

**AGENDA SUMMARY PAGE - PLANNING & DEVELOPMENT
PLANNING COMMISSION MEETING OF: NOVEMBER 29, 2007**

DEPARTMENT: PLANNING & DEVELOPMENT

DIRECTOR: M. MARGO WHEELER

Consent Discussion

SUBJECT:

VAR-24824 - VARIANCE - PUBLIC HEARING - APPLICANT/OWNER: DECATUR CROSSING CENTER, LLC - Request for Variance TO ALLOW A PROPOSED FREE STANDING SIGN HEIGHT OF 3 FEET WHERE 10 FEET IS THE MAXIMUM PERMITTED AND TO ALLOW 1612 SQUARE FEET WHERE 404 SQUARE FEET IS THE MAXIMUM PERMITTED on 16.8 acres at 202-290 South Decatur Boulevard (APNs 158-36-516-001 through 004), C-1 (Limited Commercial) Zone, Ward 11 (Tarkanian)

P.C.: FINAL ACTION (Unless Appealed Within 10 Days)

PROTESTS RECEIVED BEFORE:

APPROVALS RECEIVED BEFORE:

Planning Commission Mtg. 0

Planning Commission Mtg. 6

City Council Meeting 0

City Council Meeting 0

RECOMMENDATION:

DENIAL

BACKUP DOCUMENTATION:

1. Location and Aerial 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, concern postcard and support letter

Motion made by RICHARD TRUESDELL to Deny

Passed For: 6; Against: 1; Abstain: 0; Did Not Vote: 0; Excused: 0
GLENN TROWBRIDGE, DAVID STEINMAN, STEVEN EVANS, BYRON GOYNES, RICHARD TRUESDELL, SAM DUNNAM; (Against-LEO DAVENPORT); (Abstain-None); (Did Not Vote-None); (Excused-None)

Minutes:

CHAIRMAN DAVENPORT declared the Public Hearing open.

DOUG RANKIN, Planning and Development Department, stated the request is a self-imposed hardship and recommended denial.

ALBERT COHEN appeared on behalf of the applicant and stated the proposed sign has the support of COUNCILWOMAN TARKANIAN and the Office of Business Development. He



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stated the sign permitted by the Code did not adequately serve the needs of the shopping center and the proposed sign would allow the center to be more competitive by adding tenants and improving the centers visibility.

TOM McGOWAN, Las Vegas resident, and TEDDY RUSSELL, Las Vegas resident, expressed their support.

COMMISSIONER TRUESDELL supported staff's recommendation for denial, stating the sign is a self-created condition of the center. He suggested the sign could be approved without increasing its size.

COMMISSIONER EVANS concurred with COMMISSIONER TRUESDELL and expressed his disappointment in the sign quality throughout the City. He disagreed with the idea that more signs at great heights lead to more revenue and stated he could not support the request.

COMMISSIONER TROWBRIDGE concurred with COMMISSIONER EVANS, observing the existing sign is cluttered and unattractive and the proposed sign would be the same unattractive sign with greater height.

COMMISSIONER STANMAN concurred with COMMISSIONER TRUESDELL that the buildings blocking the center's Decatur Boulevard visibility were the cause of the applicant's problem. He also observed that only the larger tenants could benefit from the proposed sign.

MR. COHEN explained he was trying to improve the center through a larger sign rather than face the consequences of not satisfying the visibility needs of the tenants.

COMMISSIONER GOYNES stated he did not want sign height on this block and MR. COHEN expressed his willingness to accept any condition that would make the sign work.

COMMISSIONER EVANS stated a more attractive sign would be acceptable to him and pointed out that a larger sign would not solve the applicant's problem. He expressed his opposition to the variance.

CHAIRMAN DAVENPORT suggested MR. COHEN redesign the sign and MR. COHEN requested direction from the Commissioners.

COMMISSIONER TROWBRIDGE and COMMISSIONER GOYNES gave several suggestions for a more attractive sign, but MR. COHEN stated his major tenant might not accept those recommendations.

COMMISSIONER TRUESDELL noted that several sign companies in the area are capable of producing attractive signs that meet the Code.

CHAIRMAN DAVENPORT declared the Public Hearing closed.