



City of Las Vegas

Agenda Item No.: 43.

**AGENDA SUMMARY PAGE PLANNING & DEVELOPMENT
PLANNING COMMISSION MEETING OF: FEBRUARY 28, 2008**

DEPARTMENT: PLANNING & DEVELOPMENT
DIRECTOR: M. MARGO WHEELER

Consent Discussion

SUBJECT:
VAR-2644 - VARIANCE - PUBLIC SIGNING - APPLICANT/OWNER: DFA, LLC -
Request for a Variance to allow a 672 SQUARE FOOT OFF-PREMISE DIGITAL
(BILLBOARD) SIGN LUSH WITH ALL OF THE PARKING STRUCTURE WHERE
672 SQUARE FEET PERMITTED AND TO ALLOW THE OFF-PREMISE DIGITAL
(BILLBOARD) SIGN TO BE ERECTED 58 FEET ABOVE THE ELEVATION OF THE
FREEWAY WHERE 58 FEET ABOVE THE ELEVATION OF THE FREEWAY IS THE
MAXIMUM ALLOWED on 2.61 acres at the southwest corner of Bonanza Road and Martin L
King Boulevard (A-2) (31-2840-31); R-E (Residence Estates) Zone under Resolution of Intent
to C-2 (General Commercial) Zone, Ward 5 (Barlow)

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

PROTESTS RECEIVED BEFORE:

APPROVALS RECEIVED BEFORE:

Planning Commission Mtg.	0	Planning Commission Mtg.	0
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. Submitted after meeting Recordation notice of Planning action and conditions of approval

Motion made by RICHARD TRUESDELL to Approve subject to conditions and adding the following conditions:

- A. The size shall not exceed 672 square feet.

Passed For: 4; Against: 3; Abstain: 0; Did Not Vote: 0; Excused: 0
SAM DUNNAM, DAVID STEINMAN, RICHARD TRUESDELL, VICKI QUINN; (Against-
BYRON GOYNES, GLENN TROWBRIDGE, STEVEN EVANS); (Abstain-None); (Did Not
Vote-None); (Excused-None)

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Minutes:

CHAIR GOYNES declared the Public Hearing open for Items 43-45.

ANDY REED, Planning and Development Department, stated there is no reason to allow a billboard to be twice the size permitted by Code and recommended denial of both the Variance request and the Site Development Plan Review. He was also unable to support the request for the Review of Conditions and recommended denial.

ROBERT GROSSBECK, 145 East Reno Avenue, appeared on behalf of the applicant. He gave a brief history of the site's development and described the proposed sign. MR. GROSSBECK explained the requested sign would be a compilation of the two signs previously allowed on the site, noting the sign would be raised to match the higher grade of US 95 and that the increased size was needed to ensure the sign's visibility. He explained the ROC request would allow one billboard to remain until building permits were obtained. He concluded by saying the sign would not negatively impact the neighborhood and requested approval.

COMMISSIONER STEINMAN observed that the proposed sign would be difficult to see, given the existing freeway ramps in the area, and expressed concern with the location and its potential impact on traffic. MR. GROSSBECK responded that the sign experts had explained that the sign's location and height made the most sense, given the existing traffic pattern.

COMMISSIONER TROWBRIDGE accepted the reasons for the applicant's request, but noted that a sign approved by the City may be denied by the Nevada Department of Transportation. He expressed concern that signs along the freeway widening would be replaced by more signs and wondered how the City could prevent that situation.

ASSISTANT CITY ATTORNEY BRYAN SCOTT noted that the size and compatibility of any sign was within the Commission's discretion when considering Special Use Permit applications. He observed that there is no precedent for allowing a billboard of 1200 square feet and indicated that allowing property owners to combine signs into one mega-sign could be problematic.

COMMISSIONER TRUESDELL observed that the proliferation of signs along US 95 has made it difficult to see the improvements being done in the downtown area.

MR. GROSSBECK pointed out the existing signs are larger than what was being proposed and maintained that the proposed sign is a sound solution to the loss of the other two signs.

COMMISSIONER TROWBRIDGE acknowledged that the request is unprecedented; but noted it is in scale with the project and won't detract from the building. He expressed his support as the proposed sign would be less intrusive to the residents in the area and more visible to freeway traffic.

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In response to COMMISSIONER EVANS' inquiry, COMMISSIONER TRUESDELL stated that Clark County has a long-standing sign Code and suggested that their requirements are very different and not applicable to this project. He expressed concern that approval of this application might lead to an increase in signage along that corridor. MR. GROSSBECK suggested a condition limiting the building to one sign only.

COMMISSIONER QUINN expressed concern that approval of this application would set a precedent and stated she would not support it.

CHAIR GOYNES expressed his support, noting it would be an aesthetic improvement to the area. He requested that screening be installed on the parking garage and MR. GROSSBECK promised to work with staff and his client to address that request.

ASSISTANT CITY ATTORNEY SCOTT noted that a different SDR addressed the parking garage and any changes would have to come before the Commission in a separate action. In response to further questioning by COMMISSIONER STEINMAN, ASSISTANT CITY ATTORNEY SCOTT explained that the Special Use Permit for the billboard had already been approved and the applicant was requesting a Variance in order to increase its size.

CHAIR GOYNES declared the Public Hearing closed for items 43-5.

