



*City of Las Vegas*

Agenda Item No.: 27.

**AGENDA SUMMARY PAGE PLANNING & DEVELOPMENT  
PLANNING COMMISSION MEETING OF: JULY 10, 2008**

DEPARTMENT: PLANNING & DEVELOPMENT  
DIRECTOR: M. MARGO WHEELER

Consent  Discussion

**SUBJECT:** UP-2821 - SPECIAL USE PERMIT - PUBLIC HEARING - APPLICANT: WET PAINT MEDIA, LLC - OWNER: HUNTRIDGE SHOPPING CENTER, LLC - Request for a Special Use Permit FOR A PROPOSED 145' X 120' X 48-FOOT OFF PREMISE SIGN (BILLBOARD) on the south side of McCaslin Boulevard, approximately 99 feet west of Maryland Parkway (APN 162-03-513-0000 - C-2 (General Commercial) Zone, Ward 3 (Reese))

IF APPROVED, C.C.: 08/06/2008  
IF DENIED, P.C. REVIEW C.C. TO: (Unless Appealed Within 10 Days)

**PROTESTS RECEIVED BEFORE:**

**APPROVALS RECEIVED BEFORE:**

Planning Commission Mtg.	6	Planning Commission Mtg.	1
City Council Meeting	0	City Council Meeting	0

**RECOMMENDATION:**  
**DENIAL**

- 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 Postcards

Motion made by VICKI QUINN to Deny

Passed For: 5; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 2  
SAM DUNNAM, DAVID STEINMAN, GLENN TROWBRIDGE, STEVEN EVANS, VICKI QUINN; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-RICHARD TRUESDELL, BYRON GOYNES)

Minutes:  
ACTING CHAIR TROWBRIDGE declared the Public Hearing open.

DOUG RANKIN, Planning and Development Department, reported that the use did not meet the 2020 Master Plan's Objective 2.24, which states that the City should seek high-quality redevelopment and preservation in mature neighborhoods. He recommended denial.

## PLANNING COMMISSION MEETING OF: JULY 10, 2008

MICHAEL CORDERO, 5521 Magi Ranch Court, was present on behalf of the applicant and stated that all the Code requirements for this billboard were met and that it would be appropriate for the location. He alleged that staff's concern was not valid, because the area was not included in the Code as a redevelopment area.

MARIO J. POLLICK, City resident, read a letter objecting to this billboard and stating that the Circle Park community would not support such a billboard until Huntridge Shopping Center could get a handle on the ongoing crime on its property and in the area. He suggested that this billboard would only serve to increase loitering, vandalism, burglary and graffiti in the area. He did not submit a copy of the letter.

TODD FARLOW, 240 North 19th Street, objected to the erection of a billboard that would block the Huntridge Theater, which should be preserved as a historic landmark.

In rebuttal, MR. CORDERO stated that he visited the area and did not witness any of the crimes mentioned by MR. POLLICK. Also, he could not understand how the billboard would affect crime, nor why the billboard would create the need for on-site security.

Regarding MR. FARLOW'S concern about the billboard blocking the Huntridge sign, MR. CORDERO pointed out that the billboard was located far from the theater.

MR. CORDERO informed ACTING CHAIR TROWBRIDGE that the proposed sign would be constructed away from the existing sign and far enough from the theater that it would not be an obstruction.

COMMISSIONER DUNNAM empathized with the concerns of MR. POLLICK and encouraged him to become well acquainted with Code Enforcement and to document activity in the area in order to bring about change. However, he pointed out to MR. POLLICK that his complaints, although valid, had nothing to do with the billboard sign and were not under the purview of the Planning Commission.

COMMISSIONER EVANS had conflicting views on this matter. He noted that he was not generally opposed to billboards obstructing views or being visible, and blocking the historic Huntridge sign had not been one of his considerations. Although the revenue generated from billboards could be used for maintenance purposes, the owner might not use the revenue for that purpose and depend on it as income. But what really concerned him about the billboard is that, if approved, the Commission could not regulate its content. He opined that the sign would not encourage crime, but it would not deter it either. MR. CORDERO offered to include lighting underneath the billboard to light up the area, which might alleviate security issues.

ACTING CHAIR TROWBRIDGE stressed that a sign in proximity to an existing larger sign would be detrimental to the neighborhood. The Planning Commissioners have consistently prohibited billboards west of Maryland Parkway and should continue to do so. He expressed his opposition.

**PLANNING COMMISSION MEETING OF: JULY 10, 2008**

DEPUTY CITY ATTORNEY JAMES LEWIS noted that the applicant had the burden of proof to show that the billboard was compatible. The Commissioners did not have to approve it merely because the billboard was not within proximity distance requirements.

COMMISSIONER QUINN opposed the application, explaining that approval would encourage other billboard applications for the area that the Commission could have difficulty denying.

ACTING CHAIR TRAVIS BRIDGES declared the Public Hearing closed.

