



City of Las Vegas

Agenda Item No.: 8.

**AGENDA SUMMARY PAGE PLANNING & DEVELOPMENT
PLANNING COMMISSION MEETING OF: NOVEMBER 6, 2008**

DEPARTMENT: PLANNING & DEVELOPMENT
DIRECTOR: M. MARGO WHEELER

Consent Discussion

SUBJECT:
BEYANEE - REZONIFICATION, VA 29659 - VARIANCE - PUBLIC HEARING -
APPLICATION: SIEGEL COMPANY, LLC - OWNER: ST. LOUIS SUITES, LLC -
Request for a variance TO ALLOW PROPOSED 250 SQUARE-FOOT WALL SIGN WHERE
50 SQUARE FEET IS THE MAXIMUM ALLOWED on 1.90 acres at 525 East St. Louis Avenue
(APN 162-03-312 - R-5 (Apartment) Zone, Ward 3 (Reese) NOTE: THIS APPLICATION
HAS BEEN AMENDED TO ALLOW FOUR EXISTING FIVE-FOOT TALL FREESTANDING
SIGNS WHERE ONE IS PERMITTED, TO ALLOW A DISTANCE SEPARATION OF LESS
THAN 100 FEET BETWEEN FREESTANDING TO FREESTANDING SIGN WHERE 100
FEET IS THE MINIMUM REQUIRED AND TO ALLOW FOR THE FOUR EXISTING FIVE-
FOOT TALL FREESTANDING SIGNS TO BE SETBACK ONE-FOOT WHERE FIVE FEET
IS THE MINIMUM SETBACK REQUIRED

C.C.: 12/03/2008

PROTESTS RECEIVED BEFORE:

APPROVALS RECEIVED BEFORE:

Planning Commission Mtg.	20	Planning Commission Mtg.	1
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, Telephone Protest and Support Postcard
7. Submitted after Final Agenda Protest Postcards

Motion made by GLENN TROWBRIDGE to Approve subject to conditions

Passed For: 4; Against: 2; Abstain: 0; Did Not Vote: 0; Excused: 1
DAVID STEINMAN, BYRON GOYNES, GLENN TROWBRIDGE, KEEN ELLSWORTH;
(Against-STEVEN EVANS, VICKI QUINN); (Abstain-None); (Did Not Vote-None); (Excused-
RICHARD TRUESDELL)

Minutes:
CHAIR GOYNES declared the Public Hearing open.



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

TONY CELESTE, 3800 Howard Hughes Parkway, and MIKE WHITEHOUSE appeared on behalf of the applicant. Referring to the overhead, he indicated the location of the project. He remarked that the applicant has done extensive renovations to the existing property and is asking for the freestanding signs to publicize the amenities. MR. CELESTE noted that the residents who attended the neighborhood meeting did not have any objections to the planned project.

COMMISSIONER EVANS expressed concern that if variance is approved, the same situation will occur where the illegal signage will remain on the property.

COMMISSIONER VILIN remarked that the property owner made no effort to remove the illegal signage, yet had the audacity to request another application across the street. MR. WHITEHOUSE confirmed that there was extensive discussion with the property owner regarding removal of the illegal signs on both properties and moving forward with permanent signs.

COMMISSIONERS TROWBRIDGE and STEINMAN asked for further clarification on the 250-square foot stone wall sign and why there is no reference to the B-Sign. MR. WHITEHOUSE explained that the existing 250-square foot replica is actually a banner laid inside the veneer and, if approved, will be replaced with a permanent sign. With regard to the B-Sign, MR. WHITEHOUSE stated those are encased linear neon used as building trim. MR. CELESTE commented that it is important to note that the linear neon is only visible from Las Vegas Boulevard.

COMMISSIONER STEINMAN requested the applicant make a commitment that all of proposals illustrated in the application packet would constitute the final package. MR. WHITEHOUSE agreed to the request.

MARGO WHEELER, Director of the Planning and Development Department, stated that additional protests were received. Because the neighborhood meeting mentioned by MR. CELESTE was not coordinated through the City, MS. WHEELER stated the outcome could not be verified.

CHAIR GOYNES declared the Public Hearing closed.