



City of Las Vegas

Agenda Item No.: 150.

**AGENDA SUMMARY PAGE PLANNING & DEVELOPMENT
CITY COUNCIL MEETING OF: SEPTEMBER 5, 2007**

DEPARTMENT: PLANNING & DEVELOPMENT
DIRECTOR: M. MARGO WHEELER

Consent Discussion

SUBJECT:
SPECIAL USE PERMIT

SUP-22703 - PUBLIC HEARING - APPLICANT: MONEYTREE, INC. - OWNER: SHADOW HILLS PLAZA - Request for a Special Use Permit TO ALLOW A PROPOSED FINANCIAL INSTITUTION, SPECIFIED WITH WAIVERS TO ALLOW A DISTANCE SEPARATION OF APPROXIMATELY 60 FEET FROM A RESIDENTIAL USE WHERE 200 FEET IS REQUIRED AND TO ALLOW A DISTANCE SEPARATION OF APPROXIMATELY 75 FEET FROM ANOTHER FINANCIAL INSTITUTION, SPECIFIED WHERE 1,000 FEET IS THE MINIMUM REQUIRED at 10490 West Cheyenne Avenue (APN 137-12-817-006), U (Undeveloped) Zone [PCD (Planned Community Development) General Plan Designation] under Resolution of Intent to PD (Planned Development) Zone [VC (Village Commercial) Lone Mountain Special Land Use Designation], Ward 4 (Brown). Staff recommends DENIAL. The Planning Commission (3-2 vote) recommends APPROVAL

PROTESTS RECEIVED BEFORE:

APPROVALS RECEIVED BEFORE:

Planning Commission Mtg.	18	Planning Commission Mtg.	0
City Council Meeting	20	City Council Meeting	2

RECOMMENDATION:

Staff recommends DENIAL. The Planning Commission (3-2 vote) recommends APPROVAL, subject to conditions.

BACKUP DOCUMENTATION:

1. Location, Aerial and Special Maps
2. Conditions and Staff Report
3. Supporting Documentation
4. Photos
5. Justification Letter
6. Protest postcards
7. Submitted after final agenda Protest/support postcards and protest letter
8. Backup referenced from the 08-09-07 Planning Commission Meeting Item 36

Motion made by LARRY BROWN to Approve subject to conditions

Passed For: 7; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 0
RICKI Y. BARLOW, LOIS TARKANIAN, LARRY BROWN, OSCAR B. GOODMAN,
GARY REESE, STEVE WOLFSON, STEVEN D. ROSS; (Against-None); (Abstain-None);
(Did Not Vote-None); (Excused-None)

CITY COUNCIL MEETING OF: September 5, 2007

Minutes:

MAYOR GOODMAN declared the Public Hearing open.

ATTORNEY JENNIFER ROBERTS and TREVOR HAYES, Lionel Sawyer & Collins, 200 South Fourth Street, appeared on behalf of Money Tree and explained the location of the proposed business is near the 215 Beltway and Cheyenne Avenue within a large commercial center. The distance between the nearest residential is over 450 feet.

ANNA JANE ZARNDT, 19361 Natural Springs Avenue, appeared in opposition because the project is not compatible with the surrounding neighborhood and the center is not large enough. Additionally, the parking area is dimly lit and she does not see any reason for another check cashing business when there is already one on the opposite side of the street, as well as other financial institutions.

TED RUSSELL, Las Vegas resident, supported the application and considered Money Tree the Rolls Royce of check cashing.

COUNCILMAN BROWN thanked MRS. ZARNDT for her comments. He stated Shadow Hills has only one commercial site and the site is the farthest away from the Shadow Hills community. He feels comfortable with the distance of 450 to 500 feet. The Beltway, from building to building, is 1,000 feet away. He pointed out the parking, when fully built out, is required to have 320 spaces, but they will be providing 452 spaces.

COUNCILMAN BROWN addressed the perception of these institutions, but Money Tree has established itself as one of the better corporate citizens, as far as offering services. Their target market are the residents of Shadow Hills. He also indicated that some of the early stand-alone stores were very visible and bold; however, this is not the case. The applicant is leasing space and will have the same aesthetics as the entire commercial center.

ATTORNEY ROBERTS indicated that Money Tree's policy is that their exterior signage is subtle, does not have announcement of payday loans or check cashing, no neon or flashing lights and no advertising. COUNCILMAN BROWN is hopeful that this will be as successful as the other locations.

MAYOR GOODMAN declared the Public Hearing closed.