



City of Las Vegas

Agenda Item No.: 102.

**AGENDA SUMMARY PAGE PLANNING & DEVELOPMENT
CITY COUNCIL MEETING OF: APRIL 4, 2007**

DEPARTMENT: PLANNING & DEVELOPMENT
DIRECTOR: M. MARGO WHEELER

Consent Discussion

SUBJECT: MASTER SIGN PLAN AND WAIVER OF TOWN CENTER DESIGN STANDARDS

ARC-20019 PUBLIC HEARING - APPLICANT: YOUNG ELECTRIC SIGN COMPANY -
OWNER: TENAYA VILLAGE INVESTORS, LLC - REQUEST FOR APPROVAL OF A
MASTER SIGN PLAN AND FOR WAIVERS OF TOWN CENTER DEVELOPMENT
STANDARDS TO ALLOW WALL SIGNAGE TO FACE AN EXISTING RESIDENTIAL
DEVELOPMENT THAT IS OUTSIDE OF THE TOWN CENTER LIMITS AND TO ALLOW
WALL SIGNAGE ON THE SECOND FLOOR OF BUILDINGS "A" and "B" FOR A
COMMERCIAL/RETAIL DEVELOPMENT, SHEA AT TENAYA VILLAGE LOCATED AT
7425-7495 AZURE DRIVE (APN 125-27-114-001), TC (Town Center) Zone, Ward 6 (Ross).
Staff recommends APPROVAL

PROTESTS RECEIVED BEFORE:

APPROVALS RECEIVED BEFORE:

Planning Commission Mtg.	0	Planning Commission Mtg.	0
City Council Meeting	0	City Council Meeting	9

RECOMMENDATION:

Staff recommends APPROVAL, subject to conditions.

BACKUP DOCUMENTATION:

1. Location and Aerial Maps
2. Staff Report
3. Supporting Documentation
4. Justification Letter
5. ARC-20019 Action Letter
6. CHARC-TC Minutes of March 6, 2007
7. Submitted after Final Agenda Support Petition with 8 signatures
8. Submitted at Meeting Drawings and Elevations submitted by Rich Hinshaw

Motion made by STEVEN D. ROSS to Approve Subject to Conditions and amending Conditions 2 and 3 as read for the record:

2. The requested Waiver from the Town Center Development Standards to allow ground level non-illuminated wall signage on the south elevations of all buildings is approved.
3. The requested Waiver from the Town Center Development Standards to allow second-level non-illuminated wall signage of buildings "A" and "B" is approved for the north elevations only.

CITY COUNCIL MEETING OF: April 04, 2007

Passed For: 7; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 0

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

NOTE: COUNCILMAN REESE disclosed that his nephew works for Young Electric Company. He has not spoken to him about this project and does not believe there is a conflict.

Minutes:

MAYOR GOODMAN declared the Public Hearing open.

RICH HINSHAW, Young Electric Sign Company, 5119 South Cameron Street, stated that the (Centennial Hills Architectural Review Committee (CHARC) review was approved, but COUNCILMAN ROSS has asked to look at this project and to visit the nine neighbors affected by the signage. He went door-to-door; three were not at home, two were not interested in giving their approval or objection, four additional residents gave their support. The residents' concern was that the signs would be illuminated, however the signage to the south and north will not be illuminated.

JAMES KEMP, 624 North Rainbow Blvd, stated he is buying a unit in the northwest corner of Building "E" and supports the application. In September he was sent a letter indicating the signage allocation for the building and requirements were all in place. He expressed concern that this application might change the sign master plan to affect those who are buying at this location. MR. HINSHAW replied that the allocation will remain the same.

COUNCILMAN ROSS reassured MR. KEMP that his signs were fine. The Young Electric Sign Company (YESCO) is part of this process.

MR. HINSHAW submitted the new sign proposal. COUNCILMAN ROSS indicated that a support petition was submitted as well. He appreciated the applicant's efforts and complimented the complex.

MARGO WHEELER, Director of Planning and Development Department, amended Conditions 2 and 3.

MAYOR GOODMAN declared the Public Hearing closed.