gross square area; therefore, it would be 2,523 maximum for the three faces. MR. WHITEHOUSE indicated they are requesting approximately 1,800 square feet, based on the 100-foot drawing. In addition, they are asking for the legs to be increased. He showed a rendering with and without the raise.

COUNCILMAN ROSS indicated that reader boards are not allowed in Centennial Hills Town Center, and he does not believe that this request would change the intent. He does not want to slow down the progress of Centennial Hills, especially the businesses, but at the same time he wants to support Centennial Hills Architectural Review Committee (CHARC) in their efforts to keep the standards realistic.

COUNCILMAN ROSS informed the applicant that the side near the neighborhood will not be lit. MS. WHEELER read into the record amendments to Conditions 3 and 4.

MAYOR GOODMAN declared the Public Hearing closed.